

## Gen Z Attention Grabber: The Influential Power of Customer Inertia in Jakarta

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### Abstract

Generation Z or Gen Z is the generation born between 1997 and 2012. Research shows that people in Gen Z category tend to prefer more innovative and seasonal things. This causes Gen-Z to tend to have lower loyalty rate. On the other hand, inertia is one of the keys to achieving action loyalty. However, there are few studies that discuss Customer Inertia in Gen Z, particularly in the context of food and beverage companies. Hence there is a limited foundation for developing strategies to increase Customer Inertia, especially in Gen Z. This research aims to analyze how the character of generation Z can affect Customer Inertia with Mie Gacoan Jakarta as the case study. The analysis was carried out using the PLS-SEM with SMARTPLS and SPSS. The results show that the Customer Inertia is significantly influenced by Affective factors through the "excitement of use" factor rather than Behavioral factors as predicted by older research. The findings provide a new perspective on Customer Inertia, especially for customers Gen Z and in the F&B business. In addition, the results can be adapted to create innovations and strategies to increase Customer Inertia for their Gen Z customers.

**Keywords:** *Customer Inertia, Generation Z, Emotional Affective, F&B Business, PLS-SEM Biases.*

### INTRODUCTION

Generation Z, according to Beresford Research, is the generation born between 1997 and 2012, also called Gen Z, Centennials, iGeneration, and Post-millennials. Quoting data from [databoks.katadata.co.id](http://databoks.katadata.co.id), based on the population census conducted by the Central Bureau of Statistics of the Republic of Indonesia in 2020, Gen Z occupies the first position in the percentage of the population in Indonesia with a total of 27.94%. Millennials are in second place with 25.87%. The New York Post reported that Gen Z is the generation with the largest number globally, with around 32% of the world's population in 2019. With this enormous number, Gen Z is a tempting target customer for various brands. In addition, Gen Z has a major influence on Indonesia's economy and growing trends.

Gen Z is known as the generation that was born and grew up with technology. Based on a survey, 95% of Gen Z youth have access to or

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even have smartphones, and with open access, 45% of Gen Z youth report that they are online almost all the time (Anderson and Jiang, 2018). Gen Z is stereotyped a lot as a sensitive generation. Levi Smith (2022) discussed in the journal *A Study of Generational Labels and Gen Z Stereotypes* that Gen Z is associated with the words selfish, outgoing, creative, justice-oriented, kind, lazy, passionate, passive, and short-attention span. Various studies and other articles also mention stereotypes such as tech-dependent, sensitive, and the generation that hates rejection. We need to underline the "short-attention span" stereotype; Gen Z has a lower attention span, only 8 seconds, compared to millennials, with an attention span of 12 seconds.

Unfortunately, Gen Z is also easy to change from one brand to another. Massive marketing, tighter competition between brands, and media consumption have resulted in lower Gen Z consumer loyalty to products from a particular brand. Only 37% of Gen Z consumers fall into the loyalist category, much lower than boomers (56%) (Brooks, 2022). Gen Z tends to be loyal to the first product they buy when starting their shopping journey. Digitalization provides many conveniences for shopping, which is also the reason for the decrease in customer loyalty rates for Gen Z customers. Gen Z also utilizes the internet, smartphones, and digital media to do more research on the products they will buy. Gen Z can easily access various digital marketing methods carried out by brands, thereby increasing their awareness of the product options being promoted.

Loyal customers have a significant role in the development of a brand. Higher customer loyalty results in higher brand sales and profitability (Chi, 2005). Inertia matter of fact plays a significant role in achieving loyalty. According to Oliver (1999), achieving the final stage of loyalty requires additional and stronger barriers to fight the urge to switch to a competitor. The term "inertia" is a concept of physics where something remains in static conditions, refuses to change, or continuously moves in the same direction unless it is influenced by other changing factors from outside (Simaciu, 2003). Inertia is a psychological condition where the customer's preference differs from the actual condition, where the customer tends to settle on a particular product or brand due to certain factors. In this case, they continue to buy the product even though other options are available or they have experienced an unpleasant experience.

The concept of customer inertia has been widely discussed in various studies. Some points are still missing, which we considered an interesting topic to be analyzed in this research. There is limited research focus on how Customer Inertia influences Gen Z, nor how inertia influences their behavior and creates loyalty to customers who are very easily distracted by other brands. Considering how potential Gen Z's market is today and will be in the future. The market will shift according to the market demands. Hence, companies need to adapt their strategy to the character of Gen Z customers.

Mie Gacoan was first opened in early 2016 in Malang City by Harris Kristanto. Mie Gacoan focuses on spicy noodles and modern drinks by presenting Malang City special food recipes combined with innovation in their menu components. The restaurant began to skyrocket at the end of 2021 and Mie Gacoan's business scale can grow rapidly to reach 115 outlets across Indonesia in May 2023. Influencers such as food vloggers and bloggers also play a big role in the virality of Mie Gacoan. Many influencers deliberately come to try and review the experiences they get at Mie Gacoan outlets. The reviews they upload provoke curiosity and create a feeling of FOMO (Fear Of Missing Out) in their respective social media audiences. With the explosion of public enthusiasm for Mie Gacoan, the number of people who came to try Mie Gacoan has also increased. The many people who came caused long queues at many Mie Gacoan outlets.

Even though various testimonials and complaints were issued by customers, various articles stated that until 2023, Mie Gacoan is still always crowded and in demand by buyers who come in person to outlets and online. Mie Gacoan's Legal Social, Endhy, conveyed in May 2023, it is estimated that the average visitor to Mie Gacoan at one outlet will be 90 people when lunch and dinner time (Nicha Muslimawati, 2023). This is interesting because even though the customer was dissatisfied and had various complaints, the customer still has the desire to come back and choose Mie Gacoan as the restaurant they will go to when they want spicy noodles. Customer Inertia is starting to form in customers and makes this phenomenon interesting to study.

Seeing the possibility that Customer Inertia may arise from customers from Mie Gacoan Jakarta, the question arises about what factors are the cause of this phenomenon. More than that, if they are so easily distracted by other brands, will it be possible to create Customer Inertia in Gen Z consumers? This research aimed to find how Gen Z's behavior would intervene in the previously known Customer Inertia model influencing companies' strategy, especially for F&B business. The results of this study will be in the form of recommendations for innovation that can be adapted and implemented to companies that target Gen Z.

This research focuses on analyzing Customer Inertia on Mie Gacoan Jakarta's Gen Z customers. The research scope includes how the behavior of Gen Z shaped their inertia and recommendations for the company. The results of this research can be implemented as a guideline for brands to innovate to increase Gen Z inertia. However, due to limited access to data, we cannot find the exact number of Mie Gacoan's Gen Z customers. This research was conducted from May to July 2023 online. Considering the many possible factors and dimensions that lead to Customer Inertia, this study only focuses on the emotional dimension and its factors based on research from Arisman and Hurriyati: Cognitive, Affective, and Behavioral with the aim of maintaining the focus and purpose of this research: studying the factors that form inertia from the emotional side of the customer.

## LITERATURE REVIEW

### Generation Z

Quoting from Beresford Research (2023), The US Census Bureau states that Gen Z is defined as individuals born between 1997 and 2012. The census conducted by the Central Bureau of Statistics of the Republic of Indonesia states that Gen Z is the majority in the Indonesian population with a total of 27.94% in 2020 (Dwi Hadya Jayani, 2021). Another survey reported by the New York Post stated that Generation Z even occupies the majority position globally, around 32% of the world's population in 2019. Emotionally, Gen Zers choose what they buy and consume, influenced by the quality of the product and the marketing efforts they receive. In short, Gen Z relies on the purchase experience of others to make purchasing decisions and then forms an emotional attachment to a brand by considering marketing efforts in addition to their own experience. Likewise in the context of food favorability (Zuo et al., 2022).

### Customer Inertia

Customer Inertia is a condition when a customer becomes loyal and repurchases a particular product while influenced by passiveness or laziness to transition from what they usually buy to another brand. Customer Inertia is also defined as the condition when consumers repurchase due to a lack of goal-directed behaviors, lack of conscious decision to change, or the existence of habits of buying from a specific brand. Customers with high inertia tend to stay with one brand since they must invest effort and time to switch and adapt to the new brand (Han et al., 2011). People with post-purchase behavior influenced by higher levels of psychology and finance barrier (associated with inertia) tend to have a lower association between post-purchase decisions and their pre-purchase behavior (Han et al. 2009 and Jones et al. 2000).

### Customer Behavior Theory

Naturally living things will move and make decisions based on their instincts to meet their needs as a form of survival effort. This argument is also explained by Fred and Wandwossen (1978) in the Motivation-Need Theory. In this theory it is stated that individuals buy and consume a product (general) to meet and satisfy needs based on five priorities: physiological survival at the highest priority, safety, love, esteem, and self-actualization. Another theory by Hawkins Stern (1962) focuses on customer buying behavior on impulse behavior as a reason for individuals to make purchases apart from rational action. Stern stated that impulse buying can bring both advantages and challenges to the company. Impulse buying is adapted into a strategy to attract purchase interest and shift customer interest from competitors. Stern gave an example that companies can create close tie-ins between at-home and in-store advertising. On the other hand, changing purchase intentions due

to impulse buying makes companies have to innovate and adapt to trends.

### **Hypothesis Development**

Arisman and Hurriyati (2022) divided Customer Inertia into three (3) emotional dimensions: Cognitive, Affective, and Behavioral. In the same research, Arisman and Hurriyati (2022) explained that the cognitive-based inertia dimension arises due to two factors: ease of use and willingness to continue using. Mentioned that those two factors can promote a sense of comfort. Easiness of use is defined as a condition where the user or customer does not require a large effort to use a product or service (Rodrigues, Oliveira, and Costa, 2016). Ease of use is an added value that ultimately influences customer considerations to settle on their choice and creates scepticism about new alternative information. While Continuous Use in the context of this research means a situation where the customer continues to purchase products or services from the same source (the same brand). This continuous purchase then creates a feeling of comfort and familiarity so that switching to an alternative becomes a difficult and dubious choice.

**H1a: Easiness of use (EU) positively influences Emotional-Cognitive Inertia (EC).**

**H1b: Continuous Use (CU) positively influences Emotional-Cognitive Inertia (EC).**

Affective-based inertia results from a good customer impression toward the product or service, which builds an emotional bond with the brand then customers will find it challenging to switch (Arisman and Hurriyati, 2022). Arisman and Hurriyati (2022) also add that affective-based inertia is influenced by two factors: convenience and excitement of use. Convenient to Use is a condition when someone repurchases and settles on a brand because they feel secure about the choice they make and believe they will get proportional benefits with the effort they expend (Cui, R., Xin, S., & Li, Z., 2020). While Excitement of Use is the desire to repurchase because of feelings of happiness, pride and excitement when using a product. For some brands, customers' excitement can be created by providing personalization, adding uniqueness factor, or due to the brand personality itself (Niros, Pollalis and Niros, 2017). Excitement to Use in this study focuses on those feelings that come from before to after buying and consuming food and beverage products.

**H2a: Convenience to Use (CTU) positively influences Emotional-Affective Inertia (EA).**

**H2b: Excitement of use (EXU) positively influences Emotional-Affective Inertia (EA).**

Literature states that Customer Inertia is formed based on consistent usage, where customers form a stable pattern and similar consumption behaviors. When this consistent behavior is solidified in memory, an attachment will be created which causes the customer to tend to refuse the reconsideration process to look for other options even if they are available (Henderson et al., 2020). Behavioral-inertia is defined as customer repurchase intention based on their habits, continuous usage due to minimal choices, or customers' laziness to switch (Arisman and Hurriyati, 2022). Consequently, habit leads to Continuous Use as a behavior-based factor resulting in inertia (Turel, 2015). Moreover, previous research also mentions that "habits" create more significant motivation for customers to grow an inertia mindset rather than when they face a condition when no alternatives are available for them to switch from one brand to another (Arisman and Hurriyati, 2022). Looking back at the definition of Customer Inertia, Fu, S., Xue, K., Yang, M. and Wang, X (2023) describes inertia as a condition where customers experience reduced desire and enthusiasm to change because of the sacrifices that must be made to do so. change itself. A strong tendency to be lazy to switch prompts one to maintain current choices will become a drive to cultivate inertia.

**H3a: Usage Habits (UH) positively affect Emotional-Behavioral Inertia (EB).**

**H3b: Laziness to switch (LS) positively affects Emotional-Behavioral Inertia (EB).**

The division of inertia into various dimensions has been discussed by various literature where inertia is divided into cognitive inertia (Messner & Vosgerau, 2010; Cui, R. et al, 2020), affective inertia (Koval et al, 2015; Cui, R. et al, 2020 ), and action inertia or behavioral inertia (Polites and Karahanna, 2012; Cui, R. et al, 2020). These three dimensions contribute to the degree of inertia in maintaining customers' status quo, resulting in the customer's unwillingness to switch or receive information regarding other alternatives. Research by Gray et al. (2015) stated that Customer Inertia is a complex combination of variables consisting of heuristic reactions (cognitive), emotions (affective), and behavioral towards satisfaction, brand advocacy, and switching intention. The stronger the effect of these three dimensions, the higher the influence of inertia as an inhibitor (Li, Liu, and Liu, 2016). Cognitive-based inertia is the dimension of inertia created when the repurchase intention is based on the assumption that the product or service is the best customers can get. Affective inertia is manifested in the form of a deep feeling towards a brand, product or service, which causes attachment. Positive affect leads to a positive effect on Customer Inertia (Cui, R. et al, 2020). Behavioral inertia is formed from the consistency of consumption which provokes mindset inertia to develop.

**H4: Emotional-Cognitive factors (EC) positively influence Customer Inertia (CI).**

**H5: Emotional-Affective factors (EA) positively influence Customer Inertia (CI).**

**H6: Emotional-Behavioral factors (EB) positively influence Customer Inertia (CI).**

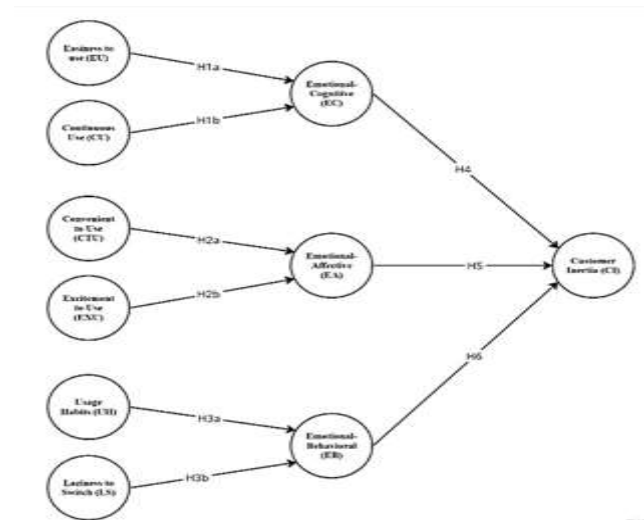


Figure 1. Proposed Research Model  
(Source: Arisman and Hurriyati, 2022; Cui, R. et al, 2020)

## METHOD

This study aims to determine the impact of Gen Z behavior on inertia. Therefore, the population will be used is Gen Z customers, specifically those who originated in Jakarta Province. Considering the limitation, we use Lemeshow's Formula to calculate the appropriate sample size since the data exact number of the population is unknown. Assuming that the desired confidence level is 95% and 10% sampling error (d), the sample size calculation is as follows:

$$n = \frac{z_{1-\alpha/2}^2 P(1-P)}{d^2}$$

$$n = \frac{1.960^2 (0.5(1-0.5))}{0.12^2}$$

$$n = 96.04$$

Therefore, the appropriate minimum sample size to get 95% confidence level is 97 samples. Quantitative approach is used for explanatory and probability research rather than qualitative (Prajitno, 2013). Primary data collected using online questionnaires. The questionnaires will be distributed online using Google Forms or other similar platforms. The secondary data as supporting data collected from literature. This research uses the Partial Least Square-Structural Equation Model (PLS-SEM) statistical method to evaluate the variables, while the variable modelling will be done using Smart PLS. PLS-SEM is

chosen due to the ability to estimate a complex model without imposing distributional assumptions on the data (Hair et al., 2019). Citing F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser (2014) in Andrea and Suharto (2020) stated that PLS-SEM is beneficial for explaining the cause-and-effect relationships between variables. To ensure the validity of the data, we conduct a validity reliability test based on Ghazali (2005) before testing the correlation between variables. The validity and reliability test conducted using SPSS and Bootstrapping in SMARTPLS with 40 samples and 0.5 significance level.

## RESULTS AND DISCUSSION

The main survey was conducted using a qualitative approach by distributing an online, close-ended questionnaire. The questionnaire got 282 respondents with 11 outliers at the end of the period. Outliers was identified using SPSS Boxplot according to Budi Widiyantoro, (2019). Thus, the analysis will use 271 samples which also exceed the minimum sample size requirement.

### Validity, Collinearity, and Reliability Tests

Table 1. Validity, Collinearity, and Reliability Tests Summary

| Item | R Count | VIF   | Cronbach's $\alpha$ | Composite Reliability |
|------|---------|-------|---------------------|-----------------------|
| EU1  | .520    | 1.681 | .886                | 0.884                 |
| EU2  | .462    | 1.729 | .887                |                       |
| EU3  | .505    | 1.784 | .886                |                       |
| CU1  | .536    | 1.959 | .885                | 0.900                 |
| CU2  | .573    | 2.111 | .885                |                       |
| CU3  | .628    | 1.787 | .883                |                       |
| CTU1 | .645    | 2.055 | .883                | 0.899                 |
| CTU2 | .503    | 1.960 | .886                |                       |
| CTU3 | .702    | 1.792 | .881                |                       |
| EXU1 | .474    | 2.089 | .887                | 0.910                 |
| EXU2 | .463    | 2.387 | .887                |                       |
| EXU3 | .474    | 1.936 | .888                |                       |
| UH1  | .317    | 1.642 | .892                | 0.861                 |
| UH2  | .537    | 1.857 | .886                |                       |
| UH3  | .600    | 1.390 | .885                |                       |
| LS1  | .444    | 3.249 | .889                | 0.934                 |
| LS2  | .531    | 3.161 | .886                |                       |
| LS3  | .522    | 2.209 | .887                |                       |
| EC1  | .469    | 1.927 | .888                | 0.917                 |
| EC2  | .316    | 1.927 | .892                |                       |
| EA1  | .442    | 1.393 | .888                | 0.850                 |
| EA2  | .382    | 2.078 | .889                |                       |
| EA3  | .421    | 1.634 | .888                |                       |
| EB1  | .600    | 2.496 | .885                | 0.934                 |

|     |      |       |      |       |
|-----|------|-------|------|-------|
| EB2 | .534 | 2.811 | .886 | 0.932 |
| EB3 | .463 | 2.732 | .888 |       |
| CI1 | .493 | 2.658 | .887 |       |
| CI2 | .554 | 2.536 | .886 |       |
| CI3 | .352 | 2.622 | .891 |       |

### 1. Validity Test

Validity test was conducted before the analysis process using SPSS with number of samples used (n)=40. According (Ghozali, 2005), the research instrument should be considered valid if the calculated value (r count) is greater than the table value (r table), which is 0.312 when the desired significance level is 0.5.

### 2. Collinearity Statistics (VIF)

Multicollinearity caused less reliable regression model results due to larger standard errors that may lower the statistical significance of the coefficients. The existence of extreme correlation between independent variables may cause difficulty to estimate the relationship and changes between the independent variable and the dependent variable since the independent variables are interrelated and change in unison. Wong (2013) stated that collinearity test can be conducted by looking at the VIF value. The VIF value of each variable should be over 0.2 and under 5 in order to be tolerable. The VIF calculation was conducted in SMARTPLS using 271 samples.

### 3. Reliability-Cronbach's Alpha

The reliability test was carried out to ensure that the items used in the questionnaire to measure the relationship between variables were able to provide consistent answers. Poor reliability reflects an error in making the questionnaire, causing respondents to find it difficult to understand the question or to misinterpret the meaning of the question addressed. Reliability of the items tested twice using Cronbach's Alpha and Composite Reliability Methods. The items are reliable when the Cronbach's Alpha of each item is above 0.6 (Ghozali, 2005) and analyzed using the Regression Analysis process in SPSS.

### 4. Reliability-Composite Reliability

The author uses two reliability tests on the grounds that there are indications that Cronbach's Alpha Reliability Test is considered to have a less strong foundation although it is still highly preferred by other researchers. To cover these deficiencies, researchers used the Composite Reliability Test to ensure that the questionnaire used in this study was able to provide consistent results. The Composite Reliability Test was conducted in SMARTPLS using 271. In order to be reliable, the minimum value of composite reliability is 0.7 (Wong, 2013).

## Hypothesis Testing and F-Square Effect Size

The path coefficients conducted using SMARTPLS by doing the bootstrapping procedure with 271 valid cases. The path coefficients are significant with a desired significance level of 5% in the T-Statistics is more than 1.96. In addition, other research also stated that the hypothesis should be accepted if the P-Value is smaller than 0.05 (Astuti, 2021).

The F Square Effect Size is obtained from PLS Algorithm Procedure. This metric is important to determine the degree of relationship between the latent variables. In other word, the F Square Effect Size is used to estimate the strength of the relationships of connection between variables calculated (Ratnadewi et al., 2022). The effect size is considered small/weak if the value is more than 0.02, medium if more than 0.15, and large/strong if the value is more than 0.35. The F Square Effect Size is obtained from PLS Algorithm Procedure. This metric is important to determine the degree of relationship between the latent variables. In other word, the F Square Effect Size is used to estimate the strength of the relationships of connection between variables calculated (Ratnadewi et al., 2022). The effect size is considered small/weak if the value is more than 0.02, medium if more than 0.15, and large/strong if the value is more than 0.35.

Table 2. Hypothesis Testing

| <b>Hypothesis</b> | <b>Path</b>                                | <b>T-Statistics</b> | <b>P Values</b> | <b>F Square</b> |
|-------------------|--------------------------------------------|---------------------|-----------------|-----------------|
| H1a               | Easiness of use -> Emotional-Cognitive     | 4.747               | 0.000           | 0.112           |
| H1b               | Continuous Use -> Emotional-Cognitive      | 2.205               | 0.028           | 0.026           |
| H2a               | Excitement of use -> Emotional-Affective   | 6.679               | 0.000           | 0.090           |
| H2b               | Convenient to Use -> Emotional-Affective   | 4.505               | 0.000           | 0.142           |
| H3a               | Usage Habits -> Emotional-Behavioral       | 10.844              | 0.000           | 0.499           |
| H3b               | Laziness to Switch -> Emotional-Behavioral | 5.972               | 0.000           | 0.159           |
| H4                | Emotional-Cognitive -> Customer Inertia    | 1.929               | 0.054           | 0.031           |
| H5                | Emotional-Affective -> Customer Inertia    | 5.805               | 0.000           | 0.223           |
| H6                | Emotional-Behavioral -> Customer Inertia   | 1.868               | 0.062           | 0.020           |

### Specific Indirect Effect

The specific indirect was performed to assess the relevance of the statistics and path coefficient significance using bootstrapping procedure (Ratnadewi et al., 2022). The results are then interpreted by looking at

the P-value. The indirect effects considered significant if the P-value is below 0.05 and the Effect size should be greater than 0.1, otherwise the indirect effects are rejected (Gaskin, 2022).

Table 3. Specific Indirect Effect Test Result

| Path                                                         | P value |
|--------------------------------------------------------------|---------|
| Easiness of use > Emotional-Cognitive > Customer Inertia     | 0.106   |
| Continuous Use > Emotional-Cognitive > Customer Inertia      | 0.123   |
| Convenient to Use > Emotional-Affective > Customer Inertia   | 0.000   |
| Excitement of Use > Emotional-Affective > Customer Inertia   | 0.000   |
| Usage Habits > Emotional-Behavioral > Customer Inertia       | 0.067   |
| Laziness to Switch > Emotional-Behavioral > Customer Inertia | 0.084   |

While the other paths are rejected, there is proof of indirect influence of Excitement of Use to Customer Inertia since the p value is lower than 0.05. Meanwhile, there is also accepted indirect influence of Convenient to Use to Customer Inertia. However, the effect size test result is below 0.1. This indicates an error due to insufficient sample or potential for the research context to be redeveloped. These findings support the results provided by the F Square Effect Size Test, where companies (especially restaurants and companies targeting Gen Z customers) wishing to strengthen Customer Inertia should pay more attention to emotional affective factors. Excitement of Use is a strong reason why Mie Gacoan customers tend to defend their choices and return to buying from the restaurant to form Customer Inertia as seen from the indirect effect of Excitement of Use on Customer Inertia.

### Mediating Test

A mediator variable, or intervening variable, is the variable that plays in mediating the relationship between dependent and Independent variable. A mediator variable caused no direct relationship between the dependent and Independent variable. Hypothetically, the independent must influence the mediator variable first, then the mediator variable will influence the dependent variable (Mohammad Reza Namazi and Navid Reza Namazi, 2016).

A mediating effect test is conducted to find the importance and influence of three mediating variables used in this research: Emotional-Cognitive inertia, Emotional-Affective inertia, and Emotional-Behavioral Inertia. The mediation test is conducted using Preacher-Hayes script in SPSS with PROCESS macro extension. Zhao, Lynch and Chen (2010) recommend that mediation test should be conducted using “bootstrap

test of the indirect effect method instead of  $a \times b$  instead of combining “three test + Sobel” since Sobel test is low in power compared to bootstrap test.

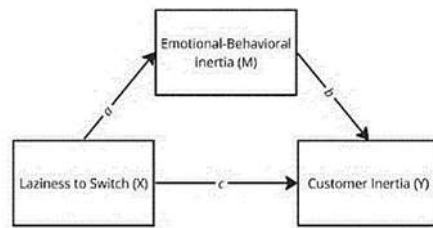


Figure 2. Mediating Test Model

Table 4. Mediating Test Result

| Path   | <i>a</i><br>Coefficient | <i>b</i><br>Coefficient | <i>c</i><br>Coefficient | <i>P</i> -<br>Value | <i>P</i> -<br>Value | <i>P</i> -<br>Value | Conclusion              |
|--------|-------------------------|-------------------------|-------------------------|---------------------|---------------------|---------------------|-------------------------|
| U> CI  | 0.7856                  | 0.2812                  | 0.2614                  | .000                | .000                | .000                | Complementary Mediation |
| U> CI  | 0.7073                  | 0.3118                  | 0.2154                  | .000                | .000                | .000                | Complementary Mediation |
| TU> CI | 0.7392                  | 0.4989                  | 0.3200                  | .000                | .000                | .000                | Complementary Mediation |
| U> CI  | 0.7542                  | 0.4839                  | 0.3017                  | .000                | .000                | .000                | Complementary Mediation |
| H> CI  | 0.8119                  | 0.3587                  | 0.4038                  | .000                | .000                | .000                | Complementary Mediation |
| S> CI  | 0.6268                  | 0.4504                  | 0.1868                  | .000                | .000                | .000                | Complementary Mediation |

### R Square Statistic

R Square Statistics is a measurement statistical method that is used to measure how much the independent variable can affect the dependent variable. R Square Statistics obtained from the PLS Algorithm using SMARTPLS with a sample size of 271. Figure 3 shows that:

- Emotional-Cognitive Inertia changed by 0.407 or 40.7% explained by Easiness to Use and Continuous Use.

- Emotional-Affective Inertia will change by 0.539 or 53.9% affected by changes in Convenient to Use and Excitement to Use.

- Emotional-Behavioral Inertia changes by 0.581 or 58.1% explained by Usage Habits and Laziness to Switch.

- Meanwhile, Customer Inertia will experience a change of 0.629 or 62.9% explained by changes in Emotional-Cognitive, Emotional-Affective, and Emotional-Behavioral Inertia.

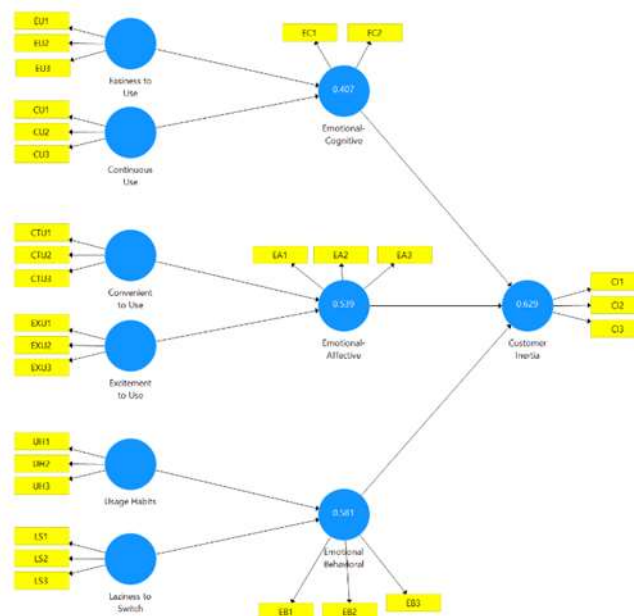


Figure 3. R Square Statistic Result

### Discussion

The calculation performed, T-statistics, and P-value found that the hypothesis is accepted, and easiness of use indeed positively influence Emotional-Cognitive inertia. This finding supports the older research by Alvarez and Juan Gabriel Brida, (2018) that stated customers are likely to settle on one specific brand and product when they find the most beneficial and practical option they can have. Nevertheless, the F square effects size test shows interesting results. However, the F square effect size shows that the influence effect is small and weak. The indirect effect and mediating test also give interesting finding, where the indirect effect test shows that easiness of use as an Independent variable have small effect on Customer Inertia but the mediating test proof that there is still chance that easiness of use may affect Customer Inertia directly without any mediating variable. We can conclude that even though the company

tries to increase the easiness of use of their product, it will not give much impact on the degree of Emotional-Cognitive inertia. Vice versa, if Mie Gacoan's decrease their product easiness of use, customers with significant Customer Inertia rate are likely stay with their status quo.

The Hypothesis Testing give enough evidence that it is true that Continuous Use positively influences Emotional-Cognitive Inertia of Mie Gacoan's Gen Z customers. However, the F square effect size test shows that this factor is barely affecting the customers' Emotional-Cognitive degree, even smaller than the easiness of use factor. The indirect effects test results also confirm that Continuous Use has a small effect on Customer Inertia. This finding implies that focusing too much on Continuous Use factor may not be worth it for the company to do. Although better brand image and marketing efforts might help create familiarity to increase chances of Customer Inertia due to Continuous Use, the result might be minor since the effect size is small.

The third hypothesis, In line with Sun et al. (2017), the T-statistic and P-value test proof that Convenience to Use has a positive influence on Emotional-Affective inertia, the T-statistic of Convenience to Use with 0.05% significance level is 4.505. However, the relationship between Convenience to Use as Independent variable and Emotional-Affective is below 0.15. This indicates a weak relationship between those two variables. We can conclude that an increase of emotional attachment due to Convenience to Use factor might not affect the Emotional-Affective Inertia as much as we expect it to be. The indirect effect test result is blurry. Even though the result of indirect effect test is 0.000 (should be accepted), this variable still has too much error due to lack of samples and undeveloped research context. These results imply there is much more potential that can be explored regarding the convenience issue in customers of food and beverage business.

The tests conducted explained interesting results where the T-statistic of Excitement of Use is 6.679, which is considered significant, and supported by the P-value that shows the same conclusion. Although the effect given based on the F Square Effect Test is relatively small, the results of the Indirect Effect test show that Excitement of Use has a direct effect on Customer Inertia and the effect of Excitement of Use will be increased by the mediation of Emotional-Affective Inertia since the mediation test shows that the mediation relationship is complementary mediation. These findings support the results of research conducted by Manca, D'Uggento, and Convertini, (2018), where the younger generation tends to develop interest in new and seasonal products.

The hypothesis testing results state that Usage Habits have a positive influence on Emotional-Behavioral Inertia. The T-statistic figures and the results of the F Square Effect Size show that Usage Habits have a strong influence on the formation of customer behavioral attachments. The Specific Indirect Effect Test displays an interesting fact where Usage Habits do not directly affect Customer Inertia. The influence of Usage Habits is smaller on food products because basically it is less likely that

someone will eat the same product continuously in the long term. Usage Habits factors can only make Mie Gacoan to be customers' top-of-mind when choosing spicy noodle menu from other alternative brands that offer similar products. Thus, it can be concluded that although Usage Habits have a large influence on the formation of Emotional-Behavioral Inertia, this factor tends not to contribute much to the formation of the expected Customer Inertia rate.

The hypothesis 3b assumes that Laziness to Switch positively affects the Emotional-Behavioral Inertia of Mie Gacoan's Gen Z customers. This hypothesis can be accepted based on the results of the calculation of the T-statistic and P-value, both of which meet the standard to be said to be significant. Still and all, laziness to switch has a medium relationship and influence on the Emotional-Behavioral Inertia variable with the number 0.159. However, the influence of Laziness to switch on Customer Inertia will be increased by the role of mediation of more significant Emotional-Behavioral Inertia. This relationship and influence conclude that feelings of laziness and hesitation to change to Gen Z Mie Gacoan customers may still affect the level of Customer Inertia. So, this topic is still highly likely to be developed in order to find a way to increase the influence of laziness to switch factor on Emotional-Behavioral and Customer Inertia which will be useful for increasing the loyalty rate for a brand.

The fourth hypothesis of this study assumes that Emotional-Cognitive Inertia has a positive effect on the Customer Inertia rate as a mediating variable. Surprisingly, the findings from this study state that Emotional-Cognitive does not have a positive effect on Customer Inertia. The Hypothesis Testing shows that the T-statistic of this path is smaller than the minimum limit, which is only 1,929. The p-value found is also greater than the tolerance limit with the number 0.054. This result states that hypothesis 4 must be rejected. In other words, for customers in the Gen Z category, Emotional-Cognitive does not apply to increasing Customer Inertia. The results of these research lead to the findings of Manca, D'Uggento, and Convertini (2018) which state that young customers tend to consider novelty and seasonality rather than considering the functionality and benefits they can get when making purchasing decisions. Thus, Emotional-Cognitive Inertia tends to have no impact on Customer Inertia of Gen Z customers.

The fifth hypothesis states that Emotional-Affective factors positively influence Customer Inertia rate. This hypothesis is proven by the findings in the Hypothesis Testing which state that the T-statistic of this path is greater than 1.95 and the P-value is less than 0.05. These findings prove that this hypothesis is significant and can be accepted. In addition, the path coefficient obtained from the bootstrapping process shows that the relationship path between Emotional-Affective and Customer Inertia is positive. In other words, it is true that there is a positive influence caused by Emotional-Affective factors on Customer

Inertia, where when these factors get stronger, Customer Inertia will also increase.

The 6th hypothesis assumes that Emotional-Behavioral Inertia has a positive effect on Customer Inertia. Other research even states that "habits" as part of Emotional-Behavioral create more significant motivation for customers to grow an inertia mindset rather than when they face a condition when no alternatives are available for them to switch from one brand to another (Arisman and Hurriyati, 2022). Moreover, many other studies have focused on habits as the main factor of Customer Inertia. However, the results of the calculations carried out in this study stated the opposite. The results of bootstrapping show that Emotional-Behavioral Inertia (H6) has not been proven to have a positive effect on Customer Inertia. The T-statistic value obtained is 1,868, which is lower than the minimum value of 1,960. The P-value obtained is 0.062, which is also greater than the maximum limit. These two values prove that the path coefficient is not significant and H6 must be rejected. From these findings it can be concluded that for the context of food and beverage products, Emotional-Behavioral does not have much impact on Customer Inertia. Unlike in the context of other products or services, such as electronic products, clothing, and tourism, Customer Inertia in the food business depends more on other factors than behavioral factors.

## CONCLUSION

The findings provide several conclusions where these conclusions also answer the research question that was written in chapter 1. First, customers don't care about the experiences and bad reviews they have had themselves or from other customers and are still interested in buying Mie Gacoan products again because of excitement and high interest starting from before they buy and plan to make purchases, when buying and consuming, until after they buy and give reviews to people around them and openly through social media.

Second, the emotional factor of Gen Z who likes seasonal and trending products encourages them to try and keep buying things that make them feel trendy. Moreover, Gen Z considers the opinions of others and the marketing effort they receive in making purchasing decisions. Mie Gacoan's efforts to invite various influencers to work together and review the restaurant makes the restaurant goes viral and create a positive image that encourages Gen Z customers to buy Mie Gacoan products despite various complaints from other customers regarding the service and long waiting times. The findings prove that for the food and beverage business, Customer Inertia is not influenced by habits (behavioral), or cognitive factors as stated in various other studies. Habits and Laziness to switch do have a relatively strong relationship to Emotional-Behavioral Inertia, but the testing hypothesis states that Emotional-Behavioral Inertia does not have strong enough evidence to be considered as having a positive impact on Customer Inertia. This emotional attachment will create a feeling of hesitation to change their

status quo, even giving encouragement to new customers to try and settle on one brand. Although the F Square Effect Test does state the effect and strength of the relationship between Emotional-Affective and Customer Inertia is medium, there is 22% probability that a customer will grow customer loyalty due to Emotional-Affective factors.

This research limited to Indonesian customers. Therefore, the results reflect to the character, taste, behavior, and culture of Indonesian customers only. Meanwhile, customers originated from other country may have different character, taste, behavior, or culture. Thus, population from different background may result in different findings. The implementation of this research requires further research of the company specific target market.

In increasing Customer Inertia, F&B companies targeting Gen Z should pay attention to affective factors, especially utilizing the "excitement of use" factor. Companies must be more sensitive to the character of Gen Z who likes new and innovative things. Currently, Gen Z often use the term "FOMO" or Fear of Missing Out to describe their excitement to try, buy, or have something as well as the feeling of worry that they will miss something that is currently trending. Companies should consider using strategies that can create such feelings to attract Gen Z customers while maintaining product and service quality standards because it is undeniable that customer satisfaction also influences emotional-affection inertia itself. However, differences in cultural background may affect the interests and characteristics of consumers. Therefore, the authors recommend companies to deepen the concept of Emotional-Affective Inertia that adapts to consumer characteristics. Considering the scope and limitations of this study, the authors suggest that further research requires a more accurate population size so that a more proportional number of samples will be obtained and more representative of the real population. In addition, the researcher suggests future researchers deepen the concept of "Convenience to Use" considering the potential that has not been fully explored from this factor even though the effect is considered significant to Customer Inertia. Finally, the researcher suggests that future researchers can further discuss the effect of Customer Inertia on customer loyalty, especially Gen Z customers from food and beverage companies. This is justified by the arguments from previous literature which state that Customer Inertia has a strong influence on Customer Inertia.

This research is useful for companies that want to increase Customer Inertia towards their brand, especially for companies that target customers in the Gen Z category. The findings can be used for consideration in designing appropriate strategies and innovations to attract Gen Z customers while adapting to their emotional characteristics. The findings from this research can help provide a new perspective on Customer Inertia which previously tended to be associated with customer habits. This research can also help provide a new

perspective regarding Customer Inertia in companies with customers who have more dynamic interests such as F&B companies.

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