Are The Millenials Loyal?

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ABSTRACT

Population Growth according to the results of the Indonesian population census in 2020 Millennials dominate and the characteristics of the Millennial Generation are much different from the previous generation. The Millennial Generation has a disloyal nature, but the Millennial Generation adapts very quickly to technological developments in the era of the industrial revolution 4.0. Millennials get information from the internet to find product or service information, prices and previous user reviews.

INTRODUCTION

The Industrial Revolution 4.0 is a combination of automation technology with cyber technology that makes data exchange faster (maxmanroe.com). The Industrial Revolution 4.0 causes many changes in human life because humans are directly connected to technological sophistication. These changes have a direct impact on the economy, the world of work and human daily habits.

With the ease of technology in Industry 4.0, many users are in a comfort zone, especially the Millennial Generation. Because technological sophistication makes it easier for all activities to be carried out effectively and efficiently
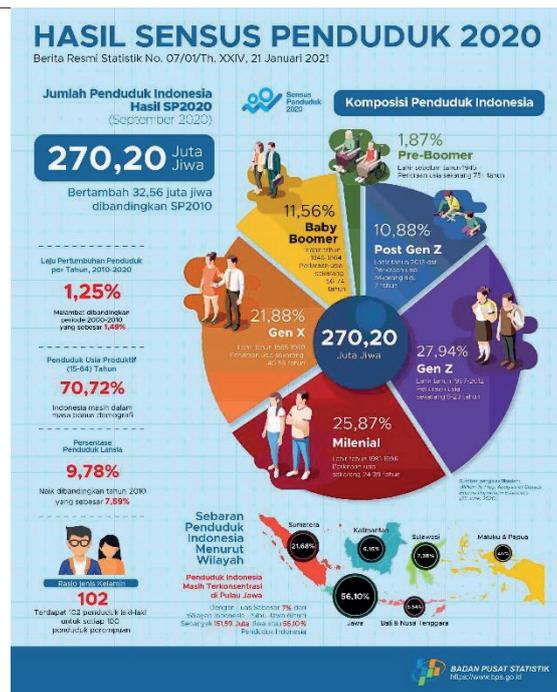
Sumber: Kemdikbud.com (2021)
Gambar 1. Millenial Population in Indonesia

From Figure I. Explains that human daily activities in Indonesia are dominated by the Millennial Generation, the percentage reaches 86.57. The Millennial Generation consists of Generation Y 25.87%, Millennial Generation Z 27.94%, Post Gen Z Generation 10.88% (Kemdikbud.Com, 2021). The Millennial Generation type has almost the same characteristics.

Millennials are the generation that has been connected to the internet since birth. The characteristics of the millennial generation like things that are fast, effective and efficient, besides that the millennial generation is very consumptive, disloyal and always connected to the internet. Millennials are often considered lazy because with one touch on the internet their needs and desires can be fulfilled. Internet access can connect with ordering transportation, food, service storage for the purchase of goods, etc. (Yuniati & Kanton, 2020; Oktviani & Sanica, 2020).

Online transportation activities are in great demand by the Millennial Generation, because it makes it very easy for them to carry out daily activities such as going to work, to school or to their desired destination (Badri, 2019). This is in line with the results of the research by Permana & Laksmi (2019) that the consumptive behavior of the Millennial Generation towards online transportation applications is very influential.

The Millennial Generation likes online transportation because it is easy to use the application besides the promotions and services provided make the Millennial Generation feel comfortable in using online transportation (Rosita, 2020; Hanum, Purnama & Harahap, 2021). Millennials are also very adaptive and easy to work with and do not prioritize ownership of anything.

Millennials choose a place to live with facilities that can support residents so that they can collectively take advantage of resources (Sekardini, Saragih & Sakina, 2020). To meet the daily needs of the Millennial Generation, buying products through online applications is due to the ease of use and the influence of prices (Fitri & Wulandari, 2020)

The Millennial Generation will be loyal to the decision to purchase a product or service due to the commitment of the product or service provider, the service or product provider has an attractive display quality, and can provide the maximum service needed and desired by the Millennial Generation and product or service providers can maintain and have a good relationship with the Millennial Generation (Sukmawati & Himawan, 2020). This is not in line with the results of Alvianna

& Hidayatullah's research (2020) that service quality does not have a direct influence on Millennial Generation loyalty.

So it can be concluded that the above can form good and positive experiences and knowledge for the Millennial Generation but this is not in line with the research results of Ashoer, Syahnur, Taufan & Siangka (2020) that e-satisfaction has no significant effect on e-loyalty.

According to the results of the Alvara survey (2020) Millennials spend more time chatting around 91.6%, for social communities 79.3%, searching for the internet by 73.8%, for online games by 36.8% and the highest percentage. Small is for online shopping only 18.7%, but the need for digital payments for online transportation is 78.3%. So it can be concluded that the Millennial Generation makes more transactions using online transportation than shopping online.
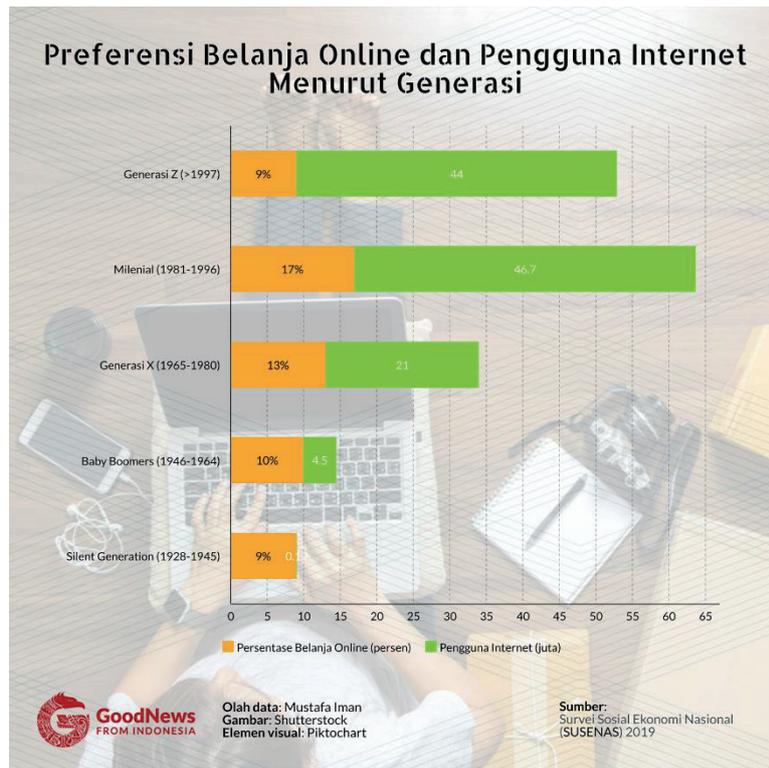
Sumber:goodnewsfromindonesia.com(2020)

Figure 2. Millennial Generation Online Shopping Percentage

From Figure 2. Explaining that of the 47 million Millennial Generation, 17% of them like to buy goods or services online and 9% of Generation Z means that the total is 26%.

METHODS

This method contains an approach using a literature study or literature study on Millennial Generation loyalty. This paper focuses on strategies to increase customer loyalty, especially for the Millennial Generation.

RESULTS

Post-purchase Millennials are always looking for information. With the internet, it makes it easy for users, especially the Millennial Generation. The internet has an impact on changing customer

behavior, especially on the Millennial Generation because of information about products or services that customers need or want, so that it has an impact on purchasing decisions for a product or service

Millennials continue to make online shopping transactions even though they have unpleasant experiences. Millennials are never deterrent in making online shopping transactions and they will give good or bad comments about the experience they feel when shopping online.

Millennials are a generation that considers a lot before shopping. Millennials will make price comparisons before purchasing products or services. Millennials also search for specific information about the products or services they need or want. Millennials are interested in doing online shopping transactions because of the promotions they offer.

DISCUSSION

Service or product providers who carry out business activities through technology must provide specific and interesting pictures and information about the products or services being sold. Service or product providers must provide the best service to customers, especially the Millennial Generation, so that the perceived good experience can be shared with other potential customers. Service or product providers must be more creative and attractive in providing promotional offers to the Millennial Generation.

CONCLUSSION

Business activities carried out by service or product providers that use technological sophistication must think about more creative marketing strategies so that they can attract the attention of the Millennial Generation and reach a wider market share.

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