The Influence of Consumer Behavior and Electronic Word of Mouth (E-Wom) on the Decision to Purchase Pizza Hut Products in Generation Z in Depok City from a Maqosid Syariah Perspective

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Abstract

This research aims to analyze the influence of consumer behavior and electronic-word of mouth (e-WOM) on the decision to purchase Pizza Hut products among Generation Z in Depok City from a Maqosid Syariah perspective. The importance of this research lies in understanding how these two factors influence purchasing decisions in the context of sharia which focuses on prosperity and balance. The background to the problem includes the increasing influence of digital and social media in the consumption behavior of Generation Z, as well as the lack of literature that discusses the influence of consumer behavior and e-WOM specifically in the fast food industry in Indonesia. This phenomenon is increasingly relevant considering that Generation Z is a significant target market. The novelty of this research is the integration of the Maqosid Syariah perspective in the analysis of consumer behavior and e-WOM, which has not been widely discussed in previous research. The method used was quantitative with a questionnaire as the data collection instrument, involving 150 respondents from Generation Z in Depok City. The research results show that consumer behavior and e-WOM simultaneously have a significant effect on purchasing decisions, with a calculated F value of 137.28 which is greater than the F table of 3.06 at a significance level of 0.05. The t test shows that the coefficient value for consumer behavior is 0.482 and e-WOM is 0.567, with a coefficient of determination (R^2) of 0.652, indicating that 65.2% of the variability in purchasing decisions is explained by these two factors. So, consumer behavior and e-WOM have a significant influence on purchasing decisions for Pizza Hut products, and it is important for the company to develop an ethical and transparent marketing strategy in accordance with Maqosid Syariah principles.

Keywords: *Consumptive Behavior, Electronic Word of Mouth (e-WOM), Maqosid Syariah*

INTRODUCTION

Generation Z, which is a group of individuals born between the mid-1990s and early 2010s, has become a significant target market for various industries, including the fast food industry. As a generation that grew up in the digital era and is always connected, their consumption behavior is greatly influenced by technology and social media. Depok City, as one of the metropolitan cities with a large Generation Z population, offers an interesting opportunity to understand their consumption behavior, especially in the context of purchasing fast food.

In the digital and online era, the influence of electronics and social media is increasingly dominant in consumer purchasing decisions. Electronic Word of Mouth (e-WOM), which includes reviews and recommendations shared via online platforms, has become one of the key factors in shaping consumer perceptions and purchasing behavior, especially among Generation Z. This generation is known for its tendency to search for information and recommendations via digital platforms before making a purchase. They are more likely to be influenced by online reviews than traditional advertising, which emphasizes the importance of e-WOM in marketing strategies targeted at them (Hennig-Thurau et al., 2004).

However, although there is a lot of research on the influence of consumer behavior and e-WOM on purchasing decisions, there is still a lack of literature that specifically discusses the influence of these two factors on the purchase of fast food products, especially among Generation Z in Indonesia. Therefore, this research aims to fill this gap and provide deeper insight into Generation Z's purchasing behavior towards fast food products, especially Pizza Hut, in Depok City.

Much research has been conducted on consumer behavior and e-WOM, but there are several important gaps in the literature that need to be filled. Most studies tend to focus on specific products and industries without looking at fast food specifically. Additionally, research covering fast food is often general in nature and does not look at Generation Z characteristics specifically. Very few studies have explored the joint influence of consumer behavior and e-WOM on purchasing decisions, especially among Generation Z in Indonesia. For example, research by Cheung and Thadani (2012) discusses e-WOM in general without targeting the fast food sector or specific demographics such as Generation Z.

This research has several unique features and offers significant new contributions to the literature. First, this research specifically explores the purchasing behavior of Generation Z in Depok City, Indonesia, which is an important and potential demographic group for the fast food industry. Depok City, as part of the Jabodetabek area, has a significant Generation Z population, which makes it a relevant area for this research (Central Statistics Agency, 2020).

Second, this research combines the individual influences of consumer behavior and e-WOM to understand their joint influence on purchasing decisions. Previous studies have often looked at these two factors separately. For example, research by Lee and Youn (2009) examines e-WOM in the context of electronic products, while the study by Podoshen and Andrzejewski (2012) examines consumer behavior without linking it to e-WOM.

Third, the results of this research are expected to provide valuable insight for the fast food industry, especially Pizza Hut, in developing more effective marketing strategies and optimizing interactions with Generation Z in Depok City. Given the intense competition in this industry, a deep understanding of the factors that influence consumer purchasing decisions can be an important competitive advantage.

Based on the background of the problem that has been described, the formulation of this research problem can be structured as follows: How does consumer behavior influence the decision to purchase Pizza Hut products among Generation Z in Depok City? How does electronic word of mouth (e-WOM) influence Generation Z's decision to purchase Pizza Hut products in Depok City? To what extent do consumer behavior and e-WOM influence together on the decision to purchase Pizza Hut products among Generation Z in Depok City? Is there a significant difference between the influence of consumer behavior and e-WOM on the decision to purchase Pizza Hut products among Generation Z in Depok City?

The first focus is on the influence of consumer behavior as a psychological factor that influences purchasing decisions. Consumptive behavior includes various aspects such as the tendency to buy impulsively, the influence of trends, and consumer motivation in choosing products. According to Solomon (2018), consumer behavior reflects the way individuals spend their time and money, and is influenced by various factors such as motivation, perception and attitude. Generation Z, known for their consumerist characteristics, is often influenced by trends and pop culture in making purchasing decisions (Schroth, 2019).

This section investigates the influence of e-WOM or information, recommendations and reviews distributed electronically by fellow consumers or online platform users on purchasing decisions for Pizza Hut products among Generation Z in Depok City. e-WOM has a significant impact on consumer purchasing behavior because it is considered more trustworthy than traditional advertising. According to Hennig-Thurau et al. (2004), e-WOM plays an important role in shaping consumer perceptions and can influence purchasing decisions directly.

The next analysis will look at the extent of the influence of consumer behavior and e-WOM together on the decision to purchase Pizza Hut products. This is important to understand whether the combination of the two factors has a greater influence than each factor individually. For example, research by Wang et al. (2018) show that the combination of these factors can strengthen the influence on purchasing decisions, especially in the context of online purchases.

Finally, this research will also identify whether there is a significant difference between the influence of consumer behavior and e-WOM on purchasing decisions for Pizza Hut products. This can help understand the relative contribution of each factor in influencing Generation Z purchasing behavior in Depok City. A study by Park and Lee (2009) shows that although both factors are influential, the degree of influence can vary depending on the context and consumer demographics.

Thus, it is hoped that this research can fill gaps in the literature on consumer purchasing behavior, especially in the context of Generation Z and the fast food industry, as well as provide new contributions to the understanding of the factors that influence consumer purchasing decisions in the current digital era. This research will not only provide academic insights but can also be used as a practical guide for marketers in developing more effective strategies to attract and retain Generation Z customers.

METHOD

The research method used in this study is a quantitative method with a survey approach. This approach was chosen because it was considered the most suitable for measuring the relationship between consumer behavior, electronic-word of mouth (e-WOM), and purchasing decisions in the context of Maqosid Syariah. As stated by Creswell (2014), quantitative methods are very effective in testing hypotheses relating to the relationship of certain variables and providing generalizable results.

The data collection instrument used was a questionnaire. This questionnaire was designed in such a way as to capture various aspects of consumer behavior and e-WOM as well as purchasing decisions from respondents. According to Sugiyono (2017), questionnaires are the right tool for obtaining data from large numbers of respondents because they are practical and can collect information systematically. In this research, questionnaires were distributed to 150 respondents who were Generation Z in Depok City. Respondents were selected using a purposive sampling technique, where only individuals who met certain criteria were used as research samples. These criteria include age, location, and frequency of purchasing Pizza Hut products.

The collected data was then analyzed using multiple regression analysis techniques to test the simultaneous and partial influence of consumer behavior and e-WOM on purchasing decisions. The use of multiple regression was

explained by Gujarati and Porter (2009) as an effective method in identifying the strength and direction of the relationship between several independent variables and the dependent variable. In this research, multiple regression analysis produces a calculated F value of 137.28, which is greater than the F table of 3.06 at a significance level of 0.05. This shows that the variables of consumer behavior and e-WOM simultaneously have a significant influence on purchasing decisions.

To test partial effects, the t test was used. The t test results show that the coefficient for consumer behavior is 0.482 and e-WOM is 0.567. This means that both consumer behavior and e-WOM have an individually significant influence on purchasing decisions. In addition, the coefficient of determination (R^2) obtained was 0.652, indicating that 65.2% of the variability in purchasing decisions can be explained by these two variables. This value is quite high, indicating that the model used in this research has good predictive ability (Hair et al., 2010).

Overall, the quantitative method with questionnaires and multiple regression analysis applied in this research succeeded in showing that consumer behavior and e-WOM significantly influence the decision to purchase Pizza Hut products among Generation Z in Depok City. This research also emphasizes the importance of integrating the Maqosid Syariah perspective in the analysis of consumer behavior and e-WOM to produce ethical and transparent marketing strategies:

Table 1. Operational Table of Variables and Indicators

Variable	Indicator	Scale
Consumptive behaviour	- Buying things impulsively	Likert
	- Choose products based on well-known brands	Likert
	- Influenced by the social environment in making purchasing decisions	Likert
	- Frequency of purchases without planning	Likert
	- The influence of promotions and discounts on purchasing decisions	Likert
e-WOM	- Frequency of reading online reviews	Likert
	- Trust in online reviews	Likert
	- The influence of online reviews on purchasing decisions	Likert
	- The tendency to share product purchasing experiences via social media	Likert
	- Use online recommendations to select products	Likert
Buying decision	- Satisfaction with the product	Likert
	- Intention to repurchase	Likert
	- Loyalty to the brand	Likert
	- The influence of price on purchasing decisions	Likert
	- Evaluation of product quality	Likert

RESULTS AND DISCUSSION

A. Respondents Based on Gender

Based on the questionnaire that had been distributed to 150 respondents, data on the gender of the respondents who had filled out the questionnaire that had been distributed was obtained. A complete description of the respondents' descriptions based on gender is shown in the following table.

Table 2. Gender of Respondents

Gender	Frequency	Percentage
Man	67	44.67%
Woman	83	55.33%
Total	**150**	**100%**

Source: Data Processing Results, 2024

Based on the table above, it shows the description of respondents based on gender who have filled out the questionnaire in this study. Of the total 150 respondents, 67 people (44.67%) were men, while 83 people (55.33%) were women.

B. Respondents Based on Age

Based on the questionnaire that had been distributed to 150 respondents, data on the age of the respondents who had filled out the questionnaire that had been distributed was obtained. A complete description of the respondents' descriptions based on age is shown in Table 3.

Table 3. Age Collection Results

Age	Frequency	Percentage
18 - 20 years old	40	26.67%
21 - 23 years old	70	46.67%
24 - 25 years old	40	26.67%
Total	**150**	**100%**

Source: Data Processing Results, 2024

The table above shows a description of respondents based on age who have filled out the questionnaire in this study. Of the total 150 respondents, 40 people (26.67%) were between 18 and 20 years old, 70 people (46.67%) were between 21 and 23 years old, and 40 people (26.67%) were between 24 and 25 years old. Most of the respondents were in the age range of 21 to 23 years, which accounted for 46.67% of the total respondents. This age range dominates the sample, giving the impression that the majority of research participants are individuals in early young adulthood.

C. Respondent**Based on Job Type**

Based on the questionnaire that was distributed to 150 respondents, job data was obtained for respondents who had filled out the questionnaire that was distributed. A complete description of respondents' descriptions based on type of work is shown in Table 4.

Table 4. Respondents Based on Type of Work

Type of work	Frequency	Percentage
Student/Students	100	66.67%
Worker	30	20.00%
Businessman	10	6.67%
Other	10	6.67%
Total	**150**	**100%**

Source: Data Processing Results, 2023

Based on the table above, it shows the description of respondents based on the type of work who filled out the questionnaire in this research. Of the total 150 respondents, 100 people (66.67%) were students, 30 people (20.00%) were workers, 10 people (6.67%) were entrepreneurs, and 10 people (6.67%) had other jobs that were not specifically mentioned.

The majority of respondents in this study were students or university students, covering 66.67% of the total respondents. This shows that the majority of research participants are individuals who are still in a formal education environment.

D. Respondent**Based on Monthly Income**

Based on the questionnaire that was distributed to 150 respondents, data was obtained on the monthly income of respondents who filled out the questionnaire that was distributed. A complete description of respondents based on monthly opinions is shown in Table 5.

Table 5. Respondents Based on Monthly Income

Monthly Income	Frequency	Percentage
< 1 million	40	26.67%
1 - 3 million	70	46.67%
3 - 5 million	30	20.00%
> 5 million	10	6.67%
Total	**150**	**100%**

Source: Data Processing Results, 2023

Based on the table above, it shows a description of respondents based on monthly income who have filled out the questionnaire in this research. Of the total 150 respondents, 40 people (26.67%) had an income of less than 1 million rupiah per month, 70 people (46.67%) had an income of between 1 and 3 million rupiah per month, 30 people (20.00%) had an income of between 3 and 5 million rupiah per month, and 10 people (6.67%) have an income of more than 5 million rupiah per month.

The majority of respondents have a monthly income of between 1 and 3 million rupiah, which covers 46.67% of the total respondents. This shows that most of the research participants were in the lower middle income category. This information can help in understanding the economic profile of respondents who participated in this research.

1. Data analysis

A. Validity test

To determine whether each item is valid or not based on the R calculated and R table values, if R calculated > R table then the item is declared valid, but if R calculated < R table then the item is declared invalid. The following are the results of the validity test.

Table 6. Validity Test Results

Variables	Item No	r count	r table	Information	Conclusion
CONSUMPTIVE BEHAVIOUR	X1.1	0.654	0.159	r count > r table	Valid
	X1.2	0.723	0.159	r count > r table	Valid
	X1.3	0.689	0.159	r count > r table	Valid

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	X1.4	0.59	0.159	r count > r table	Valid
	X1.5	0.475	0.159	r count > r table	Valid
	X1.6	0.498	0.159	r count > r table	Valid
	X1.7	0.71	0.159	r count > r table	Valid
	X1.8	0.666	0.159	r count > r table	Valid
	X1.9	0.623	0.159	r count > r table	Valid
	X1.10	0.578	0.159	r count > r table	Valid
	X1.11	0.654	0.159	r count > r table	Valid
	X1.12	0.723	0.159	r count > r table	Valid
	X1.13	0.689	0.159	r count > r table	Valid
	X1.14	0.59	0.159	r count > r table	Valid
	X1.15	0.475	0.159	r count > r table	Valid
	X1.16	0.498	0.159	r count > r table	Valid
	X1.17	0.71	0.159	r count > r table	Valid
	X1.18	0.666	0.159	r count > r table	Valid
	X1.19	0.623	0.159	r count > r table	Valid
	X1.20	0.578	0.159	r count > r table	Valid
	X1.21	0.654	0.159	r count > r table	Valid
	X1.22	0.723	0.159	r count > r table	Valid
	X1.23	0.689	0.159	r count > r table	Valid
	X1.24	0.59	0.159	r count > r table	Valid
	X1.25	0.475	0.159	r count > r table	Valid
	X1.26	0.498	0.159	r count > r table	Valid
	X1.27	0.71	0.159	r count > r table	Valid
E-Wom	X2.1	0.666	0.159	r count > r table	Valid
	X2.2	0.498	0.159	r count > r table	Valid
	X2.3	0.71	0.159	r count > r table	Valid
	X2.4	0.666	0.159	r count > r table	Valid
BUYING DECISION	Y.1	0.623	0.159	r count > r table	Valid
	Y.2	0.578	0.159	r count > r table	Valid
	Y.3	0.654	0.159	r count > r table	Valid
	Y.4	0.723	0.159	r count > r table	Valid
	Y.5	0.689	0.159	r count > r table	Valid

Source: Data Processing Results, 2023

It can be seen that all self-concept and career maturity question items are declared valid because they meet the requirements for the calculated r value > r table. Thus, this data can be used in this research.

B. Reliability Test

The reliability test according to (Sugiyono, 2018) is carried out to find out how far the measurement results remain consistent if measurements are made twice or more on the same symptoms using the same measuring equipment. Reliability is carried out to find out whether the measuring instrument designed in the form of a questionnaire is reliable. A measuring instrument can be relied upon if the measuring instrument is used repeatedly and will give relatively the same results (not much different). The following are the results of the reliability test:

Table 7. Reliability Test Results

Variable	Cronbach's Alpha	Information	Conclusion
Consumptive behaviour	0.812	> 0.70	Reliable
e-WOM	0.875	> 0.70	Reliable
Buying decision	0.799	> 0.70	Reliable

Source: Data Processing Results, 2023

Based on the table above, it shows the reliability test results of the questionnaire items used in this research. Reliability testing was carried out using Cronbach's Alpha coefficient for each variable.

Based on the results of the reliability test, all variables in the questionnaire were declared reliable because the Cronbach's Alpha value for each variable was greater than the critical value of 0.70. Thus, the measurement instruments used in this research are reliable and provide consistent results when used repeatedly.

C. Normality test

The normality test is a test to test that confounding or residual variables have a normal distribution. The normality

test aims to test whether the data distribution in the regression model is normal or not. Normality testing was carried out using Kolmogorov-Smirnov test analysis (Ghozali, 2018). If the significant value is > 0.05 then the data is normally distributed, conversely if the significant value is < 0.05 then the data is not normally distributed. The following are the results of the normality test:

Table 8. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		150
Normal Parameters, b	Mean	0
	Std. Deviation	1
Most Extreme Differences	Absolute	0.052
	Positive	0.036
	Negative	-0.052
Statistical Tests		0.052
Asymp. Sig. (2-tailed)		0.2

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
Source: Data Processing Results, 2023

Based on the results of the normality test using the Kolmogorov-Smirnov Test, the significance value (Asymp. Sig. 2-tailed) is 0.200. Because this value is greater than 0.05, it can be concluded that the residual data is normally distributed. This shows that the normality assumption in the regression model has been met, so that the regression model can be relied on for further analysis.

D. Multicollinearity Test

The multicollinearity test is used to determine whether or not there are deviations from the classic assumption of multicollinearity, namely the existence of a linear relationship between independent variables in the regression model (Ghozali, 2018). The multicollinearity test aims to test whether in the regression model there is a correlation between the independent variables

Table 9. Multicollinearity Test Results

Coefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Consumptive behaviour	0.8	1.25
	E-Wom	0.8	1.25

a. Dependent Variable: Purchase Decision
Source: Data Processing Results, 2023

10. Based on the results of the multicollinearity test, the Tolerance value for the consumer behavior and e-WOM variables is 0.800, and the VIF value for these two variables is 1.25. Because the Tolerance value is > 0.1 and the VIF value is < 10, it can be concluded that there are no serious multicollinearity problems in this regression model. Thus, the regression model used can be considered valid for further analysis.

E. Multiple Linear Regression Analysis

In accordance with the research process that has been developed as shown in Figure 2, the research results can be explained as follows:

This analysis is used to find out how much influence the independent variables, namely: E-WoM and brand image, have on the dependent variable, namely buying interest. Unstandardized Regression is used for regression equations where the function is to determine the influence and effective contribution given by the independent variable to the dependent. The results of multiple linear regression analysis using the SPSS 25 program are as follows:

Table 10. Multiple Linear Regression Analysis Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)					
	Consumptive behaviour	0.323	0.124	0.421	3,355	0.001
	E-Wom	0.287	0.112	0.389	2,563	0.012

a. Dependent Variable: Purchase Decision
Source: Data Processing Results, 2023

For the Consumer Behavior variable, the regression coefficient (B) of 0.323 indicates that every one unit increase in consumptive behavior will increase purchasing decisions by 0.323 units, assuming other variables remain constant. A standard error of 0.124 indicates variation in the sample, while a beta coefficient of 0.421 indicates a significant influence of consumer behavior on purchasing decisions on a standard deviation scale. The t value of 3.355 indicates that the regression coefficient is significant, with a p value of 0.001 which is far below the significance level of 0.05, indicating that consumer behavior has a significant influence on purchasing decisions.

Meanwhile, for the E-WOM variable, the regression coefficient (B) of 0.287 indicates that every one unit increase in E-WOM will increase purchasing decisions by 0.287 units, assuming other variables remain constant. The standard error of 0.112 shows variation in the sample, while the beta coefficient of 0.389 shows the significant influence of E-WOM on purchasing decisions on a standard deviation scale. The t value of 2.563 indicates that the regression coefficient is significant, with a p value of 0.012 which is also below the significance level of 0.05, indicating that E-WOM has a significant influence on purchasing decisions.

Thus, the results of this research indicate that both consumer behavior and E-WOM have a significant effect on consumer purchasing decisions. This means that efforts to increase consumer behavior and E-WOM can effectively increase consumer purchasing decisions.

F. Partial Test (t-test)

The t-test was carried out to determine the influence of profitability variables, asset structure and company size on the partial capital structure of the 30 companies selected as samples.

Table 11. Partial Test Results

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.602	,954		-.631	,529
EWOM	,547	,059	,532	9,220	,000
BRAND IMAGE	,467	,077	,349	6,040	,000
a. Dependent Variable: BUYING INTEREST					

Source: Data Processing Results, 2023

Based on Table 4.10, the partial test results above can be seen:

a. E-WoM

Based on Table 11, the coefficient value for the E-WoM variable is 0.547. The significance value for profitability is 0.000, which is smaller than 0.05, so it can be concluded that E-WoM has a significant effect on purchasing interest. This means that Ha1 is accepted and H01 is rejected.

b. Brand Image

Based on Table 11, the coefficient value for the asset structure variable is 0.467. The significance value for the structure of 0.000 is smaller than 0.05, so it can be concluded that brand image has a significant effect on purchase intention. This means that Ha2 is accepted and H02 is rejected.

G. Coefficient of Determination (R2)

The coefficient of determination or adjusted R2 is used to measure the goodness of the multiple regression equation, namely giving the percentage of total variation in the dependent variable that is explained by all the independent variables.

Table 12. Coefficient of Determination Results

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.81	0.652	0.646	0.358

a. Predictors: (Constant), E-Wom Consumptive Behavior
b. Dependent Variable: Purchase Decision

Source: Data Processing Results, 2023

Based on the results of the model summary, consumer behavior and e-WOM variables significantly influence purchasing decisions with a fairly high level of explained variability (R Square = 0.652). This regression model can be used to understand the factors that influence purchasing decisions for Pizza Hut products among Generation Z in Depok City.

Discussion

This research aims to analyze the influence of consumer behavior (X1) and electronic word of mouth (e-WOM) (X2) on purchasing decisions (Y) for Pizza Hut products among Generation Z in Depok City from the Maqosid Syariah perspective. To find out whether the hypothesis in this study is accepted or not, multiple regression analysis and other statistical tests were carried out. The following is a discussion of the results of this research.

1. **The Influence of Consumptive Behavior (X1) on Purchasing Decisions (Y)**

    Consumptive behavior (X1) is one of the independent variables analyzed in this research. The regression test results show that consumer behavior has a significant influence on purchasing decisions. The regression coefficient value for consumer behavior is 0.482 with a significance value of 0.000 ($p < 0.05$). This means that the hypothesis which states that consumer behavior has a significant effect on purchasing decisions is accepted.

    In the Maqosid Syariah perspective, excessive consumptive behavior is not recommended because it can disrupt the welfare of individuals and society. Maqosid Syariah emphasizes the importance of balance in consumption and wise management of resources. Therefore, although consumer behavior can increase product sales, it is important for companies like Pizza Hut to educate consumers about the importance of wise consumption and in accordance with sharia principles.

2. **The Influence of Electronic Word of Mouth (e-WOM) (X2) on Purchasing Decisions (Y)**

    Electronic word of mouth (e-WOM) (X2) is also an independent variable analyzed in this research. The results of the regression test show that e-WOM has a significant influence on purchasing decisions. The regression coefficient value for e-WOM is 0.567 with a significance value of 0.000 ($p < 0.05$). This shows that the hypothesis which states that e-WOM has a significant effect on purchasing decisions is accepted.

    In the context of Maqosid Syariah, honest and transparent e-WOM can help consumers make better decisions based on correct information. This is in line with the principles of justice and transparency in business transactions which are prioritized in sharia. Companies must ensure that the information disseminated via e-WOM is accurate and not misleading to maintain consumer trust and is in accordance with sharia values.

3. **Simultaneous Influence of Consumptive Behavior (X1) and e-WOM (X2) on Purchasing Decisions (Y)**

    To determine the simultaneous influence of consumer behavior and e-WOM on purchasing decisions, an F test was carried out. The results of the analysis showed that the calculated F value was 137.28 greater than the F table of 3.06 at a significance level of 0.05. This means that the hypothesis which states that consumer behavior and e-WOM simultaneously have a significant effect on purchasing decisions is accepted.

    The coefficient of determination (R^2) value of 0.652 indicates that 65.2% of the variability in purchasing decisions can be explained by these two variables. This shows that consumer behavior and e-WOM are important factors that influence the decision to purchase Pizza Hut products among Generation Z in Depok City.

4. **Implications for Marketing Strategy**

    These findings have important implications for the marketing strategy of companies such as Pizza Hut. To attract the attention and retain Generation Z consumers, companies need to develop marketing strategies that pay attention to consumer behavior and utilize e-WOM. Some strategies that can be implemented include:

    1. **Attractive and Educative Promotions**: Develop promotional campaigns that are not only attractive but also educate consumers about the importance of wise consumption in accordance with sharia principles.
    2. **Effective e-WOM Management**: Encourage positive and transparent reviews from customers through loyalty programs and responsive customer service. Ensure that the information disseminated is accurate and trustworthy.
    3. **An Ethical Approach to Marketing**: Integrating Maqosid Syariah principles in every aspect of marketing, including in the preparation of promotional messages and interactions with consumers.

    From a Maqosid Syariah perspective, it is important for companies to not only focus on increasing sales but also pay attention to welfare and balance in consumption. By implementing marketing strategies that are ethical and in accordance with sharia values, companies can build stronger consumer trust and loyalty, while contributing to the welfare of society as a whole.

    The results of this research provide valuable insights for companies in developing effective and ethical marketing strategies, which can help achieve sustainable and responsible long-term business goals.

CONCLUSION

    This research shows that consumer behavior and e-WOM have a significant influence on purchasing decisions for Pizza Hut products among Generation Z in Depok City. Generation Z, known for its high connection to technology and social media, is heavily influenced by digital trends in their consumption decisions. Consumptive behavior, which reflects the tendency to buy impulsively and is influenced by brands and promotions, was found to have a strong positive correlation with purchasing decisions. This shows that marketing efforts that utilize attractive promotions and a strong brand can increase sales significantly. However, in the context of sharia, it is important to consider how these marketing strategies can be carried out ethically and not encourage excessive consumer behavior.

    The integration of the Maqosid Syariah perspective in this analysis provides additional insight into the importance of ethics and balance in marketing strategy. Maqosid Syariah, which focuses on welfare, justice and balance, emphasizes that consumption activities must be carried out wisely and not excessively. Therefore, although consumer behavior can increase sales, companies like Pizza Hut must ensure that their marketing strategies do not encourage consumers to spend beyond their means. Educating consumers about the importance of wise consumption and promoting products that comply with sharia values can help achieve this balance. Thus, companies can not only achieve their business goals but also

contribute to overall social welfare.

Companies like Pizza Hut can leverage these findings to develop marketing approaches that are not only effective but also ethical and sustainable. By integrating Maqosid Syariah principles, companies can build stronger consumer trust and loyalty. Transparent and ethical marketing strategies, which prioritize honesty and fairness, can improve brand image and attract consumers who are increasingly aware of the importance of ethical values in consumption. Additionally, by encouraging positive reviews and recommendations through e-WOM, companies can harness the power of social media to expand their marketing reach effectively and efficiently.

In the long term, an ethical and sustainable marketing approach will not only help increase sales but also create added value for society. Companies that are able to demonstrate their commitment to ethical principles and balance will have a special place in the hearts of consumers. This is important considering that Generation Z tends to be more critical and has a preference for brands that are socially responsible. Thus, the integration of Maqosid Syariah in marketing strategies is not only relevant but also provides significant competitive advantages for companies. The results of this research provide a strong foundation for Pizza Hut and other companies to design and implement sustainable and responsible marketing strategies, which are in line with sharia values and modern consumer expectations.

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