

5th ICITB

CONSUMER ATTITUDE MEASUREMENT TOWARDS ONLINE SHOPPING

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Abstract

The study is aimed at testing the effect of Perceived Ease Of Use (PEU), Perceived Usefulness (PU), Customer Experience (CE) and Website Image (WI) effect on the Attitude to Use (AU) on Online Shopping (OS) in Indonesia. This type of research is Causal Associative research. Sampling in this study uses a purposive sampling technique with a sample size of 100 respondents taken using the Slovin formula. The data analysis method in this study uses the Partial Least Square (PLS) method. The design of this hypothesis among others Perceived ease of use (PEU) impact positively on Attitude to Use (AU), the Perceived usefulness (PU) impact positively on the Attitude to Use (AU), Customer Experience (CE) effect positive to Attitude to Use (AU), web Image (WI) impact positively on the Attitude to Use (AU).

Keywords: Perceived Ease of Use (PEU), Perceived Usefulness (PU), Customer Experience, Website Image and Attitude to Use.

1. INTRODUCTION

Technology develops rapidly, which gives impact to the life aspects. It also gives impact to shopping behavior of customer from conventional to digital shopping. Changes in the technological era called the 4.0 era are also considered by many companies as potential business prospects. At present, there are many companies which market their products by utilizing internet technology or who are quite familiar with E-Commerce. With this phenomenon, many start-up companies engaged in e-commerce continue to emerge, such as Lazada, Tokopedia, Shopee, Zilingo and many others. By carrying out the concept of B2C (Business to Customer), e-commerce establishes cooperation with individual sellers who play

5th ICITB

role as suppliers of products and then sold to customers. Thus, companies can control product quality, distribution and payment. With this concept, each e-commerce seeks to prioritize consumer confidence by recruiting trusted suppliers who have quality products in order not to disappoint customers. E-commerce also provides lots of promotions such as flash sales and other convenience services for consumers such as an easy payment system. Therefore, consumers can feel comfortable while making transactions, as well as providing services for refunds and returns for consumers.

This research will examine the behavior of users of online shopping applications based on the factors which influence it with the Technology Acceptance Model (TAM) approach. TAM theory describes consumer behavior in adopting technology based on perceived ease of use and perceived usefulness (Davis, 1986). Davis et. al (1989) finds that perceived ease of use and perceived usefulness are very significant predictors of attitude to use to use.

Perceived experience while conducting Online shopping becomes consideration of customer in choosing an online shopping application. Thus, customer experience needs to be paid attention by managers in satisfying their consumers so they can win the competition. Customer expectations have a significant effect toward post-purchase from evaluating experience in purchasing (Verhoef 2009). Website image also contributes to creating a feeling of comfort, as well as the perception of high-quality merchandise (Oh et al, 2008). Website image is as a key element with the ability to influence customer satisfaction, customer loyalty and brand image Pereira et al., (2016). Consumers will feel attracted to buy and will also feel comfortable while visiting the website if the website image of an online company is interesting. Online shopping sites need to manage a website image because it is a valuable asset which usually generates high profitability (Dowling, 2001; Rindell, 2013).

Based on the description above, this research aims to examine the effect of Perceived Ease of Use (PEU), Perceived Usefulness (PU), Customer Experience (CE) and Website Image (WI) influence on Attitude to Use (AU) on Online Shopping (OS) in Indonesia .

2. LITERATURE REVIEW

Model in this research is mode of modification result to test previous research conducted by Wibasuri, et al (2018) "Determinants of Attitude Tourist in E-Tourism Usage". The following is the form of the research model Wibasuri, et al

(2018) used as the first reference in this research.

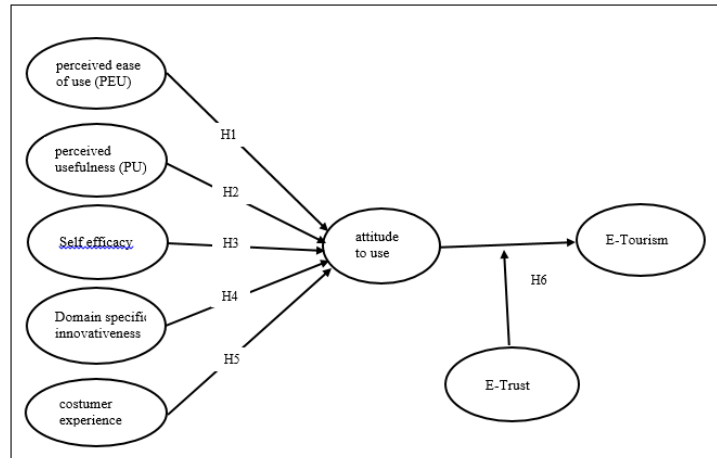


Figure 1. The first reference model

The second model as reference in this research is research framework of Al-Debei's et al (2015) entitled "An integrated model of factors affecting consumer towards online shopping." The research explains related to things which can form a positive attitude from consumers on a website.

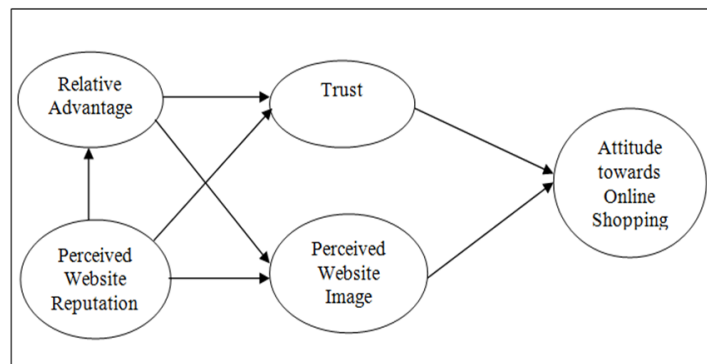


Figure 2. second reference research model

Based on two research model above, researchers make modifications in order to produce a new research framework. In Wibasuri's research, (2018) "Determinants of Attitude Tourist in E-Tourism Usage", researchers took the variables perceived ease of use (PEU), perceived usefulness (PU), experience and attitude to use.

5th ICITB

Whereas, in the study of Al-Debei et al (2015), researchers took the website image variable. Both studies examined the effect on attitude so researchers took the two studies above and made a model like the following:

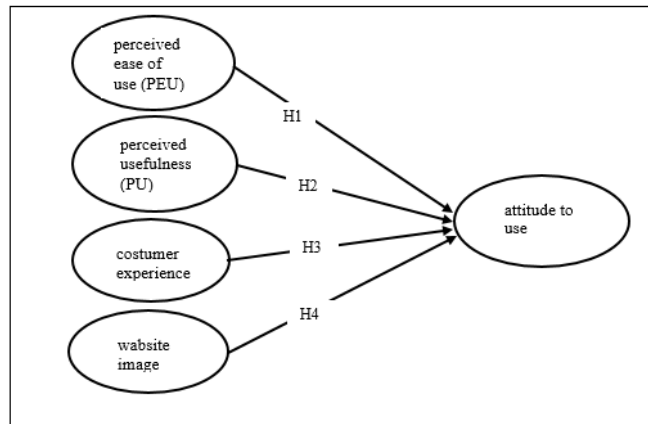


Figure 3. Second reference research model

Perceived ease of use (PEU) and Perceived Usefulness (PU) toward attitude to use

Davis et al (1989) states that intention of using technology is predicted by perceived usefulness and perceived ease of use. Perceived ease of use is an assessment of individuals who interact with free technology from cognitive burdens, perceived ease of use reflects how individuals are able to interact with certain software. Perceived usefulness is defined as "the extent to which a person believes that using a particular system will tie the performance of his work" (Davis 1989). Perceived usefulness has been found to have a significant effect toward system use. Some researches emphasize the importance of perceived usefulness and perceived ease of use used in predicting attitude to use. As research from Wibasuri (2018) explained that perceived ease of use has a positive effect on attitude to use and perceived usefulness also has a positive effect on attitude to use. Based on the explanation above, the formulation of the hypothesis is as follows:

H₁: Perceived ease of use (PEU) affects positively toward attitude to use

H₂: Perceived usefulness (PU) affects positively toward attitude to use

5th ICITB

Experience toward attitude to use

Experience can be defined as total of customer impression about online company/e-commerce (Watchfire Whitepaper Series, 2000). According to Meyer and Schwager (2007), experience is an internal and subjective customer response as a result of direct or indirect interaction with the company. This direct relationship is usually due to the initiative of consumers. This usually occurs in the purchasing and service department. Whereas, indirect relationships often involve unplanned encounters, such as product and brand appearances, advertisements, and other promotional events. Meanwhile, according to Chen and Lin (2014), experience is defined as cognitive recognition or perception stimulating customer motivation. Such recognition or perception can increase the value of products and services. Wibasuri (2018) states that explaining experience has a positive effect on attitude to use. Based on the explanation above, the researcher draws the following hypothesis:

H₃: Experience affects positively toward attitude to use

Website image toward attitude to use

Website image is as the key element with the ability to affect customer satisfaction, customer loyalty and brand image Pereira et al., (2016). Consumers will feel attracted to buy and will also feel comfortable while visiting the website if the website image of an online company is interesting. Online shopping sites need to manage website images because they are a valuable asset which usually generate high profitability (Dowling, 2001; Rindell, 2013). Websites are used by consumers for convenient information searching and purchasing, and are very well designed to attract consumers (Ben Mimoun et al. , 2014). Most consumers rely on websites to find information and purchase products (Ben Mimoun et al., 2014). In the research conducted by Al-Debei, et al (2015), it states the web image has a positive effect toward attitude. Based on this ,the researcher draws the following hypothesis:

H₄: web image affects positively toward attitude

3. RESEARCH METHOD

This research type is a quantitative research and causal associative approach. Quantitative research is conducted to obtain data or facts which can be used to obtain data or facts. It can be used in order to obtain certainty and accuracy of answers to research questions that are done (Timotius, 2017: 52). In taking sample

5th ICITB

used in this research, it is non-probability. Non-probability sample is a technique, in which while taking a sample that will not provide the same opportunities or opportunities for each member in a population to be selected as a sample (Maholtra, 2010). The method used to determine the sample by researchers is the Slovin approach with a total of 100 respondents. Analyzing data of this research used Partial Least Square (PLS) approach. PLS is a Structural Equation Modeling (SEM) equation model based on components or variants. According to Ghozali (2006), PLS is an alternative approach which shifts from a covariant-based SEM approach to variant-based. The structural equation model in this research can be seen in the following figure:

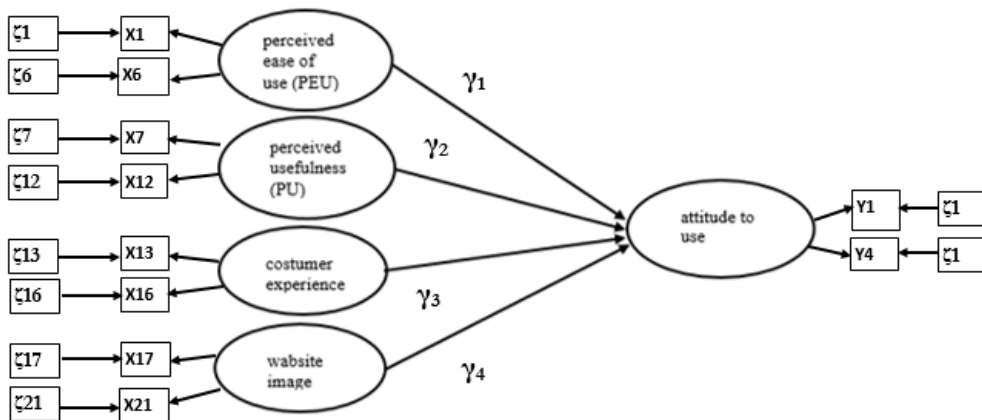


Figure 4. Structural equation model

4. CONCLUSION

This research will examine whether the effect of Perceived Ease of Use (PEU), Perceived Usefulness (PU), Customer Experience (CE) and Website Image (WI) affect Attitude to Use (AU) toward Online Shopping (OS) in Indonesia, by processing data obtained through questionnaires which has been filled out by the respondent. It is to find out the results of the above test.

5th ICITB

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