

DETERMINING FACTORS OF BUYING INTEREST OF STUDENTS IN E-TAILING

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Abstract

This research examined the web environmental factors will contribute to explain the desire to buy it online users moderated by their attitude towards the site. Data from respondents was collected using a questionnaire with the number of respondents of 100 respondents and a sampling technique was used purposive. The results are three hypothesis supported with data and one hypothesis is rejected. The results showed that students purchase interest formed by the aesthetics of a website, the website navigation structure and attitude on website. Then the following can be recommended suggestion for companies that market their products online, it is necessary to note about the web interface, especially with regard to the design and ease of navigation. Companies need to guarantee the privacy of visitors to perform social interactivity with other visitors.

Keywords: e-tailing, web interface, e-commerce

BACKGROUND

Increasingly rapid technological developments have affected the social life style changes in various aspects of life. This condition also affects the activity of a shopping person. In an effort to win a business competition, businessmen today tend to use the internet. Online shopping over the Internet has grown and grown rapidly in recent decades. According to data from Internet World Stats, the population of Internet users worldwide is increasing from year to year. Increased internet users ease businessmen to market and develop their business (Zarrella, 2010 and Al-Kasasbeh, Dasgupta and Al Faouri, 2011 in Saragih and Ramdhany, 2012).

Similarly, internet users in Indonesia is increasing every year (APJII, accessed on March 18, 2014). In addition to the growing number of users, Internet users use the Internet for various activities, including the activities of online

shopping (e-commerce) (<http://harianti.com/survei-bps-jumlah-pengguna-internet-indonesia-tahun-2013-tembus-71-juta-orang/> accessed on March 25, 2014)

E-commerce can be viewed from various points of views. In the literature, e-commerce is defined as a combination of technology (Electronic Commerce World Institute, 1996). Then Kalakota and Whinston (1996) says that e-commerce is a business methodology. Currently, e-commerce is important in the marketing process, especially for large companies worldwide. In Indonesia, the e-commerce began to grow since the familiar internet in the early 1990's. Different types of goods can be purchased through this method. The perpetrators of the business also varied, ranging from small-scale industries to large industries. Even today's small-scale industry development leaps and bounds in making sales through online means. This is due to the widespread use of social media such as facebook, twitter etc for the media of buying and selling.

According to the researchers and practitioners, virtual market is an important channel for retail (Hoffman et al (1995), Chen and Wells (1999), Yoo and Donthu (2001) in Allagui and Lemoine (2008)), consumer usability issues sometimes overlooked by web designers, so that there is a negative effect on customer retention and loyalty. An example of the results of research suggested by Kearney (2000) in Allagui and Lemoine (2008) which revealed that the poor design of web pages, has made 82% of experienced online shoppers do not complete the transaction of their shopping.

A consumer will be satisfied if the quality of services of online sales system in a site. Thus, the number of online shoppers will also increase. Then, according to research conducted by Jiang and Rosenbloom (2005) in Saragih and Ramdhany (2012), price, customer satisfaction when shopping online as well as customer satisfaction after making a purchase to be an indicator that an online store site can retain customers by increasing interest in shopping back to the site. Therefore, as stated by Alba et al (1997); Degeratu et al (2000); Hoffman and Novak (1996); and Menon and Kahn (2002) in the Allagui and Lemoine (2008), this time the researchers shifted their focus to understand consumer reactions to online shopping environment

Furthermore, when the researchers turned their attention to understand consumer reaction on e-shopping environment (Alba et al, 1997; Degeratu et al, 2000; Hoffman and Novak, 1996; Menon and Kahn, 2002 in Allagui and Lemoine, 2008) , While previously, the existing empirical research focuses more on web atmosphere. Even most of the previous research has focused on one aspect of the stimuli interface (ie e-merchandising, color, image size, structure and so on). This study will adopt and modify the Baker's theory (1986) which has been tested by Allagui and Lemoine (2008) relating to the shop atmosphere (ie the atmosphere of the store that is sensory, layout design and social factors) with the online shopping environment. In addition, this study will also expand the literature related to the web atmosphere that specifically deals with aesthetic design and layout of sites visited sites.

The theoretical framework of this research is based on the paradigm of stimulus-organism-response developed by Mehrabian and Russell (1974). SOR paradigm explain how the physical environment affects the internal and behavior of individuals. Baker et al. (2002) and Eroglu et al. (2003) suggest that affective and cognitive individuals affected by stimuli that ultimately produce the behavioral response (eg approach or avoidance behavior). This research examined the web environmental factors will contribute to explain the desire to buy it online users moderated by their attitude towards the site.

METHODS

In accordance with the purpose, the research is an explanatory. This research population are students of various Universities and Colleges which located along ZA Pagar Alam street until Sumantri Brojonegoro street. The sample was 100 respondents. The number of samples that meets the minimum requirements for the research. This is in accordance with the Roscoe (1975) in Sekaran (2006) which states that a sample size of more than 30 and less than 500 as a guide to taking the sample. The sampling technique used in this research is purposive sampling with criteria for active students who enrolled at the University of Bandar Lampung, the Institute of Business and Information Darmajaya, Tehnokrat University and the University of Lampung and never do online shopping.

The variable in this study are an aesthetic visual web, website navigation structure, social interactivity, the attitude of the web and the desire of student consumers to buy. Types and sources of data used in this study there are two types, namely: Primary Data and Secondary Data. This study relied on questionnaires as research instruments developed from 5 variable with 23 indicator. This questionnaire is expressed in the form of closed questions. Additionally, in this study using a Likert scale with five answer choices. From the test results it is known that the overall items that are used in this questionnaire is valid and reliable. Thus, the instruments developed in this study deserves to be used. This study uses statistical data analysis with principal function is to simplify the research data into a simple information so that it is easier to understand. Based on the problems, research objectives and hypothesis testing, then the method of data analysis used in this study can be grouped into two, namely statistical analysis descriptive and inferential statistical analysis using SmartPLS software version 3.1.5 which is run by computer media. As for the structural analysis model tested in this study can be seen in Figure 1.

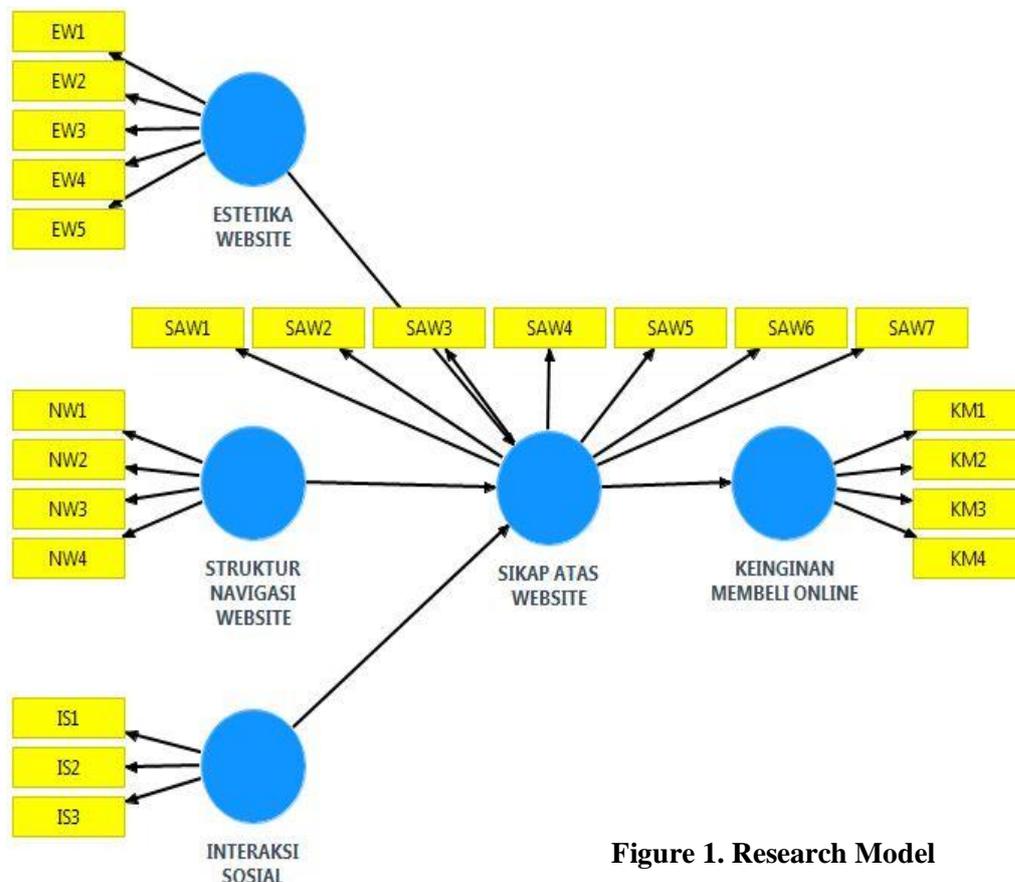


Figure 1. Research Model

Then for hypothesis are:

- a. Web aesthetic visual effects on the attitude of the website.
- b. Website navigation structure affects the attitudes of the website.
- c. Social interactivity influences the attitudes of the website.
- d. Attitudes on the website affects the desire to buy online.

RESULTS AND DISCUSSION

Evaluation Model Research

In accordance with the objectives and specifications of the study, then do the test with iterations (stages) using software SmartPLS to obtain test results that fit. Evaluation results of the model suitability show that these indicators form the fifth significant variables studied, namely 1) Website Aesthetics, 2) Website Navigation, 3) Social Interactivity, 4) The attitude of the Website, and 5) Consumer Students' Desire to Buy.

Table 1 describes the evaluation criteria for suitability index measured structural model.

Tabel 1. Suitability Index Criteria Structural Model Evaluation

<i>Measurement Model</i>	Result		Critical value	Model Evaluation
<i>Outer Model</i>				
<i>Convergent Validity</i>	Variabel	Nilai	$\geq 0,6$	Good
	EW1	0.725		
	EW2	0.779		
	EW3	0.737		
	EW4	0.773		
	EW5	0.665		
	NW1	0.796		
	NW2	0.841		
	NW3	0.694		
	NW4	0.765		
	IS1	0.803		
	IS2	0.776		
	IS3	0.786		
	SAW1	0.646		
	SAW2	0.822		
	SAW3	0.745		
	SAW4	0.751		
	SAW5	0.673		
	SAW6	0.717		
	SAW7	0.632		
KM1	0.685			
KM2	0.698			
KM3	0.830			
KM4	0.638			

<i>Discriminant Validity</i> (Average Variance Extracted/AVE) every construct is bigger than the correlation between variabels)	Variabel	AVE	<i>Root-square AVE</i>	≥0,5	Good
	EW	0.543	0.736		
	NW	0.602	0.775		
	IS	0.622	0.788		
	SW	0.511	0.714		
	KM	0.513	0.716		
<i>Composite Reliability</i>	Variabel	<i>Composite Reliability</i>	≥0,6	Good	
	EW	0.855			
	NW	0.858			
	IS	0.831			
	SW	0.879			
	KM	0.807			
<i>Inner Model</i>					
<i>Q-Square</i>	0.0.77158		0 < Q ² < 1	Good	

The results show that the indicators of a creative website design (EW2) became the dominant one in shaping Aesthetics Website variables. This shows that the creative design become a major factor when a visitor wants to visit a website. It mainly deals with online sales. The more creative in designing a website, the more visitors will come back visiting the website.

Then from Table 1 also can be seen that a very helpful website navigation (NW4) become dominant in shaping the Website Navigation variable. This indicates that the website navigation which helps the user become one of the priorities for the visitors. Thus, the visitors will obtain the needed information on a product easily. Table 1 also shows that websites with a warm social atmosphere (IS3) becomes the dominant factor in shaping the Social Interactivity variables. This indicates that in addition to looking for information about a product, the visitor also requires communication with other website users. Thus, the users of the website will easily obtain suggestions and opinions from other users of the website associated with the desired product.

In addition, from Table 1 is also known that satisfaction with the services provided (SW3) is the dominant factor in shaping the attitude variables on the Website. This indicates that the service will have the satisfaction that is felt, it is possible to buy items from the store owner of the website will also be greater. This is because, if a potential buyer feel satisfied, then the opportunity to become buyers are also getting bigger. In accordance with Table 1, it can be seen that the

possibility of spending more (KM3) is the dominant factor shaping Desire Buying variable. Thus it can be argued that a consumer will decide to buy more of a product when he felt that the products offered completely in accordance with their needs.

Hypothesis Testing Results

The result for the hypothesis testing can be seen in Figure 2, Figure 3 and Table 2. Hypothesis testing is done by comparing the value t count t table, if t count greater than t table the relationship between construct is significant and can do further analysis. In this study, the amount of data used by 100, then its df is 94. Therefore, it can be seen that the value of t table ($\alpha = 5\%$) of 1,661. The bootstrapping results used for hypothesis testing can be seen in Figure 3.

The results conclusion of this research hypothesis testing analysis are summarized in Table 3 for ease of understanding. According to the empirical results, we can conclude there are three significant hypotheses and proven empirically supported by the data. Thus it can be said that the three hypotheses are accepted. Then there is also a one hypothesis is rejected. Thus, it can be said that the hypothesis is not proven and not supported by the data.

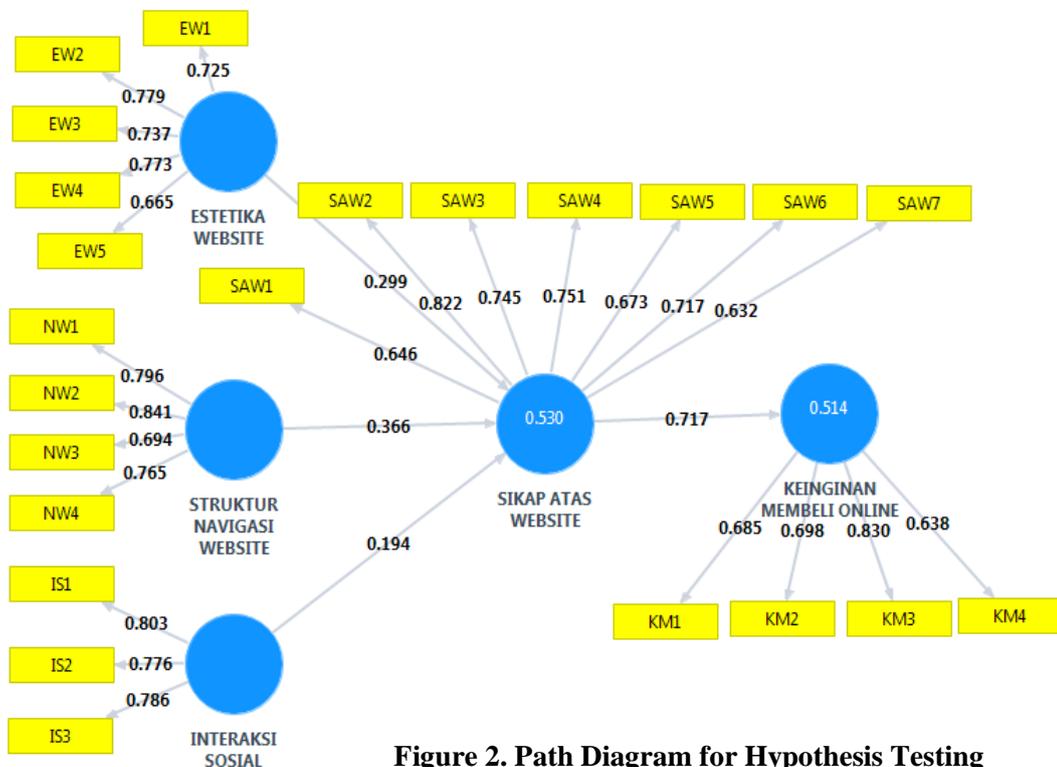


Figure 2. Path Diagram for Hypothesis Testing Results

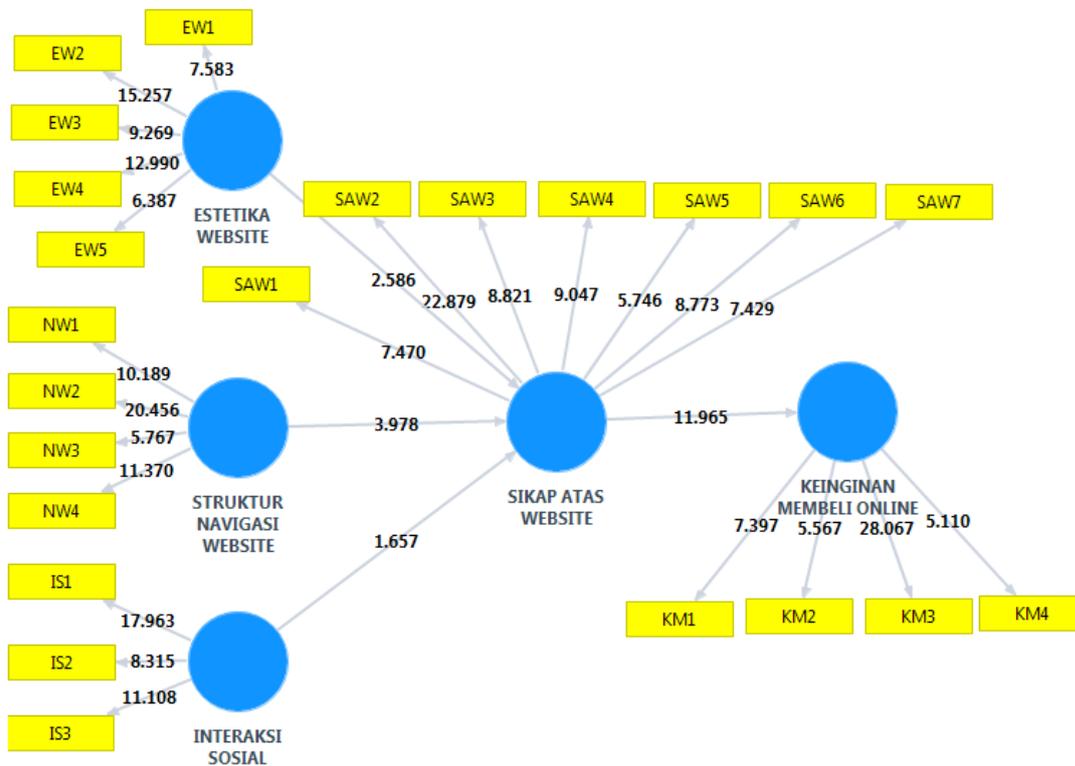


Figure 3. Bootstrapping Model Research

Table 2. Results of Hypothesis Testing

H	Influence		Path Coefficient	T Count	P value	Information	
1	EW	→	SW	0.299	2.586	0.000	Significant
2	NW	→	SW	0.366	3.978	0.000	Significant
3	IS	→	SW	0.194	1.657	0.098	Not Significant
4	SW	→	KM	0.717	11.965	0.000	Significant

Significant at level 5% with t_{table} at level 5% = 1.66

Table 3. Summary of Hypothesis Testing

Testing Results	hypothesis formulation
The hypothesis is accepted and supported by the evidence of the empirical data	Web aesthetics significantly influence the attitude of the website visually.
	Website navigation structure significantly influence the attitude of the website.
	Attitudes on the website significantly influence the desire to buy online
The hypothesis is rejected and is not supported by empirical data evidence	Social Interactivity has no significant effect on the attitudes of the website.

DISCUSSION

Web aesthetics significantly influence the attitude of the website visually

Based on the results of hypothesis testing as shown in Figure 3 and Table 2 showed that the "web Aesthetic significantly influence the attitude of the website visually ". The results show that a website has a visual aesthetics if the website attractive and creative website design. It is also capable of using colors that attract visitors. This shows that the creative design become a major factor when a visitor wants to visit a website. It mainly deals with online sales. The more creative in designing a website, the more visitors will come back visiting the website.

According to the results of research conducted by Steuer (1992) indicates that the Web site navigation design cannot be a positive experience. Brett et al (2005) more clearly reveal that the images, text and colors used on the website can convey a specific meaning for web owners. Physiological tests have shown that warm colors, such as red and yellow, which evokes, while cool colors, such as blue and green, soothing. Then Drèze and Zufryden (1997) conducted research on the effects of color on the design and look of the web. However, aesthetic considerations may conflict with some guidelines for task-motivated because the design goal is to delight users and capture the attention rather than providing effective information.

Website navigation structure significantly influence the attitude of the website

Based on the results of hypothesis testing as shown in Figure 3 and Table 2 showed that the "Structure of website navigation has significant effect on the attitude of the website". The results showed that the stricture website navigation will help the respondent if the structure of the website are organized, clear navigation and facilitate the search of products. This indicates that the website navigation helps the user become one of the priorities for the visitors. Thus, the visitors will easily obtain the needed information on a product.

Among all the elements of a website design, website navigation is one important thing to determine the success of a website (Dailey, 2004). Navigation is generally referred to as a navigation mark or device (eg, a list of links) that

allow users to move to other parts and see the desired page. Navigation devices has become essential and sufficient to assist the user cognitive processes. Movement users in cyberspace becomes clear, allowing users to get an optimal experience when the user is the purpose of surfing in cyberspace. On the other hand, if the device is ambiguous and not user-friendly, users are more likely to get lost in cyberspace and make it unpleasant experience when using existing navigation in a web.

Lohse and Spiller (1999) found that the characteristics of the layout of e-commerce impact on site traffic and sales. While Burke (2002) states that these characteristics directly affect the willingness to buy online. Thus, the navigation layout in designing the virtual store became a key element in keeping customers on the website and assist in customer shopping activities. Various studies show that the customer can search for information by way easily through online Web sites (Syzmanski and Hise 2000; Watchravesringkan and Shim 2003; Kim, Kim, and Kumar 2003; Seock and Norton 2007). Bigné-Alcañiz et al (2008) found that the availability of the information improve customer perception of Web sites online. Ease of use facilitates the customers' willingness to use online shopping Web sites. Vazquez and Xu (2009) argue that the customer's attitude, motivation, and information seeking behavior affect the behavior of their online purchases.

Further, Chen (2009) in his research indicate that the tendency of customers to search for product, price, promotion and information on the website of online shopping. The availability of information about the product influences their purchase intention in the first stage, followed by the prices in the second stage. So et al. (2005) revealed that online shopping intention is directly influenced by the behavior of customers in finding information on the Web. Adoption of online shopping is indirectly influenced by the attitude of online shopping and online customer experience in the past. Online search behavior is an important factor in adopting decisions.

Social interactivity has not significant effect on the attitude of the website

Based on the results of hypothesis testing as shown in Figure 3 and Table 2 showed that the "Social Interactivity has no significant effect on the attitudes of the website". The results showed that social interactivity that is formed when an

interactive website enabling a two-way communication. This condition is not supported by an interactive website and a warm atmosphere. So that the atmosphere communication in the opinion of the respondents tend to be rigid.

Results of this research are contrary to some research that shows that interactivity influential in various fields. Many significant effect of interactivity have been found in the perception, attitude, user involvement, information processing, effectiveness, and raises various opinions (Ariely, 2000; Sicilia, Ruiz and Munuera, 2005). Many studies have shown the advantages of interactivity with the computer. These results differ with the opinion of Ang and Cummings (1994) who found that increased interactivity with the computer for information retrieval. On the other hand, there are some criticisms related to the communication using computers. Stiffness in communicating in cyberspace, one reason is privacy as expressed by Yadav and Varadarajan (2005) that interactivity which is too often can lead to privacy concerns by consumers. Stolz (1995) showed that computer-based communication as a threat to the interaction of the "real world" among the people.

Interactive features can improve the quality of decisions and customer confidence in the product. Many researchers also suggest that interactivity can influence the perception of quality, price sensitivity, and / or setting themselves online (Kim and LaRosa, 2004). In addition, some research suggests that the bi-directional interactivity affected product usability and perceived cognitive engagement (Liu and Shrum, 2002). The result of this study also does not correspond with the number of studies found that interactivity increases the positive attitude, social presence, engagement, and satisfaction (Rafaeli and Sudweeks, 1997). Site features like online chat communities might increase the perceived hedonic consumer value. Consequently, increased interactivity, experience and pleasure increases (Sicilia et al., 2005).

Attitudes on the website has significant effect on the desire to buy online

Based on the results of hypothesis testing as shown in Figure 3 and Table 2 showed that the "attitude on the website a significant effect on the desire to buy online". The results showed that attitudes on the website shows the respondents' comfort level surfing activities in cyberspace. By doing surfing, then the

respondent can save costs and time. This thing indicates that with comfortable feeling, then it is likely to purchase goods from the store owner of the website will also be greater. This is because, if a potential buyer feel comfortable, then the opportunity to become buyers are also getting bigger. In addition, student consumers desire to buy occurs when a student make the website as the first choice when they want to select an item. In addition, the respondents' intention to purchase in the near future.

Comegys and Brennan (2003) showed that students spend a lot of time for browsing and searching for product information online. Results of the study revealed that although many students do not have a credit card, it does not affect their attitude towards online shopping. They develop loyalty to a specific Web site online and tend to make repeat purchases through Web sites. Chou et al (2010) tested the model 6-T with reference to the online shopping behavior of students. 6-T consists of factors such as "toys (toys), tools (tools), telephone, area, treasure of information, and commerce". The results showed that 'toys and tools' is the most acceptable factor in doing online shopping. Male students have a positive attitude towards the attributes of toys and internet phone than women.

CONCLUSION

Based on the results, it can be concluded as follows

1. This research formulate and test four hypotheses. As a result, three hypotheses were formulated accepted and supported by the data, while the hypothesis is rejected
2. The results showed that students purchase interest formed by the aesthetics of a website, the website navigation structure and attitude on website

Then the following can be recommended suggestion

1. For companies that market their products online, it is necessary to note about the web interface, especially with regard to the design and ease of navigation.
2. In the website also required social interaction between the visitor and the company. So the more visitors who come to the company's website to interact with the company and other visitors.
3. Companies need to guarantee the privacy of visitors to perform social interactivity with other visitors.

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