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ONLINE CONSUMER ANALYSIS: THE INFLUENCE OF WEBSITE SECURITY, WEBSITE NAVIGABILITY, AND WEBSITE VISUAL APPEAL ON THE INTENTION TO USE THE WEBSITE, ON THE ONLINE BEHAVIOR INTENTION OF INDONESIAN TRADITIONAL BATIK PRODUCTS

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Abstract

This research aims to understand the website user behavior is seen from the intention to use and online behavior intentions in responding to website facilities and services are presented in website security, website navigation capabilities, and website visual appeal. The study is conducted on 150 students and 96 batik SME owners who has positioned themselves as potential consumers. The respondents are asked to go to the Legendabatik.com website and then answer the questionnaire in the google form. The results find that all of website facilities and services have positive effects on intention to use, only visual appeal has a direct positive effect on online behavioral intention, while intention to use has a strong positive influence on online behavioral intention.

Keywords: Legendabatik.com website, security, navigation, visual appeal, behavior intention.

Introduction

Indonesia is a country of various islands, tribes and cultures. It reflects on its traditional decorative arts. One of the traditional decorative arts products is known as Indonesian traditional batik. Batik crafts in Indonesia have been known since the age of the Majapahit kingdom, and developed into the property of Indonesian people. Written batik is one type of product that has survived until the beginning of the XX century. After the end of World War I around 1920, the printed batik started to be produced as a development of business productivity. Nowadays, batik has become part of traditional Indonesian clothing. The fabric is made with the particular pattern that represent the culture of the area where it comes from. As many as 33 traditional fabrics from various regions in Indonesia have been designated as cultural heritage by the Ministry of Education and Culture. Among those 33 fabrics there are batik, ulos, songket, ikat, and including some fabrics that have been hard to find.

The introduction of Indonesian batik handicraft products in the world has increased its use, so that a campaign through media is needed to reach wider consumers. Communication carried out by individuals and organizations aims to have a positive impact on product introduction with a desire to make a purchase, (Semuel et al, 2017). Online marketing media is considered to be able to fulfill these needs

effectively and efficiently. The development of digital media has made it possible to communicate through websites, website applications, cellular applications, animations, short messages, audio visual media, and virtual reality (Lister, 2009). Communication using digital media is known as online communication, making the flow of information cannot be limited by time and space. The existence of online communication allows something to be very famous or become viral. Viral marketing is a marketing process that aims to promote or convey a message about products and services by encouraging recipients to send and forward it to others.

The effectiveness of a communication is important, and an indicator that is often used as a reference in identifying the output of digital communication is the act of pressing the icon on the interface, (Semuel et al, 2017). Digital communication in response to news content in online media is known as a call to action or CTA. In the CTA process, website users need to provide important privacy information (Park & Gretzel, 2007). CTA is influenced by an individual's interest to provide personal information (Badgaiyana & Vermab, 2015; Verhagen & Doleen, 2011; Zhang, Prybutok, & Strutton, 2007), one's interest can also be influenced (Fill, 2002). In marketing, intentions are related to consumer behavior when he makes purchases (Badgaiyana & Vermab, 2015). Purchase interest can be influenced by the user's background, cultural experience, and the quality of the website

which includes the elements and attributes found (Hsu, Chang, & Chuang, 2015). Millennial generation netizens are new target markets that have different buying behavior characteristics from the existing consumer groups. According to the 2019 Indonesia Millennial Report, millennials often look for price comparisons, features, promo programs and product quality in several e-commerce sites before deciding to buy an item. Millennials also do not hesitate to recommend e-commerce or favorite online stores to their friends (Rahayu & Kumairoh, 2019). This research is conducted to understand the behavior of millennial internet users as a potential market for Indonesian traditional batik products, in addition it would be very good if SME producers could understand their markets.

Literature Review and Research Hypothesis

Web Quality and Online Behavior Intention

Based on a survey which is conducted by the Indonesian Ministry of Communications and Information Technology, the level of internet users in Indonesia in 2018 has reached 123 million users, and it put Indonesia in the 6th rank in the world after China, US, India, Brazil and Japan (Hidayat, 2014). This has an impact on increasing e-commerce business in Indonesia. The Indonesian Central Statistics Agency states that the e-commerce industry in the last 10 years has increased by 17 percent, and the total number of e-commerce businesses has reached 26.2 million units, and the huge potential of the e-commerce industry in Indonesia is influenced by millennial generation online shopping style (Rahayu & Kumairoh, 2019). This makes the website's role becomes essential for the business marketing. In its development, many companies that utilize the existence of websites are limited to digital brochures that provide general information about the company, without using it further as a tool that can facilitate business processes. The internet provides a means for the development of a sustainable infrastructure for sending information and business transactions (Cai, Card, & Cole, 2004).

Security of a website is an important main factor of a website that is highly considered by consumers. The high level of security of a website will affect consumer buying behavior (Wells et al, 2011). A website is considered safe if the user feels safe when making transactions, administrators do not misuse consumers' personal data, and the security and privacy policies are clearly displayed (Akram et al, 2018).

Visual appeal of the website has the significant effect towards the customer purchase behaviour

(Wells et al, 2011). A website with the good layout and appearance tends to lead the customer to do the impulsive purchase (Wells et al, 2011). The visual appeal of a website includes the colours, layouts, texts which satisfy the customer's eye (Loiacono, Watson, & Goodhue, 2002). A website is considered to have a visual appeal if its display, layout, and the design are catchy and interesting (Loiacono, Watson, & Goodhue, 2002).

Navigability is very closely related to the ease of using websites. Some researchers such as (Akram et al, 2018; Turkyilmaz, Erdem, & Uslu, 2015; Wells et al, 2011) state that navigability or ease to use has a positive and significant effect on consumer buying behavior. Navigability has a positive relationship with intention to use (Semuel & Wijaya, 2019). Indicators for measuring navigability include: the attractive display and easy-to-see website pages, texts on websites is easy to read, website usage is not difficult for new users, and the ease to master the website operational (Akram et al, 2018; Wells et al., 2011). Most of one's actions can be realized due to interest, although someone can take certain actions with or without reason (Keown DCL & George, 1963). Interest in doing something can lead someone to take further action, although in some cases it is found that not all intentional actions will lead to further actions (Wathen & Burkell, 2002). Interest consists of perspective and interest in acting (Searle, 1993). Perspective interest is intended when someone is interested in taking action A in the future, while for the interest in acting means to take action A now. Interest can be formed when individuals or potential customers receive a lot of information about a product, then the information can increase the desire to act (Lagrosen, 2005). Interest is the tendency in an individual to be attracted to an object or like an object. In addition, interest is the driving force that causes someone to pay attention to certain people, things, and activities. Interest is a strong desire to achieve what someone wants and will not allow anything that can interfere with the achievement of these goals (Dyer, 2010). Simply stated, interest is a tendency and excitement that is high or a great desire for something (Muhibbin, 2011: 152). Intention to use can be defined as a form of user desire to use or reuse a particular object. In addition, intention to use is also defined as an individual's commitment to a particular technology and a tendency to perform certain specific behaviors. Intention to use can also be interpreted as a tendency to use a product or service and in general based on the suitability between the motives of use with the attributes or characteristics of the product by certain users to achieve goals effectively, efficiently and satisfaction (Lagrosen, 2005). The usefulness of a website is the

extent to which the website can facilitate the user to reach the goals set for a particular context (Badgaiyana & Vermab, 2015). If it is viewed from an effective perspective, it can be defined as the accuracy and completeness used by website users to achieve purchase goals, and the collection of information when visiting a website (Lagrosen, 2005). This is directly related to the right function so users can do it or want to do it when he is visiting websites. Efficiently representing the resources expended in relation to achieving goals, users feel efficient when they can reach goals quickly and require little effort. For example, consumer feels more efficient on a user-centered website with simple and consistent features across all pages. This makes the web page easy to read and learn, so it can have an impact on satisfaction. Satisfaction here is defined as the comfort and acceptance of users of a website. When a website provides various options to support users and privacy services that are reliable and safe, it will have an impact in increasing the satisfaction of website users.

The integrated and creative design of the website quality is needed to improve the performance of online communication. There are two main approaches in evaluating website quality, from the perspective of consumer usability and business perspective (Gregory Youcheng, Youcheung & DiPietro, 2010). From the perspective of consumer usability, the main focus considered to create quality websites includes: practicality and useful content; the ability of the website to navigate; website's ability to facilitate the business transactions desired by consumers, communication, purchasing, and website's ability to entertain (Gregory Youcheng, Robin B, & DiPietro, 2010). The quality of the website from a consumer's perspective include: the quality of information, the ease of use of the website, the level of response, the level of security or privacy; trust; interactivity; and personalization (Park & Gretzel, 2007). There are three dimensions of website quality that have an important role for consumers, there are security, navigability, and visual appeal (Wells et al, 2011). Security of a website is an important main factor of a website that is highly considered by consumers, and the high level of security of a website will affect consumer buying behavior (Wells et al, 2011). A good website quality will have a positive impact on consumer purchasing decisions (Akram et al, 2018; Turkylmaz et al, 2015; Wells et al, 2011). Therefore, web quality is an important factor that can influence the success of an online store (Wells et al., 2011). According to (Cunliffe, 2000), poor web design will result in a loss of 50 percent of potential sales because users cannot find what they want, and will lose 40 percent of the potential for revisits due to negative initial experiences.

There is a dimension of website quality that is considered by consumers to include security, visual appeal, and navigability (Wells et al, 2011). Navigability of a website includes ease of use of the website (Wells et al, 2011). There was a positive impact between website quality on customer satisfaction and interest in buying behaviour (Bai, Law, & Wen, 2008). In addition, there is a direct influence on the quality of the website on behavioral interest (Olorunniwo, Hsu, & Udo, 2006). The hypothesis from the description are:

- H1: Security has a positive effect on online behavior intention
- H2: Visual appeal has a positive effect on online behavior intention
- H3: Navigability has a positive effect on online behavior intention

Web Quality and Intention to Use

A website is said to be safe if the user feels safe when making transactions, administrators do not misuse consumers' personal data, and the security and privacy policies are clearly displayed (Akram et al, 2018). The planned behavior theory is the actual direct antecedent of a behaviour, while interest in behavior is the subjective possibility of individuals who perform certain behaviors, and is a major determinant of actual use behavior (Ajzen, 1985; Fishbein, Jaccard, Davidson, Ajzen, & Loken, 1980; Mun, Jackson, Park, & Probst, 2006). Based on the previous research, it is easy to collect data about behavioral interest in actual behavior that has contributed broadly to their application in the context of hotel and tourism research, (Buttle & Bok, 1996). Previous research that tried to test the adoption of electronic distribution channel users mainly focused on two directions: (1) online information search as a stage in the consumer decision making process, and (2) interest in buying choices distribution channels and online (Kim & Fesenmaier, 2008). But the results show that it does not fully understand the psychological process of choosing distribution and ordering channels (Semuel, Wijaya, & Tendean, 2017).

Website visitors can be divided into two types based on search objectives. First, customers who are looking for information to facilitate purchasing decisions and second is customers who are looking for information and are free from buying certainty (Loiacono et al, 2002). Using websites to search for information and make purchases are two different behaviors (Loiacono et al, 2002). Critics of measuring behavior of interest in previous e-retail studies, show that these variables must be clearly defined and analyzed separately because interest in repurchase,

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interest in WOM, and interest in review represent different behaviors (Bergkvist & Rossiter, 2007). Website quality is an important factor that influences the success of an online store (Wells et al., 2011). The visual appeal (Visual appeal) of a website such as color, sound, layout, and even graphic design will create a website atmosphere that drives the Stimulus-Organism-Response (S-O-R) of customers (Semuel et al., 2017). Then this positive impact will make customers want to do a search on the website with a longer duration. Not only that, security is also one dimension of web quality that can increase people's attention to want to access the website. Based on the description above, the hypothesis can be built as follows:

- H4: Security has a positive effect on intention to use
 H5: Visual appeal has a positive effect on intention to use
 H6: Navigability has a positive effect on Intention to Use

Intention to Use and Online Behavior Intention

Based on a study conducted by Semuel et al, (2017) it is found that interest in using websites among young people had a strong positive influence on behavioral interests related to interests in buying traditional Indonesian decorative products online. In addition, the interest to use a website is a perfect mediation between the quality of the website against behavioral interest (Semuel et al., 2017; Akram et al., 2018). When consumers have the intention/good attention to a website, it will make them want to try shopping through the web. Based on the description above, the hypothesis can be built as follows:

- H7: Intention to use has a positive effect on behavioral intention.

The population are all Indonesian netizens who like traditional Indonesian batik products and all Indonesian traditional batik SME. The sample is filling out the online questionnaire on google form link: <https://docs.google.com/forms/d/e/1FAIpQLSe2I2BJo71e-41iISzZjgAooMB2rB9j9D18Q-UTcobvz.kthSA/view-form>. Netizens participated in this research are 150 students and 96 SME batik business people who positioned themselves as consumers from July 2019 to October 2019. In addition, FGDs were also conducted on each of the 15 traditional batik SMEs in three regions of the provinces of South Sumatra, West Sumatra, and South Sulawesi. Exogenous variable measurement, namely security consists of 4 indicators, navigation 6 indicators, visual display 4 indicators. Measurement of intention to use mediation variables consists of 5 indicators, and online behavioral intention as many as 6 indicators.

Analysis and Discussion

Profile Description of Respondents

The research data is obtained through filling out an online questionnaire available on Google form with the number of respondents involved in this study is 246 people including 150 Petra Christian University students, and 96 batik SME business owners who were asked to answer online questionnaires if they had a position as a batik consumer emblazoned on the legendabatik.com website. The origin of students and SME owners is spread across several regions in Indonesia. The data show that 36.2% are male and 63.8% are female. Based on the frequency of using the internet in a day there are 39% very often (> 6 hours a day), while 47.6% (2 hours - 4 hours a day), rarely 13.4% (1 hour - 2 hours a day). If it is classified based on students, it can be seen that respondents do frequent internet activities in a day, there are 54.7% very often, 42.7% are moderate and 2.7% are rare, while the group of SME owners is seen as much as 14.6% very often, 55.2 moderate% and 30.2% are rare. From the purpose of activities using batik clothing in total it appears that 64.2% for party activities, 35.8% for other formal activities. When viewed from among students 65.3% for party activities, 34.7% for other formal activities, while when viewed from SME owners 62.5% for party activities, 37.5% for other formal activities.

Description of Website Security Indicators

The research data is obtained through filling out an online questionnaire available on google form with the number of respondents involved in this study as many as 246 people consist of 150 students of Petra Christian University Surabaya and 96 business owners. The following is a description of the mean, standard deviation and loading factors of the indicators measurement of website security variables. As in table 1, it appears that:

Table 1.
Description of Mean, SD, Factor Loading, and Cronbach Alpha Variable Website Security Indicators

Symbol	Indicators	Mean	Std. Dev.	Factor Loading	Cronbach Alpha
SEK1	I am confident that the information provided during the transaction on the website legendabatik.com will be secure	4.144	.947	0.897	0.923

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SEK2	I am confident that the transaction process on the website legendabatik.com will be secure	4.019	.929	0.913
SEK3	I believe the retailer in the website legendabatik.com credible	3.961	1.030	0.886
SEK4	Security and Privacy policy displayed website legendabatik.com very clear	3.809	.991	0.780

Description of Website Navigability Indicators

The highest indicator of variable measurement for website navigability is owned by Text on the legendabatik.com website easy to read. As in table 2, it appears that the NAV6 indicator ($M = 4.105$) is the easy to read Text on the legendabatik.com website with relatively small variations ($SD = 0.923$) compared to the other indicators. This means that the legendabatik.com website can provide information that is easy for users to navigate. From the loading factor all indicators have valid measurement validity ($f_l \geq 0.70$), while the Cronbach alpha coefficient 0.933 indicates the indicator has a very good measurement consistency.

Description of Website Visual Appeal Indicators

The mean results, standard deviations, loading factors, and cronbach alphabets of the Visual Appeal website measurement indicators. As in table 3, it appears that the layout of Batik products on the website legendabatik.com can be distinguished by the production area indicator The layout of Batik products on the website legendabatik.com can be distinguished by the production area ($M = 4.027$; $SD = 0.907$) means that the variation of the answer is lower than the other indicators. The magnitude of factor loading of each indicator has met ($f_l \geq 0.7$) indicating high validity and a Chronbach alpha coefficient of 0.891 fulfilling good reliability requirements.

Table 2.
Description of Mean, SD, Factor Loading, and Cronbach Alpha Variable Website Navigability Indicators

Symbol	Indicators	Mean	Std. Dev.	Factor Loading	Chronbach Alpha
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NAV1	Navigating the website page legendabatik.com Easy	3.949	.944	0.814
NAV2	I found that the interaction with the website legendabatik.com understandable	4.012	.942	0.858
NAV3	It's easy for me to be expert in navigating website pages legendabatik.com Learning to operate website legendabatik.com is easy for me	4.031	.968	0.789
NAV4	Page display in website legendabatik.com Easy to read	4.058	.969	0.801
NAV5	Text on website legendabatik.com easy to read	4.043	.973	0.764
NAV6	Text on website legendabatik.com easy to read	4.105	.923	0.971

Table 3.
Description of Mean, SD, Factor Loading, and Cronbach Alpha Variable Website Visual Appeal Indicators

Symbol	Indicators	Mean	Std. Dev.	Factor Loading	Cronbach Alpha
VIS1	This legendabatik.com website is fun from visual display	4.016	.918	0.791	
VIS2	The website legendabatik.com features a visually pleasing design	3.821	.939	0.822	
VIS3	Website Layout legendabatik.com has interesting colors	3.856	.939	0.837	0.891
VIS4	The layout of Batik products on the website legendabatik.com can be distinguished by production area	4.027	.907	0.833	

Description of Website Intention to Use Indicators

Here is a description of the mean, standard deviation and loading factors of the Intention to Use website variable measurement indicator. As in table 4, it appears that the indicator I will be looking for sellers at the traditional batik online shop at legendabatik.com to get the best prices ($M = 4.117$; $SD = 0.753$) shows lower variations than other indicators. That the price of the product is the main factor to encourage the netizen to want to use the website intensity. This choice is rational from the perspective

of consumers in general. The magnitude of factor loading of each indicator has met (≥ 0.7) indicating high validity and a Chronbach alpha coefficient of 0.877 fulfilling good reliability requirements.

Table 4.
Description of Mean, SD, Factor Loading, and Cronbach Alpha Variable Website Intention to Use Indicators

Symbol	Indicators	Mean	Std. Dev.	Factor Loading	Chronbach Alpha
INT1	I will visit the traditional batik online shop on the website	3.988	.916	0.843	
	legendabatik.com				
INT2	I will be looking for some sellers in the traditional batik online store on the website	4.070	.868	0.770	
	legendabatik.com to get quality products				
INT3	I will be looking for sellers at the traditional batik online shop at	4.117	.881	0.753	0.877
	legendabatik.com to get the best prices				
INT4	I will visit legendabatik.com to get information about Indonesian traditional batik products	3.860	.974	0.785	
	I would recommend the website legendabatik.com to other friends to buy traditional Indonesian batik products				

Description of Online Behavioral Intention

Descriptions of the mean, standard deviation, loading factor and Cronbach alpha of the measurement indicators of the Online Behavioral Intention variable. As in table 5, it appears that the traditional Indonesian Batik Shop indicator online through legendabatik.com website is the right place ($M = 3.813$; $SD = 0.990$) has a relatively low variation. Shows that the website legendabatik.com is perceived by customers as the best place to shop for traditional Indonesian batik products. The loading factor coefficient ≥ 0.70 and the Cronbach alpha coefficient of 0.920 indicate that the indicators used in measuring

online behavioral intention variables are in accordance with the rules of measuring latent variables.

Table 5.
Description of Mean, SD, Factor Loading, and Cronbach Alpha Variable Online Behavioral Intention to Use Indicators

Symbol	Indicators	Mean	Std. Dev.	Factor Loading	Cronbach Alpha
ONBEI1	I will make a purchase of traditional Indonesian batik products on the website	3.728	1.010	0.929	
	legendabatik.com repeatedly				
ONBEI2	I would be proud to buy traditional Indonesian batik products on website	3.786	1.037	0.808	
	legendabatik.com				
ONBEI3	It is important for me to buy Indonesian traditional batik products that have Indonesian legend brand	3.782	.935	0.832	0.920
	I feel comfortable making purchases of traditional batik products on the website				
ONBEI4	I would be pleased with the online purchase on the website	3.763	.985	0.762	
	legendabatik.com				
ONBEI5	Shop traditional Indonesian Batik online through legendabatik.com	3.813	.990	0.750	
	website is the right place				

Influence Analysis and Hypothesis Testing

The results of data processing using the PLS professional program show that all measurement indicators have met the good measurement reliability and validity. The representation of the indicator has been explained in the variable description above. As seen in table 6, that next to be able to answer the hypothesis testing put forward in this study, visual appeal has a strong influence on online behavioral intention and intention to use the website. This model can also show that the intention to use website can mediate the influence of the three variables of website security,

website navigability, and website visual appeal to online behavioral intention.

$$\text{Intention to Use} = 0.151 \text{ Security} + 0.145 \text{ Navigation} + 0.638 \text{ Visual Appeal}, (R^2=0.894) \quad (1)$$

$$\text{Online Behavioral Intention} = -0.028 \text{ Security} - 0.152 \text{ Navigation} + 0.35 \text{ Visual Appeal} + 0.605 \text{ Intention to Use}, (R^2=0.768) \quad (2)$$

Based on the R^2 values of the two equations above, it can be determined the predictive coefficients of this research model are:

$$Q^2 = 1 - (1-0.894)(1-0.768) = 0.975 \quad (3)$$

The coefficient number Q^2 indicates that the ability to predict online behavioral intention from a security website, a navigability website, a website visual appeal, and an intention to use website are 97.5% of the model. This means that this model can be developed to analyze citizen online shopping behavior. The results of hypothesis testing can be seen in table 6 below. The hypothesis acceptance criteria are based on the pvalue of the regression coefficients of each variable. If the pvalue < 0.05, then the research hypothesis can be accepted, and vice versa.

Table 6. Testing the Coefficient of the Research Model Path

Relation of Influence	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (OSTDEV)	P Values
Intention to use → Online behavioral	0.605	0.082	7.389	0.000
Navigability → Intention to use	0.145	0.078	1.860	0.032
Navigability → Online behavioral	-0.152	0.110	1.379	0.085
Security → Intention to use	0.151	0.065	2.337	0.010
Security → Online behavioural	-0.028	0.100	0.277	0.391
Visual → Intention to use	0.638	0.055	11.568	0.000
Visual → Online behavioural	0.356	0.087	4.066	0.000

With the above criteria it can be concluded that the results of testing the hypothesis of this study are:

- H1: Security has a positive effect on online behavior intention is rejected.
H2: Visual Appeal has a positive effect on online behavior intention is accepted.
H3: Navigability has a positive effect on online behavior intention is rejected.
H4: Security has a positive effect on intention to use is accepted.

H5: Visual Appeal has a positive effect on intention to use is accepted.

H6: Navigability has a positive effect on intention to use is accepted.

H7: Intention to use has a positive effect on accepted online behavioral intention is accepted.

Conclusions and Recommendations

Based on the above discussion it can be concluded:

1. Quality websites that are described by security websites, navigability websites, and visual appeal websites can have a positive effect on online behavioral intention.
2. Website visual appeal has a stronger influence than website security, website navigability to online behavioral intention
3. Quality website described by security website, navigability website does not affect intention to use website, but website visual appeal can positively influence intention to use website.
4. Intention to use website has a positive effect on positive influence on online behavioral intention, and can be a mediating effect of website visual appeal on online behavioral intention.

Recommendations given from the results of this study are the need to prioritize website visual appeal in order to increase the intention to use the website and online behavioral intention.

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