Influence WEBSITE[Prof Hatane-B]

by Hatane S.

The Influence of Website Quality, Psychographic Factors and User Experience to Purchase Intention, an Approach Marketing Communication Model of Traditional Indonesian Decorative Art Products

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Abstract

Marketing communication is an essential element in the business. The measurement of communication process needs to be taken both for persuasive and instructive marketing content. The proliferation of digital communication media has posed a significant implication for marketing strategy. website quality, psychographic factor, and cultural experience, were concepts adopted as exogenous and intervening variables while purchase intention was chosen as endogenous variable. The focus of this study was on the traditional Indonesian decorative art products. The samples involved small-scale entrepreneurs of batik products in Makassar South Sulawesi, Banjarmasin South Kalimantan, Jambi South Sumatera, and Surabaya East Java. The discovery survey was completed online questionnaire to 187 netizens, and the results show that there is a positive influence of the website. Psychological factor and cultural experience nitizen have positive effect on purchase intention. In addition, the psychology factor and cultural experience was shown as a perfect intervening variables between the website quality and purchase intention.

Key Words: *website quality, cultural experience, psychographic factor, purchase intention, traditional Indonesian decorative art products*

1. Introduction

In this post-modern era, people increasingly communicate through digital media, such as website, website application, mobile application, animation, short message messenger, audio-visual media, virtual reality, and augmented reality media (Lister, M., Dovey, J., Giddings, S., Grant, I, and Kelly, K. 2009). The measurement of online communication effectiveness has thus become an essential issue. In 2014, The Nielsen Global Survey of E-Commerce conducted a survey to participants who had internet access in 60 countries to study online purchase intention of consumers all over the world (The Nielsen Company, 2014). The specific overview of Indonesian market shows that travel service is the highest intended online purchase, followed by ticket selling service (of movie teather, performance, exhibition, and sport games). They are the top five, followed by the intention to purchase e-book and garment. Digital media as marketing communication tools have been used by nearly all product and service lines. Nevertheless, this use has not been found among SME owners in Indonesia. SME product marketings are mostly done offline and just a few of them use digital media communication.

Traditional Indonesian decorative art products are one of cultural products that exposes aesthetic elements of the past. These products can be found in the society's daily life, public facility, and religious ritual. Netizens, as a new market, have different characteristics of purchase behavior from those of other groups of consumer and constitute a potential market for traditional Indonesian decorative products. Textile-related decorative products in Indonesia can be roughly divided into modern and traditional textile crafts. Modern textile crafts are mostly used to fulfill practical and functional needs while traditional textile crafts generally have symbolic meanings and emotionally related to certain places of origin. Crafts typically carry unique characters of places where they are made. Textile craft products are one of vital resources for Indonesians to protect and preserve the existence of local cultures while at the same time they can also be developed based on customer needs.

It is necessary to conduct periodic and continuous research to figure out netizen behavior as a potential market for Indonesian decorative products. Digital marketing communication needs to be attuned to the characteristics of netizen market, and its effectiveness needs to be measured specifically.

2. Literature Review

2.1 Online Communication Behavior

There are previous studies which use digital/online marketing communication perspective, and those studies contribute a number of important findings such as integrated online marketing (Gurau, 2008), the value of online marketing communication (Lagrosen, 2005), and electronic word of mouth/ eWom (Park & Kim, 2008). Those researches have not

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focused on the increase of call-to-action in the digital/online marketing. This has become one of the latest and increasingly important issue. Users of online shopping websites only need to move the cursor and see the products on the display, and it troubles traditional outlets in malls. Therefore, call-to-action is very essential to measure the impact of online marketing communication process.

2.2 Online Call-to-Action

Calculative technical approach measures online CTA by converting the number of website visitors to the number of click-to-action. Online CTA has several levels starting from register, vote, and to transaction. It works as a technical parameter, counting no causal or reciprocal relationships. A deeper research on online CTA needs a conceptual approach to find predictor(s) that can increase netizens' CTA through a number of interventions.

One of the concepts that can explain online CTA is the permission marketing as introduced by Seth Godin in 1999. Although the term permission marketing was coined by Godin (1999), the general idea of customer permission in direct marketing had surfaced earlier in the marketing literature, mainly in the context of privacy issues in direct marketing. Privacy in here might refer to personal data, email address, phone number, or any other contact, credit card number and some secret codes, as well as judgement or opinion.

The privacy issues help explain online CTA as a concept. When a visitor is browsing a particular website, what he is doing is looking for information that is useful for him. When the website offers contents that invite call-to-action, the user will cognitively and emotionally do an action that can be categorized as permission. For example, when a user is in the shopping website, s/he will look for some information (pictures, seller profiles, prices, reviews, and also delivery options) to ensure himself to do a transaction and give up his personal data.

Therefore, the main tools to measure online CTA are personal data input (Register), personal contact input (Register), evaluation input (Review), reviews of the products (Review), username and password input (Transaction), and credit card number or purchase code input (Transaction).

2.3 Intention

Most action happen because of intention and intention explains the reason behind an action (Anscombe 1963). One's intention to do an action may lead him to the next action (Anscombe 1963). Wilson (1989) and Ginet (1990) state that that someone can do action A without doing action B in order to be considered that he deliberately did the action A. Thus, someone who did the action A has shown that he has had the intention to do that. Searke (1983) states that intention consists of prospective intention and intention in action. Prospective intention is when someone plans to do his intention in the future, while the intention in action means that he is doing his intention. It proves that both prospective

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intention and intention in action need the intention itself to do the action A so that the action A might be happened.

The purchase activity does not happen by itself; it is a series of process from the customer's wish and consideration (Badgaiyana & Vermab, 2015). Intention is formed when an individual or a prospective customer receives a lot of information about a product, and that information can increase his desire to purchase that product (Lagrosen, 2005). It is important to know the factors that can encourage a customer's intention when he is doing an offline or online purchase.

2.4 User Background

User background can be identified through demographic and psychographic characteristics. Demographic and psychographic characteristics of an individual strongly determines that individual's behaviors. The demographic factors of a person can be seen from his age, gender, income level, and also education level (Creusen, 2010; Sahney, Ghosh & Shrivastava, 2013). Fitz Gerald & Arnott (1996) state that a person's characteristic determines marketing communication interpretation. Demographic information is necessary to identify the essential aspects of a product (Creusen, 2010). It is because the demographic characteristics of each person affects his behaviors (Branca, 2008) and they determine his decision making. Badgaiyana & Vermab (2015) state in their study that the factor of fund availability and welfare also affect a person's purchase behavior.

Psychographic characteristics are used to identify and measure the lifestyle of the customer. They can be seen from the activities, interests, and opinions (AIO) of a person (Tam & Tai, 1998). Psychographic characteristics of a person affect his response towards marketing activity. It shows how the information about a person's psychographic will determine the customer segmentation and which marketing strategies are best (Tam & Tai, 1998). According to Barber, Kuo, Bishop, and Goodman Jr (2012), psychographics can be measured from the individual's values, attitudes, and lifestyles. The research also shows that psychographic characteristic of a person will affect his/her intention.

2.5 Cultural Experience

The experience concept in marketing was developed in the 1980s from Holbrook and Hirschman's research. This pioneering research explored the role of experience in the consumption process of a product (Holbrook & Hirschman, 1982). The experience is not only considered as an ordinary event, but also an emotional reaction which is created based on the interaction between a consumer with the stimulus that he gets from the product or service he consumed (Holbrook & Hirschman, 1982). In its development, the experience concept is widely accepted by all the researchers who deal with customer behavior and it is considered as one of the key element to understand customer behavior. It has also become the basic of economic activity and marketing in the future (Caru & Cova, 2003). Experience is an added

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value that the company can offer to the customer besides its core product or service. According to Cetin & Bilgihan (2014), the provision of unique experience becomes the point of differentiation that leads to the creation of competitive advantage. The experience concept of Pine & Gilmore (1999) has been widely adopted in various business contexts. The literature review shows that customer experience is a significant factor that can affect customer value, customer loyalty, and word of mouth (Cetin & Bilgihan, 2014).

Experience is closely related to culture. The term culture can be approached from various perspectives. Culture is a main concept in the society both in the past and present, where the definition itself keeps developing (Giles & Middleton, 1999). Sociologically speaking, culture can be defined as a group of characteristics, attitudes, behaviors, and values which are learned and shared among the population from generation to generation to direct what should be done and how to reach the goal (Reisinger & Turner, 2003). In line with the definition above, Kittler and Sucher (2004) define culture as values, beliefs, attitudes, and all the things which are accepted by the group of people in the certain society.

Someone's cultural experience needs participation or involvement and also attachment to the cultural products in the society (Lee, Lee, & Arcodia, 2014). Goudy (1990) in his study states that there are two measurements which can be used to identify the level of cultural interest: social bond and local sentiment. Social bonds are indicated by the quantity and quality of intrapersonal relationship among society (such as friendships and networks). Local sentiments are indicated by the sense of community, how a person wants to be involved the cultural community and the level of sorrow to leave. Ramkisson (2015) states that in the cultural experience, the factor of authenticity of the product is an essential thing to be considered. The authenticity of a cultural product can be a pull motivator for the consumer to engage and participate in cultural activities. Moreover, the authenticity can affect the consumer satisfaction.

2.6 Website Quality

Based on the Internet World Stats data collection, the number of internet user from all over the world in the period of 2000-2014 has experienced a rapid growth with the average of 741%. From 7 areas (Africa, Asia, Europe, Middle East, North America, South America, and Australia), the largest internet users are from Asia which are about 1.3 billion people with the 1.112,7% growth rate. The internet users in Indonesia in 2014 are about 83.7 million people and it is predicted to be 123 billion in 2018. This places Indonesia as the 6th country of the most internet users in the world (Yusuf, 2014).

The role of website becomes more essential in the business marketing. However, there are still many companies which only use their websites to promote their digital brochures, whereas they can also use website facilitate their business process. Internet provides a sustainability infrastructure development for information delivery and business transaction

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(Cai, Card, & Cole, 2004). The competitive business climate which involves customers in the online communication process effectively becomes one of the strategies for company to understand customer needs and preferences.

Gregory, Youcheung & DiPietro (2010) state that there are two main approaches to evaluate website quality. Those are consumer usability perspective and business functionality perspective. Customer usability perspective focused on how to create the qualitied website through practical and useful content; navigability; ability to conduct desired business, communicating, purchasing, and ability to entertain (Gregory et al., 2010). By using quantitative meta-analysis method, Park & Gretzel (2007) find some factors which determine website quality based on consumers' perspective. Those factors are *information quality*, *ease of use*, *responsiveness*, *security/privacy*; *trust*; *interactivity*; *personalization;* and *fulfillment*. Other experts adopt credibility concept to study website quality. There are two dimensions of website credibility. The first dimension is website competence which covers some aspects such as qualification, expertise, intelligence, and authorization. The second one is trustworthiness, which covers character, sagacity, safety, and honesty. These scholars see credibility as the key to create persuasive communication (O'Keefe, 1990 mentioned in Loda, Teichmann, & Zins, 2009). A study by Wathen & Burkell (2002) finds that design, interface, ease of use, and availability to organize information become the determining factors to create the website credibility.

The previous researches have studied the relationship between website quality and various variables, such as satisfaction and purchase intention variables (Loda, Norman, Backman, 2007; Bai, Law, & Wen, 2008; Law & Bai, 2008); word of mouth and customer trust variables (Sun, 2013). Different from consumers' perspective, from the business perspective, the website quality creation focuses on the company performance. Adopting the Balanced Scorecard concept by Kaplan & Norton (2001), website quality can be measured by 4 aspects which are *financial perspective*; *growth perspective*, *customer perspective,* and *business process perspective* (Gregory et al., 2010).

2.7 Call to Action

The communication activity done by both individuals and organizations is always expected to have impacts to the goals. The communication can be persuasive with the marketing content or even instructive communication. The development of communication through digital media or new media, has an impact on the method to measure its success. A recent trend in digital communications output measurement is the action to 'click' on an icon present in the interface. Therefore, call-to-action becomes the ultimate goal of digital communication process.

The mediated communication process which done through new media can be categorized as digital communication. This communication process has the digital media which can be in

the form of *website, web application, mobile application, animation, sms, audio-visual media, virtual reality and augmented reality media*. The digital texting flow has been in dual function, prosumer: producer and consumer.

One of the main factors which becomes the concern in the traditional media is the delivered message. The ads which appear in TVC really pay attention to the message and how the message is packaged so it will not give bias meaning. The same goes to the radio ads and printed ads in magazine or newspaper. The message in the form of article or even pictures has its unique meaning and it is treated differently in every different medium. To make an ad in TV, magazine, newspaper, and radio needs different way to deliver the message because the medium has its own characteristics. The characteristics of new digital media are interactive, multimedia, hypertext, stimulated and connected. These characteristics make the message of the ad has to be uniquely packaged so it can reach the communication goal (Lister et al, 2009).

3. Methodology

3.1 Research Questions

Based on background and literature review, there are four research questions in explaining the effect of website quality, psychographic, and cultural experience toward the intention; and the effect of intention on the call to action.

3.2 Hypothesis Research

Based on the concept of theory and research questions that have been built above, then the following will be discussed four hypotheses to be tested in this study.

3.2.1 The Effect of *Website Quality* to *Intention*

The website quality has an important role to the success of online shopping (Hsu, Chang & Chuang, 2015). It is because of the elements and attributes in the website also affect the customer satisfaction and loyalty (Dholakia & Zhao, 2010). The elements in the website such as colour, voice, layout, and even the graphic design will create website atmosphere that moves customer's *Stimulus-Organism-Response* (S-O-R). Website atmosphere will create the atmosphere that affect customer during his browsing time (Wu, Lee, Fu & Wang, 2013). Hsu, Chang & Chuang (2015) state that website quality is one of the causes how the customer satisfaction is created and it will lead to the repeat order. Verhagen & Dolenn (2011) state that the important element of a website such as the functional convenience through product appeal and ease of use of the site, will create a pleasant feeling and will have a positive impact on customer emotions. This positive impact will make the customer browse the website even longer. The first proposed hypothesis is:

H1 : *User Background* has some effects to *Intention*

3.2.2 The Effect of *psychographic* to *Intention*

Habit is a spontaneous reaction of a person when he has to face his environment (Hsu, Chang & Chuang, 2015). The customer habit behaviour has an impact to his intention to make online repeat order (Hsu, Chang & Chuang, 2015). Barber, Kuo, Bishop & Goodman Jr (2012) show that a person who has strong psychographic characteristic towards his environment has more intention to buy echo friendly products. Sahney, Ghosh & Shrivastava (2013) state that there are seven factors of the motivations which are *Pragmatic motivations*, *Product motivations*, *Economic motivations*, *Service excellence motivations*, *Demographic motivations*, *Social motivations* and *Situational motivations*. The demographic factors such as education level, income level, and customer's ability to operate computer have the significant effect to his intention to order online ticket. Similar to social motivations, a customer wants to buy online ticket because there are support from friends or family and peer group. Badgaiyana & Vermab (2015) state that the fund availability factor, welfare, family, time availability, and credit card usage have positive impacts to the customer behaviour to make an impulsive purchasing. The second proposed hypothesis is:

H2 : *Culture Experience* has some effects to *Intention*

3.2.3 The Effect of *Cultural Experience* to *Intention*

Someone's experience upon a culture has a relation with the cultural product such as art, music, food and language (Sussmann & Rashcovsky, 1997; Hegarty & O'Mahony, 2001; Lee, Lee, & Arcodia, 2014). It implies that cultural experience can affect someone's intention to a cultural product. Cultural effect of a person such as beliefs, cultural practices and values which happen in the society take an important role for an individual to make a decision (Banerjee, 2008). In their research entitled "*The role of personal cultural orientation in consumer ethnocentrism among Indian consumers*", Kumar, Fairhurst & Kim (2013) find out that cultural orientation of a person will affect his etnosentrism behavior. Entnocentrism behavior is shown when someone only wants to buy his local product because he loves his country. The third proposed hypothesis is:

H3 : *Interface Quality* has some effects to *Intention*

3.2.4 The Effect of Intention to Call to Action

Desire and intention which appear before customer do the purchase is very important. Most of the purchasing happens when there is intention to do it. Even more, intention or encouragement from the customer to buy spontaneously (impulsive) may lead to the purchasing (Zhang, Prybutok & Strutton, 2007). The impulsive purchase might happen because a customer has a very strong willingness to buy the product. Therefore, most of the times, the customer do not consider the use of that product and what will happen after buying the product (Verhagen & Dolenn, 2011). Badgaiyana & Vermab (2015) state that a person who did the impulsive purchasing was triggered by his intention and desire to do that

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impulsive purchasing. Besides the purchase action, call to action is also seen through the "act" from the *review*. In the online system, someone's interest can be seen when he spends a long time to browse the product in the website (Verhagen & Dolenn, 2011). The long and effective browsing time shows that the user is interesting with the product offered in the website. The fourth proposed hypothesis is:

H4 : *Intention* has some effects to *Call to Action*

3.3 Modeling Volatility

In this research, PLS was used for data analysis, the researchers first ensure the reliability and the validity of the data. The validity assessment through loading factor show that the indicators highly correlate with their respective constructs. The outer loading for each indicator is higher than 0.5. The highest outer loading value is achieved by the indicator for the user background variable. For the cultural experience variable, the cultural attachement1 indicator has the highest outer loading. As for the variable of website quality, the ease of use indicator has the highest outer loading. The highest outer loading for the intention variable is shown by the prospective intention indicator. Lastly, the highest outer loading value for the call to action variable is achieved by the buy indicator. The research model has fulfilled the accepted discriminant validity, in which the AVE square root of each construct is larger than its correlation with any other construct in the model.

3.4 Data

The researchers collected the data by distributing online questionnaires to students of Petra Christian University, Surabaya. The number of participants is 187; 125 (67%) of them are female, and 62 (32%) are male. The participants are dominated by those who live in Surabaya and other regions in East Java while a few come from other provinces in Indonesia. This composition supports the objective of this research as most of the participants know and understand batik decorative art products in East Java. The participants use social media such as Instagram (36,47%), Snapchat (25,85%), Facebook (15,63%), Line, WA, and Path (15,23%), and Twitter (6,81%). Among the social media accounts owned by the participants, Instagram is the most used medium. The majority of the participants use social media to find information related to certain activities (32.09%) and social networking (30.48%). The main reasons for using social media are, however, to broaden networking (48.6%) and follow the latest trend (34.22%)

4. Results and Discussion

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The reliability assessment was done through two methods, namely Cronbach's Alpha and Composite Reliability. The Cronbach's Alpha testing was carried out using SPSS. All of the Cronbach's Alpha values in this research have fulfilled the reliability value of a construct: Cronbach's Alpha value > 0.6. The total Cronbach's Alpha value is 0.804 while the value on each indicator > 0.7.

All of the Composite Reliability values in this research are larger than 0.6, which shows the accuracy, consistence, and precision of the measurement tool. The R-Square value for the regressive equation of Call to Action is 0.11, indicating that the variety of data on the Call to Action variable that can be explained by the intention, user background, cultural experience, and website quality variables is 11%. The R-Square value for the regressive equation of Intention is 0.24, showing that the data variety on the Intention variable that can be accounted by the user background, cultural experience, and website quality variables is 24%. The Q^2 value of 0.32 shows that the ability to predict CTA that can be accounted in this model is 32.36%.

The results of data analysis have proven that H2, H3, and H4 can be accepted while H1 cannot. It appears that customer habit, background, and individual psychographics are not strong enough to influence a person. It is difficult for an individual to have purchase intention only by his/her *user background*. There are still many factors affecting a person's purchase intention. This is different from what has been found by Sahney, Ghosh, and Shrivastava (2013), Hsu, Chang, and Chuang (2015), and Barber et al. (2012). The accepted H2 proves that individual involvement and attachment to culture influence individual interest (Banerjee, 2008). A person's cultural attachment affects his love and interest in owning certain cultural products (Kumar, Fairhurst and Kim (2013).

Table 1: Research Hypothesis Testing

Hypothesis	Relationship between Variables	Coefficient	Deviation Standard	t-statistic	Sig.
H1	Website Quality -> Intention	0.319	0.104	3.079	0.001
H2	Psychographic -> Intention	0.076	0.132	0.581	0.281

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| H3 | Cultural Experience -> Intention | 0.246 | 0.112 | 2.205 | 0.014 |
| H4 | Intention -> Call to Action | 0.332 | 0.125 | 2.657 | 0.004 |

Website quality plays a role in creating and supporting intention. This finding is similar to that of Wu, Lee, Fu, and Wang (2013), who contended that the atmosphere created by an interactive website can trigger individual interest. Verhagen and Dolen (2011) also stated that website quality can make users feel comfortable and happy so that they spend more time browsing. The results also show that intention is positively and significantly related to *call to action*, which means that a person who has a purchase intention will take an action as an indicator of the intention. Badgaiyana and Vermab (2015) stated that before doing a purchase, there is an internal motivation in an individual to do it. Individual intention is not only shown from the purchasing activity but also when an individual reviews a product, service, or website and is willing to register himself to gain specific information. Writing a review tends to take place when an individual or an online user spends more time browsing (Verhagen and Dolen, 2011). The results of the FGDs indicate that the entrepreneur participants have known and understood about online media and website. The participants believe that online marketing communication has wide outreach but at the same harbour some doubt that online business is more efficient and profitable.

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5. Conclusions and Recommendations

This study has described how netizens use social media to respond to information regarding decorative art products, especially Indonesian batik, from website. The study found

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that the most used social medium is Instagram, particularly communication between group members. From the previous analysis and discussion, then cann be summarized that the results of this research are as follows: First, psychography variable among young netizen do not give any influence to the intention towards website usage or even the purchasing of Indonesian decorative products. Second, cultural experience is the strongest factor which positively affect the intention of young netizen towards the website usage and also the purchasing of Indonesian decorative products. Third, website quality is also a factor which positively influence the intention of young netizen towards the website usage and also the purchasing of Indonesian decorative products. And last one, the intention of young netizen towards website usage and the purchasing of Indonesian decorative products will strongly and positively influence to the response (call to action) about online information related to the traditional decorative products.

This research has some weaknesses especially in revealing online retailers who have experience in the marketing online products. For the further research a different measurement approach is needed for the background user in addition to psychographic factors, so it can be further tested for its influence on intention. Moreover, it should be considered to include product design and websites innovations so they can provide stimulus to the intention and call to action of netizens regarding the traditional Indonesian decorative products.

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