

The Analysis Website Quality, Intention to use the Website and Behavioral Intention Netizen Indonesia Batik-Tenun Traditional Products of Indonesia

Hatane Samuel, Serli Wijaya, Devie

Abstract: *This study aims to understand the behavioral intentions of the netizens segment who actively use digital media to shop for traditional Indonesian decorative arts products online. The quality of a website as an online marketing media is seen as a stimulus to the intention to use a website and then can influence the intention of behaving netizens. Small and medium businesses of traditional Indonesian decorative products have become the focus of research objects, and samples of netizens were selected through participation in filling out online questionnaires on the website www.legacyofindonesia.com. Netizens' participation reached 161 people who filled out the online questionnaire. This study provides results that, the quality of the website has a positive influence on the intention to use the website and then has a positive influence on the intention to behave. Besides that the quality of the website has no direct influence on behavioral intention netizen. The intention to use the website is the perfect mediation between the influence of the quality of the website on the behavioral intention of netizens traditional Indonesian batik products.*

Index Terms: *Netizen, website quality, intention to use, behavior intention, Indonesian decorative products*

I. INTRODUCTION

Background

Traditional Indonesian decorative art products related to textile crafts in Indonesia. These products can be divided into modern textile crafts and traditional textile crafts. Modern textile crafts are used to meet practical or functional needs, while traditional textile crafts generally have symbolic and emotional significance and are related to the origin of a particular region. Handicrafts usually have characteristics of the area of manufacture, including textiles

. Textile handicraft products are one of the resources of the Indonesian people that can maintain and preserve the existence of local culture and are developed according to the needs of users. The current development of designers began to reuse traditional Indonesian fabrics in his works.

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Designers try to develop ideas from Indonesian textiles to become more widely known in society, both in Indonesia and in the world. In textile crafts, aesthetics or beauty are raised by the shape of the craft, material texture, color and the most prominent is the decoration. Ornamental and color variations in traditional textiles generally have certain symbols and meanings, while in modern extras the thin ornament serves as an added value of aesthetics or beauty. Introducing decorative products to consumers requires intensive marketing communication by companies and consumers as individuals. Communication carried out by individuals and organizations aims to get a positive impact on product introduction to the desire to make a purchase. The existence of digital communication media whose growth is currently very rapid, enables digital communication through websites, web applications, mobile applications, animation, messages through short message messenger (SMS), audio-visual media, virtual reality and augmented reality media (Lister et al, 2009). Communication with digital media, known as online communication, makes the flow of information cannot be limited by space and time. The existence of online communication enables the creation of what is currently very popular with viral marketing. The definition of viral marketing is a marketing process that aims to promote or convey messages about products and services by encouraging the recipient of the message to send and forward it to others to individuals who actively use digital media in their daily activities known as netizens. Measurement of communication effectiveness is an important issue to note, and indicators that are often used as a reference in identifying digital communication output are the actions of consumers pressing on an icon in the interface. Digital communication in response to the content of news in online media is known as Call-to-Action (CTA). Measuring CTA effectiveness is the ultimate goal of the digital communication process that has an important role in evaluating online marketing communication behavior. CTA itself is a concept of permission marketing as stated in the study of Jayawardhena, Kuckertz, Karjaluoto and Kautonen (2008). License marketing is determined by

individual customer trust and trust in the institution and customer experience of mobile marketing (Jayawardhena et al., 2008). This is because in the CTA process, website users need to provide important information that is privacy (Park & Gretzel, 2007). Thus, CTA is strongly influenced by the existence of the intention (intention) of individuals to provide information. The relationship between intention and CTA was carried out by several previous researchers (Zhang, Prybutok&Strutton, 2007; Verhagen&Dolen, 2011; Badgaiyana&Vermab, 2015).

A person's intention is influenced by interest and desire (Fill, 2002), and in the field of marketing, associated with consumer behavior when making a purchase (Badgaiyana&Vermab, 2015). A person's intention to make a purchase can occur because it has been planned before or impulsively. This impulsive created individual intention can encourage users to have the desire to have the product offered even though at that time it did not yet need it. Purchase intentions can be influenced by user background, cultural experience and website quality. Background users such as individual demographic and psychographic characteristics (Sahney, Ghosh and Shrivastava, 2013). The cultural orientation of the individual is also an important factor in decision making, including encouraging the formation of interests and intentions of the individual (Banerjee, 2008). In addition, in the context of online marketing communication, the elements and attributes found on the website determine how much interest and intention of the customer (Hsu, Chang and Chuang, 2015). In 2014, The Nielsen Global Survey of E-Commerce conducted a survey of respondents who had internet access in 60 countries to study online shopping intentions from consumers around the world (The Nielsen Company, 2014). Special descriptions of the Indonesian market show that travel services are the most planned by consumers to be purchased online along with event ticket sales services such as cinemas, shows, exhibitions and sports competitions. The categories mentioned are included in the top five that consumers want to buy online, followed by intentions to purchase electronic books (e-books) and clothing / accessory / shoe products.

The use of digital media as a marketing communication tool has been used by almost all product lines and services aimed at end-user consumers. However, there have not been many uses of digital media by micro, small and medium enterprises (MSMEs) in Indonesia. On the other hand, data from the Ministry of Cooperatives and Small and Medium Enterprises shows that the number of MSMEs in Indonesia grew by 2.41% from 55,206,444 in 2011 to reach 56.5 million in 2012. The media used to market MSME products is still mostly done offline and only a few have used digital communication media. Several studies have been conducted to identify constraints faced by MSMEs in Indonesia. Ragimun and Wijayanti (2012) stated that one of the obstacles faced by MSMEs was the expansion of the marketing distribution area. The results of similar research were also revealed from Hamid & Susilo's (2011) study where conventional marketing, and the low level of

innovation through more modern media and information technology became the main problems faced by MSMEs, especially in Jogjakarta One of the products sold by MSME traditional Indonesian ornamental products. Decorative is one of the cultural works of art products that contain aesthetic elements from the past or the history of Indonesia. Traditional ornamental products are found mostly in daily living facilities, public facilities, and facilities for religious ritual ceremonies. Its function is to add value to the beauty of a product, for example in traditional house buildings, home furnishings, items of metal, silver and gold, including ornaments on weapons, and various equipment.

Netizens as new markets that have characteristics of purchasing behavior that are different from other consumer groups are potential target markets that can be targeted by MSME traditional ornamental products. Continuous research to understand the behavior of netizens as a potential market for purchasing traditional Indonesian decorative products using digital media needsto be done. Furthermore, digital marketing communications that are in accordance with the netizens 'market characteristics of traditional decorative products need to be measured for effectiveness, by looking specifically at theinfluence of netizens' background users, experiencesrelatedto cultural experiences, and website quality as digital media used to market products

II. LITERATURE REVIEW

A. Website Quality

Based on data compiled by Internet World Stats, the level of internet usage in the period between 2000and 2014 experienced a very rapid growth, which was an average of 741% (www.internetworldstats.com, 2015). Divided into 7 regions, namely Africa, Asia, Europe, the Middle East, North America, South America and Oceania / Australia, the most internet users are those who live in Asia, which is around 1.3 billion people with a growth rate of 1,112,7 %. Furthermore, research conducted by e-Marketer revealed that the number of internet users in Indonesia in 2014 reached 83.7 million and is expected to reach 123 million by 2018. This number places Indonesia as the 6th country in terms of the highest number of internet users in world (Yusuf, 2014). In line with the increasing number of internet users, the role of websites has become increasingly important for business marketing in various business fields. 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 facilitates business processes. The internet provides a means for the development of sustainable infrastructure for the delivery of information and business transactions (Cai, Card, & Cole, 2004). In an increasingly competitive business climate, involving consumers in the online communication process effectively is one strategy for companies to understand consumer needs and preferences. With the internet, consumers find information more easily, and



can communicate with service providers directly whenever and wherever. Therefore, companies must be able to design the quality of their website in an integrated and creative manner.

As stated by Gregory, Youcheung&DiPietro (2010), there are two main approaches in evaluating website quality, namely from the consumer usability perspective and business perspective. In the consumer usability perspective, the main focus considered for creating a quality website includes: practicality and useful content; the ability of the website to navigate; the ability of the website to facilitate business transactions that consumers want, communication, purchasing, and the ability of websites to entertain (Gregory et al., 2010). Using the method of qualitative meta-analysis, Park & Gretzel (2007) reveals the factors that determine the quality of a website viewed from a consumer perspective, including: information quality, ease of using the website, responsiveness, level of security or privacy; trust; interactivity; personalization; and fulfillment. Several other experts adopted the concept of credibility in assessing the quality of websites. There are two dimensions of website credibility, namely website competence (competence) which includes aspects: qualification; expertness, intelligence; and authorization. While the second dimension of credibility is trustworthiness, which includes: character; knowledge; safety; and honesty. This group holds that credibility is a key component in creating persuasive communication (O'Keefe, 1990 cited in Loda, Teichmann, &Zins, 2009). The study conducted by Wathen&Burkell (2002) reveals the results that factors: design; interface; ease of use; Menu capability in managing menu information is a determinant in increasing website credibility.

In its development, many previous studies have been carried out which examine the relationship of quality components of websites with various variables, including satisfaction and purchase interest (purchase intention) (Loda, Norman, Backman, 2007; Bai, Law, & Wen, 2008; Law & Bai, 2008); word of mouth and consumer trust variables (Sun, 2013). In contrast to the consumer perspective, a business perspective for creating quality websites refers more to the company's performance comprehensively. Adopting the concept of the Balanced Scorecard (BSC) from Kaplan & Norton (2001), website quality is measured from 4 aspects, namely: financial perspective (financial perspective); business growth perspective (growth perspective); customer perspective (customer perspective); and business process perspective (business process perspective) (Gregory et al., 2010).

Gregory, Youcheung&DiPietro (2010), there are two main backgrounds in evaluating site quality from a consumer perspective and business perspective. In perspective, consumer usability, the main focus used to create a quality website includes: practicality and useful content; the ability of a website to navigate (navigation); the ability of the site to facilitate the business that consumers want, communication, purchasing, and website capabilities in entertaining (Gregory et al., 2010). By using qualitative meta-analysis, Park & Gretzel (2007) revealed the factors

that determine the quality of a website from a consumer's perspective, including: quality of information, security in using a website, speed of response, level of conflict or privacy; trust; interactivity, personalization; and fulfillment of needs. Some other experts use the concept of credibility in reviewing the quality of websites. There are two dimensions of website credibility, namely website competency which includes aspects: qualifications. expertise, intelligence; and authorization. While the second dimension of credibility is trust, which includes: character; knowledge; security; and honesty. This group holds that credibility is a key component in creating persuasive communication (O'Keefe, 1990 cited in Loda, Teichmann, &Zins, 2009). The study conducted by Wathen&Burkell (2002) reveals the results of factors: design, appearance, benefits for menu capabilities in managing information menus are decisive in formulating web credibility sites. In its development, various studies have produced quality components with various variables, including variables of satisfaction and purchase interest (Loda, Norman, Backman, 2007; Bai, Law, & Wen, 2008; Law & Bai, 2008); word of mouth variable and consumer trust (Sun, 2013). Unlike the example, a business that is used to create a better quality website on a company's performance is comprehensive. Adopting the concept of the Balanced Scorecard (BSC) from Kaplan & Norton (2001), website quality from 4 aspects, namely: financial perspective; business growth perspective; customer perspective; and business processes (Gregory et al., 2010). Website with good system quality (free of error, fast response and user-friendliness) can improve the users' performance in finding and accessing data. Open data website with good information quality will help the user in finding correct and accurate information (Teo, Srivastava, & Jiang, 2009)

B. Intention to use website

Most of a person's actions occur because of an intention, even though sometimes a person can take certain actions with or without a reason (Anscombe 1963, p. 25). Intention in doing something can bring someone to do the next action, but in some cases it is found that not all intentional actions by someone will lead to further actions (Wilson, 1989 and Ginet, 1990). Searle (1983) states that intention consists of prospective intention and intention in action. Prospective intention is intended when someone intends to take action A in the future, whereas for intention in action means doing an action A at this time. This proves that, both prospective intention and intention in action require intention to take action A, then take action A. Intention can be formed when individuals or prospective customers receive a lot of information about a product, then can increase the desire to act (Lagrosen, 2005). [42]. Usability refers to "the extent to which a product can be used by specified users to achieve goals with effectiveness, efficiency and satisfaction in specified context of use" [33]. Web usability is referred to as the extent to which web sites can be intended to use specified users to achieve specified goals for specified context of website use [2, p.170].



Effectiveness: Accuracy and completeness with which online users achieve goals (e.g., purchase, information gathering) while visiting a website [33]. It is directly related to the right functionality so that users can do it or want to do while visiting a website. Efficiency represents the resources expended in relation to achieving goals while visiting a website. The users perceive efficiency when they can achieve goals with a quick visit without putting forth much cognitive effort. For example, they perceive more efficiency at a user-centered website which contains simple and consistent features across web pages, making the pages easy to read and learn. Finally, satisfaction is defined as the comfort and acceptability of a website to its users. When a website provides a variety of options to support users and reliable, secure, and privacy services, satisfaction can increase.

C. Behavioral Intention

The concept of intention to behave is rooted in attitude theory and is widely discussed in the context of psychology and consumer behavior. According to Ajzen (1985) the theory of planned behavior is the actual direct antecedents of behavior. Intention to behave is the subjective possibility of individuals carrying out certain behaviors, and is the main determinant of actual usage behavior (Ajzen, 1985; Ajzen&Fishbein, 1980; Yi, Jackson, Park, &Probst, 2006). Previous hotel researchers have shown that it is easy to collect data about behavioral intentions on actual behavior that have contributed to their broad application in hotel and tourism research (Buttle& Bok, 1996). As concluded by Morosan and Jeong (2008), previous studies attempting to test the adoption of users of electronic distribution channels mainly focused on two directions: (1) online information search as a stage in consumer decision making processes, and (2) intention to purchase online and distribution channel selection . But the results show that it does not fully understand the psychological process of selecting distribution channels and ordering (Morosan&Jeong, 2008).

Loiacono, Watson, and Goodhue (2002) show that website visitors are divided into two types based on search objectives, namely: (1) customers who seek information to facilitate purchasing decisions and (2) customers who search for information and are free from certain purchase destinations . Using a website to find information and make purchases are two different behaviors (Loiacono, Watson, and Goodhue, 2002). Rossiter (2007) criticized the measurement of intention behavior in previous e-retail studies, and showed that these variables must be clearly defined and analyzed separately because of repurchase intentions, WOM intentions, and intention to review represent different behaviors.

Herrero and Martín (2012) have the same opinion that using websites to find information and use websites to make online reservations are two different types of uses, and require integrated independent analysis. In the same section, Liudan Zhang (2014) examines the impact of intention to use on purchase intention to fill the gap in the literature with regard to the conceptual difference between intention to use and intention to buy. The results concluded that treating use

intentions and buying intentions as two separate aspects in the umbrella of the terminology of intention to behave (Liudan Zhang, 2014).

D. Website Quality, Intention to use website and Behavioral Intention

The quality of a website is considered to be an important determinant of the presence of an online operational presence, judging from the extent to which website features meet customer needs and simultaneously reflect the overall superiority of the website (Chang & Chen, 2008). Previous research has shown that high-quality websites attract more customers than low-quality websites (Parasuraman, Zeithaml, &Malhotra, 2004), and are considered indicators of business success (Lee &Kozar, 2006). 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 potential repeat visits because of negative experiences at the beginning.

Hanson (2000) emphasizes that a well-defined website can build trust and confidence in the company, and strengthen the image of the competency, functionality, and usability of the web, and notify visitors about the company's various products and services, upcoming special events, and the reason for returning again. Higher who perceive users are easier to use than a certain system think the system is easier to use, generate a positive attitude towards the adoption of the system. If the perceived ease of use is low, then the user attitudes are negative. Moreover, perceived ease of use can be perceived usefulness, while attitude and perceived usefulness are significantly affected. Many studies emphasize the importance of website quality that customers perceive in influencing the process of building trust, level of satisfaction, behavioral loyalty (Bai , Law, & Wen, 2008; Hur, Ko, &Valacich, 2011; Lin, 2007). Improving the quality of a website is important to find out what factors motivate customers to use the website and make further purchases (Vich-i-Martorell, 2004). An understanding of customer perceptions of website attributes will help develop a better online marketing strategy, improve website user experience, and ultimately maximize the total revenue share of online sales (Ali, 2016; Wong & Law,2005).

Bai et al. (2008), conducted studies related to travel websites and found there was a positive impact on website quality on customer satisfaction and buying behavior intentions. Olorunniwo et al. (2006), found that there was a direct effect on the quality of the website on the intention to behave.

E. Research Hypothesis

- H1: There is an influence of Website Quality on Behavioral Intention
- H2: There is an Effect of Website Quality on Intention to use website
- H3: There are Effects of Intention to use websites on Behavioral Intention



III. RESEARCH METHODS

The population of this study are all Indonesian netizens who like traditional Indonesian batik woven products. The sample is the participating netizens filling out the online questionnaire on the website www.legacyofindonesia.com. Netizens participated in 161 online questionnaires in the form of google form. The measurement of website quality is done through the opinion of Park & Gretzel (2007) which determines the quality of a website from a consumer perspective in the following indicators: quality of information, security in using the website, speed of response, level of security / privacy; trust; interactivity; personalization; and fulfillment of needs, then this study uses eleven indicators. The measurement of the intention to use variable is done by using indicators visiting the website that presents decorative products from the respondents. There are six indicators. The behavioral intention variable in this study refers to: buying online products responding to the intention obtained from website information, registering online as a response to the intention obtained from website information, and repeating the use of the website as a response obtained from the information intention to use website and the quality of information on the website, with nine indicators.

IV. ANALYSIS AND DISCUSSION

A. Descriptive Profile of Respondents

The research data was obtained through filling out the online questionnaire available on the website www.legacyofindonesia.com. The distribution of questionnaires through the www.legacyofindonesia.com website filled a total of 161 respondents. Most of the respondents were students (95.03%), while for 4.97% of respondents had worked. This shows that consumers with online media are dominated by milinea and educated. When viewed from gender, it can be seen that 51.55% are men and 48.45% women, and the information shows that the sample spreads in a balanced manner based on gender. The use of social media that is most often used is dominated by Line (51.55%), then Instagram (38.51%), while others (9.94%).

In general, the average time spent in communicating with social media in the day is around 1-3 hours, 26.71%, for 3-6 hours 37.89%, more than 6 hours 34.16%, and only 1.24% of respondents use social media less than 1 hour every day. Respondents turned out to have frequently made online purchases, indicated by data of online purchases as much as 1-2 times in the past 6 months amounting to 36.02%, as much as 3-4 times as much as 19.25%, more than 4 times as much as 19.25%, while those who did not make purchases online in the past 6 months by 25.47%. Most of the respondents made purchases online through mobile apps for 44.72%, followed by social media 32.3% and then online store websites 22.98%. The products most often purchased online are fashion products such as clothes, shoes, bags, cosmetics, and others. The allocation of funds for online purchases by respondents varied, for respondents who spent less than Rp. 500,000 amounting to 63.35%, for Rp. 500,000

- Rp. 999,999.99 as much as 22.98%, for Rp. 1,000,000 - Rp. 1,999,999.99 as much as 7.45% and more than Rp 2,000,000 as much as 6.21%.

TABLE 1. DESCRIPTION OF THE MEAN AND STANDARD DEVIATION OF WEBSITE QUALITY INDICATORS

Symbol	Indicators	Mean	Std. Dev.
WQ1	The accuracy of the information presented on the website	4.056	0.963
WQ2	Information regarding the products sold is clearly presented	3.957	0.983
WQ3	Ease to communicate with the website manager	3.826	1.081
WQ4	Availability of instructions on how to browse website content	3.801	0.961
WQ5	Ease to browse all shopping content on the website	3.808	0.952
WQ6	Availability of features on the website to compare products	3.764	0.978
WQ7	The information presented can be trusted	3.776	1.018
WQ8	Personal data information and consumer privacy are protected	3.851	1.001
WQ9	Guaranteed security when paying transactions	3.814	1.062
WQ10	Website appearance and design that looks interesting	3.832	0.950
WQ11	Availability of features to meet shopping needs in a customized manner	3.745	0.951

As explained in the research method, the measurement of website quality is done through the opinion of Park & Gretzel (2007) which determines the quality of websites from a consumer perspective, namely the quality of information, security in using the website, speed of response, level of security / privacy; trust; interactivity; personalization; and fulfillment of needs, based on the mean and standard deviation, it can be seen that netizen has a good perception of understanding website quality. It is presented that the information quality indicator measured by the accuracy of the information presented on the website has a mean value of 4.06 with a standard deviation value of 0.963 less than one, so that it looks relatively homogeneous. Other indicators are illustrated through the ease of browsing website content, security guarantees when payment transactions, information provided must be reliable, and website appearance that is clearly seen as important for netizen, this can be seen from the mean values greater than 3.5 with standard deviations tend to less than one. Although some components are considered important for netizens, there are a number of things that concern website managers that the availability of instructions on how to find products is seen to be lower



than other indicators.

Indonesian traditional batik and weaving producers, through FGD conducted in Makassar, Padang and Jambi, revealed that most entrepreneurs already knew about online media. Even some MSMEs have their own websites, but the mainstay of marketing is still focused on off line. The use of social media for business activities still looks diverse, but entrepreneurs / craftsmen understand that social media facilitates communication, and reduces the costs of marketing and product introduction, even without knowing the distance between producers and consumers or between retail and consumers. Online marketing communication through a website is considered to be able to create efficiency in the marketing process. Some entrepreneurs who assume that the benefits of online marketing and sales communication are very dependent on the segment, if the Y and Z genes, online media is very effective, but for gene X, seeing the product before buying the product is very important, and it cannot be replaced with virtual . This condition places communication and online marketing to have strengths and weaknesses when segmentation and targeting have been established.

B. Intention to Use Website

The variable intention to use in this study is related to the intention to routinely use the website for information search activities online stores, especially related to traditional Indonesian products. In addition, the intention to use website also illustrates the intensity of intention to see alternatives to purchasing decorative products online. In addition, the measurement of the intention to use variable is done by using indicators visiting the website that presents decorative products from the respondents. There are six indicators that have a mean more than 3.5 and the standard deviation is less than 1, this shows that the average concentration measure can describe most of the perceptions of netizens. Information related to the intention to use variable indicator is presented in Table 2 below which can explain all indicators of intention to use to visit and use websites.

TABLE2 DESCRIPTION OF THE MEAN AND STANDARD DEVIATION OF INTENTION TO USE WEBSITE

Symbol	Indicators	Mean	Std. Dev.
IntWQ1	If a traditional Indonesian art product is on the website, I would be interested in visiting the website	3.447	.872

The behavioral intention variable in this study refers to: buying online products responding to the intention obtained from website information, registering online as a response to the intention obtained from website information, and repeating the use of the website as a response obtained from the information intention to use website and the quality of information on the website. Data on these indicators are explained in Table 3. The indicators of the intention

IntWQ2	If traditional Indonesian ornamental products are sold in online stores, which have their own website, I will visit the online store	3.466	.866
IntWQ3	When I am interested in an Indonesian decorative product, I will explore the tenants in the online store to get the best quality	3.733	.914
IntWQ4	When I am interested in an Indonesian decorative product, I will explore the tenants in the online store to get the best price.	3.739	.965
IntWQ5	I will visit a website that is easy to get information	3.888	.908
IntWQ6	I would recommend a website that is easily accessible	3.925	.959

behavior have a mean more than 3.5 and the standard deviation size is less than 1, indicating that netizens react in the behavior intention towards the purchase of traditional Indonesian decorative products. There are several SD values that are greater than 1 indicating that the mean value has a fairly high variation, namely when interested in my search on the website, it will tend to want to make purchases, tend to make impulsive purchases when shopping online, when buying traditional Indonesian decorative products spontaneously from a web retailer, I feel relieved, and it is important for me to buy a traditional Indonesian ornamental product that has a brand. In addition there are five indicators which are SD less than one. The mean indicator is high M = 3,547 and SD = 0.866, when respondents feel happy with their online purchases thanks to traditional Indonesian decorative products.

TABLE 3 DESCRIPTION OF THE MEAN AND STANDARD DEVIATION OF BEHAVIOR INTENTION

Symbol	Indicators	Mean	Std. Dev.
OPB1	When I am interested in my search on the website, I will tend to make a purchase	3.627	1.029
OPB2	I tend to make impulsive purchases when shopping online	3.360	1.165
OPB3	When I buy products / services spontaneously from a web retailer, I feel relieved	3.379	1.036
OPB4	It is important for me to buy a product that has a brand	3.360	1.022
OPB5	I feel comfortable making purchases on the website	3.478	.916
OPB6	I am happy with my online purchase	3.547	.866
OPB7	I am satisfied with my online purchase	3.509	.916
OPB8	I like making online purchases	3.540	.935
OPB9	Shopping online on a website is the right place to buy products	3.516	.916

From the results of the FGD, a small-scale entrepreneur of decorative products in Makassar, found that information needs can be obtained from the website. Social media is mostly used to get info not to provide information. Using online media for sales causes consumer behavior to change, and netizens use Instagram, Twitter, Facebook, and chat to show the behavior intention.

C. The Relationships Variables in the Model

Based on the results of the discussion of the data using GESCA (Generalized Structured Component Analysis), the hypothesis model that is built is shown in the following figure. The information obtained shows that the path coefficient which explains the influence of independent Website Quality variables on the dependent variable Behavior Intention is not significant in other words Website Quality does not affect Behavior Intention. Website Quality has an effect on the Intention to Use Website with paths 0.76 and $R^2 = 0.57$. Whereas Intention to Use Website influences Intention Behavior with path coefficient 0.69.

$$\text{Intention to Use} = 0.76^{**} \text{ Website Quality}; R^2=0.57 \quad (1)$$

$$\text{Behavior Intention} = 0.69^{**} \text{ Intention to Use} - 0.06 \text{ Website Quality}; R^2 = 0.52 \quad (2)$$

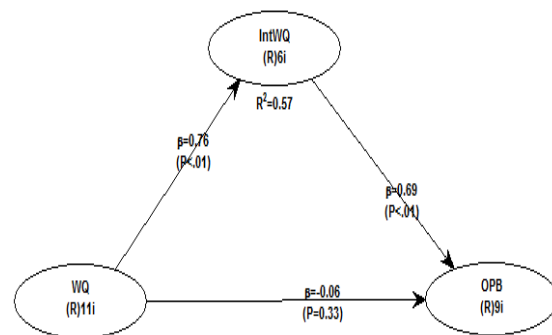
** = sig 0.01; * = sig 0.05

As a result of these two equations, overall this model has predictive abilities behavior intention for:

$$Q^2 = 1 - (1-0.57)(1-0.52) = 0.7936 \quad (3)$$

The value of Q2 above shows that the ability to predict netizen Intention behavior through website quality and intention to use is 79.36%. Overall, it can be said that the predictive ability has exceeded 75%, is a model that can represent the influence of website quality by mediating the intention to use website for netizen's intention behavior. Online Indonesian traditional ornamental products are very

good.



“Fig” (1) SEM Model of Website Quality (WQ), Intention to Use (INTWQ) and Behavior Intention (OPB)

D. Pengujian Hipotesis dan Pembahasan

The hypothesis in this study consists of three hypotheses that describe the influence between variables in the model. Furthermore, to test the three hypotheses, information can be shown which is the recapitulation of the output of the GESCA program. The test will prove whether the hypothesis can be accepted or rejected.

TABLE 4. PATH COEFFICIENT, T-VALUE STATISTIC AND SIGNIFICANT VALUE

Variabel Independent	Variabel Dependent	Koefisien	Signifikan
Website Quality	Behaior Intention	-0.016	0.333 (nsig)
	Intention to Use	0.760	0.000 (sig)
Intention to Use	Behaior Intention	0.690	0.000 (sig)

Based on Table 4, it can be seen that the H1 hypothesis, which states that there is an influence of Website Quality on Behavior Intention, cannot be accepted. Hypothesis H2, which states that there is an influence of Website Quality on Intention to Use Website accepted, and hypothesis H3, which states that there is an influence of Intention to Use Website on Behavior Intention acceptable. These results prove that the Intention to Use Website is the perfect mediation for the influence of Website Quality on netizen Behavior Intention for traditional Indonesian decorative products.

V. CONCLUSIONS AND RECOMMENDATIONS

From the previous analysis and discussion it can be concluded that the results of this study are as follows: Website Quality netizens of young people do not give influence to the behavior intention related to the purchase of traditional Indonesian ornamental products. In addition, website quality can affect the intention to use website, netizens are positively positive among young people on the use of traditional Indonesian decorative products. The intention to use netizens among young people has a strong positive influence on the behavior intention related to the intention to buy traditional Indonesian decorative products online.

Some recommendations can be given as follows: There needs to be an increase in the quality of the website of traditional Indonesian decorative products to



encourage the intention to use website among young netizens. Increasing the intensity of website usage can also be encouraged by increasing pride in traditional Indonesian decorative products, especially for batik products and local weaving. This model places the intention to use the website as a perfect mediation between website quality towards the behavior intention, so that knowledge about the use of websites or the internet must be developed and encouraged by every MSME traditional Indonesian batik and weaving product. This study has several weaknesses, especially in expressing online retailers who have experience in marketing products online, so that future research needs to include this information in perfecting this model.

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