

Factors Affecting Online Shopping Attitudes and the Role of Trust as Mediating

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ABSTRACT

This study aims to prove the effect of relative advantage, ewom, and web perceived web quality against online shopping attitudes with trust as a mediating variable. The study sample consisted of 210 respondents consisting of students from Syiah Kuala University, Banda Aceh. Primary data was obtained by distributing questionnaires to respondents via online using purposive sampling techniques. Data were analyzed using Hierarchical Linear Modeling (HLM) which was processed with SPSS 22. The results of this study indicate that the advantages are relatively negative and significant effect on high online trust and shopping attitudes. eWOM, perceived web quality and trust have a significant positive influence on trust and attitudes towards online shopping. For mediating variables, relative benefits and web quality that are perceived to have a significant influence on attitudes towards online shopping are fully mediated by trust. Furthermore, eWOM also has a synesthetic effect on attitudes towards online shopping with partially mediated by trust.

KEYWORDS: Online Shopping, Relative Advantage, eWOM, Web Quality, Trust.

1. INTRODUCTION

The latest technological developments are increasingly rapidly making people demanded to follow these developments, especially in carrying out daily activities. The technology development referred to is one of them is the Internet. The internet is no longer a taboo for humans, because humans are already dependent on using the internet to carry out various activities so that they can be implemented effectively and efficiently. The rapid development of the intern *et. al.*, so occurred in Indonesia, this can be proven from the high number of internet users in Indonesia.

The increasing number of internet users in Indonesia makes them easier to access various activities with applications that certainly have benefits for their users (Al-Debei et al., 2015). When everything you want to do is easier and more practical, this is a business opportunity in various fields, one of which is Online Shopping. Online shopping is a process of selling and buying made online. The number of online shopping sites currently available make it easy for people to make transactions and choose which products are best according to their perceptions (Al-Debei et al., 2014). However, this has become a boomerang for consumers themselves, moreover young consumers due to lack of experience and inaccuracy when online shopping. For this

reason, many studies have examined factors that can influence consumer attitudes in the online purchasing process (*Online Shopping*).

2. LITERATURE REVIEW

Attitude Toward Online Shopping

Attitude is defined as an overall evaluation of a person against a particular object (Peter & Olson, 2010). Whereas according to Al-Debei et al. (2015) say that attitudes are of two types, namely attitudes toward thing and attitudes toward behavior. Attitudes toward behavior can be referred to as positive and negative individuals towards evaluation of relevant behavior and consist of prominent beliefs from what is felt from doing the behavior. This definition clearly highlights the affective nature of attitude according to planned behavior theory, behavioral beliefs that refer to the inner is the individual's beliefs about the consequences of carrying out certain actions carried out by attitudes towards actual behavior (Ajzen, 1991).

According to Ma'ruf (2005:63) said that the attitude to online shopping is what is imagined or felt by consumers as a whole about profit and loss, good or bad, positive or negative if doing online shopping transactions. Attitudes can also affect the state of a person in choosing something that he considers right, when he is faced with the right or wrong

choice because attitude is a person's emotional state (Azwar, 2013)

Trust

Trust is a key variable for relationship marketing success (Morgan & Hunt, 1994). Trust is an individual's belief in believing in something from others that is determined by the integrity they feel, policies and competencies (Lin, 2011). Understanding of Trust in the context of online purchases is the willingness of consumers to depend on other parties during the online shopping process in the hope that other parties will carry out acceptable practices and will provide the promised products and services (McKnight et al, 2002). Gefen & Straub (2003) also provides evidence that online trust is built through: (1) the belief that the seller will not get anything that benefits him with cheating, (2) the belief that there is a security mechanism built into the website, (3) special services that are easy to use.

Relative Advantage

Relative advantage is the attribute or dimension of the innovation variable (Rogers, 2003) which is an innovation that must have superiority and more value than previous innovations. There must always be a value of novelty inherent in innovation that is a characteristic that distinguishes it from previous innovations. Relative advantage is defined as how far to use an perceived innovation will be better than using its predecessor (Venkatesh et al., 2003). According to Schiffman & Kanuk (2010), relative advantage is a level where an idea is considered something good than previous ideas and economically beneficial. For consumers who prefer to shop online, consumers must be satisfied with the additional benefits obtained so they prefer to leave the traditional shopping method (Hsiao, et al, 2010).

Electronic Word Of Mouth (eWOM)

In general, the understanding of WOM is oral communication between one person to another in conveying various information about the experience of products they use naturally to other consumers (Kotler, 2012). Where as eWOM is a negative or positive statement made by actual consumers or previous consumers regarding products or companies where the information is shared via the internet (Henning-Thurau et al, 2004) Consumers who use the experience of others when they want to buy a product will eventually decide to make a purchase, so that person considers EWOM as a very important factor in influencing their buying behavior (Evans & McKee, 2010). Consumers who consider negative information will be more helpful than positive information so that consumers can easily distinguish high-quality and low-quality products (Herr et al., 1991)

Perceived Web Quality

Value that is valuable is how well the product or service presents the purpose of the product in accordance with the price level that consumers are willing to pay or according to

consumer expectations Petter & Olson (2010) defined as the characteristics desired by users/online buyers of an information system. Perceived Web Quality is considered as the extent to which consumers feel that the features of the website and the characteristics of the website meet the needs and requirements expected by consumers (Hsiao et al, 2010). According to (Constantinides 2010 in Al-Debei et al, 2014) there are six indicators of web quality perception, namely (1) complete information, (2) easy product ordering process, (3) speed of accessing data, (4) creative and attractive design, (5) neat catalog and regularly, (6) Consumers are satisfied with the entire website design and design.

2. METHODOLOGY

Research Design

This research is included in the type of quantitative descriptive research using survey methods. Where researchers will discuss in general and collect data on Relative Advantages, eWOM (electronic Word Of Mouth), Perceived Web Quality on Dependent Variables of Attitudes Toward Online Shopping and Trust as Mediation Variables by distributing questionnaires.

Samples and Data Collection

In this study the samples taken were Syiah Kuala University students who had experience in shopping online at the Lazada site and were willing to become respondents. Because researchers determine respondents based on certain criteria, the type of sampling in this study is non-probability (non-probability sampling) contained in purposive sampling. Purposive Sampling is done by taking samples from the population based on certain criteria. (Jogiyanto, 2007). The sample in this study were 210 respondents. Data collected is through primary data and secondary data. Primary data is obtained from questionnaires while secondary data is obtained from statistical data, government publications, libraries, online data, websites, and the internet.

Questionnaire Design and Variable Measurement

Questionnaires are arranged using a Likert scale with 5 points from a scale of 1 (strongly disagree) to a scale of 5 (strongly agree). Each statement/indicator taken is adapted from previous research that is deemed appropriate with the objectives in this study. All questions consisting of online shopping attitude 5 questions, trust 4 question items, relative advantages 3 items, eWOM 5 items and perception of web quality 6 questions items all adopted from Al-Debei et al. (2014; 2015).

After the questionnaire is arranged, then a pilot test is carried out on the questionnaire which will be distributed to test the validity and reliability of the questionnaire. The pilot test was conducted on 20 respondents whose results showed all statement indicators contained in valid and reliable questionnaires. Next, 250 questionnaires were distributed

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but only 210 questionnaires were used which would later be analyzed.

Data Analysis Tools and Models

The data analysis technique of this research is quantitative analysis with data analyzed using Statistical Package for Social Science version 22 (SPSS 22) using Hierarchical Linear Modeling (HLM). Which aims to examine the effect between independent variables and dependent variables, and mediating variable. The equation is as follows:

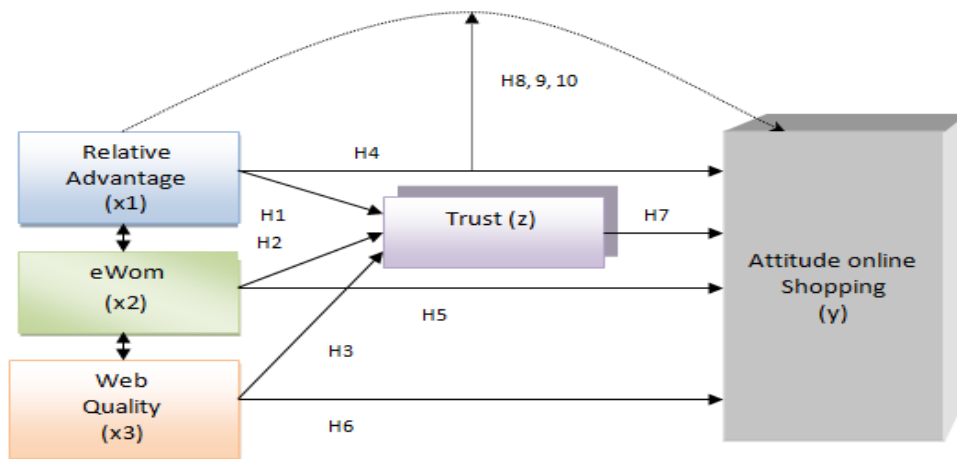
$$Z = \alpha + \beta_1 X^1 + \beta_2 X^2 + \beta_3 X^3 + e \text{ (Model 1)}$$

$$Y = \alpha + \beta_1 X^1 + \beta_2 X^2 + \beta_3 X^3 + \beta_3 Z + e \text{ (Model 2)}$$

Research Framework

The framework of thought in this study describes the relationship of the independent variables, Relative Advantage(X1), eWOM (X2), and Perceived Web Quality (X3) towards Attitude Online Shopping (Y) with Mediation Variable Trust (Z).

Figure 1. Research framework



Hypothesis

- H₁:** Relative Advantage affects trust.
- H₂:** eWOM affects trust
- H₃:** PerceivedWeb quality affects trust
- H₄:** Relative Advantage affect the attitude of online shopping.
- H₅:** eWOM affects the attitude of online shopping.
- H₆:** Web quality perception affects the attitude of online shopping.
- H₇:** Trust affects the attitude of online shopping.
- H₈:** The influence of relative advantage on Attitude toward online shopping with trust as a mediating variable on the Lazada site
- H₉:** The influence of eWOM on attitude toward online shopping with trust as a mediating variable on the Lazada site
- H₁₀:** The influence of perceived web quality on attitude toward online shopping with trust as a mediating variable on the Lazada site

3. RESULTS & DISCUSSION

Measurement Model

The measurement model is testing the indicators used in a model to confirm whether it is indeed true to define a construct (variable) (Hair et al., 2010). Where each construct must have a loading factor greater than 0.50 (Hair et al., 2010). The analytical method used to determine the value of loading factor in this study is Confirmatory Factor Analysis (CFA).

To test the validity of the item question using factor analysis with the provisions of the question item has a loading factor > 0.50 (Hair et al., 2010) after being tested all the items in this study were declared valid. The dependent variable is (5 question items can be used because the loading factor is > 0.50), then for the independent variable the Relative Advantage (3 items are valid because the loading factor is > 0.50), the eWOM variable (5 items are valid because the loading factor > 0, 50) and for Perceived Web Qualityvariable (6 items can be used because the loading factor is > 0.50). For mediating variabel (4 item are valid because the loading factor > 0,50)

Table 1. Results of Loading Factor Measurement

No.	Indicator	LF
Attitude toward Online Shopping		
1.	Buying from an online shopping site is a good idea	0,686
2.	Online shopping is a fun, easy and fast shopping method	0,655
3.	The price offered on online shopping is in accordance with the quality of the item	0,713
4.	Prices offered on online shopping are more economical than traditional shopping	0,701
5.	Buying on an online shopping site is better than buying at a traditional shop	0,725

Trust		
1.	I feel safe to pay money or make buying and selling transactions on online Lazada sites	0,832
2.	I am sure Lazada's online site has a security system to protect personal and financial data from hackers	0,872
3.	My online shopping site Lazada is guaranteed and trusted because it has a digital certificate	0,912
4.	I believe online lazada sites will not sell personal information (e-mail, telephone numbers, account numbers) to other parties for commercial purposes	0,874
Relative Advantage		
1.	I can make purchases on the Lazada site when and where I want	0,584
2.	Online Shopping becomes the right alternative when shopping at a store cannot meet my needs and desires	0,894
3.	Shopping on Lazada's online site maintains privacy because it can be done at home and saves time and effort	0,826
eWOM		
1	I often read the recommendation page when buying products on the Lazada site	0,881
2	I am an e-community that often posts recommendations to other consumers on the Lazada site	0,673
3	I often post positive and negative comments about the product I bought	0,871
4	I often read positive and negative reviews about the product I will buy	0,808
5	Reviews or recommendations from other consumers can affect me in buying products on the Lazada site	0,754
Perceived Web Quality		
1	The lazada website catalog is complete and fulfills all my needs	0,826
2	The ordering process on the Lazada site is simple and does not confuse me	0,876
3	Overall Lazada's online shopping site has been very well designed and is one of the best online sites in Indonesia	0,896
4	Classifying types of regular items so that I can easily find the items I want to buy	0,901
5	Appearance/web design is very interesting	0,579
6	The content on the Lazada website is very quickly accessed and does not require a large quota load	0,770

After doing a factor analysis, the data also tested the reliability value using Reliability Test. Data is said to be reliable if Cronbach Alpha > 0.60 (Malhotra, 2012). The following table shows the reliability of all question items from 5 variables in this study. The results show that all question items have a Cronbach's Alpha value of more than 0.60. Thus all the question items used in this research variable can be trusted because they have fulfilled Cronbach's Alpha standard credibility.

Regression Analysis Results

The results of the Regression Analysis are shown in Table 2. Adjusted R² is 0.518 which shows that the independent variables (X1, X2, and X3) explain the variation in

confidence up to 51.8%. In the relative advantage variable obtained the value of t count - 2.171 (negative indicates the opposite direction) with a t table value of 1.652. As well as the regression coefficient of 0.122 with a probability of <0.05, this proves that hypothesis 1 is supported.

Furthermore, on the eWOM variable, it is obtained the value of t count 2.153 with the t table value of 1.652. As well as the regression coefficient value of 0.147 with a probability of <0.05 it proves that hypothesis 2 is supported. Furthermore, on the web quality perception variable, the value of t arithmetic is 9,658 with t table value of 1,652. And the regression coefficient value of 0.670 with a probability of <0.05, it proves that hypothesis 3 is supported.

Table 2. Regression Analysis Results X1, X2, and X3 Against Z

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	1.338	0.194		6.906	0.000
	Relative Advantage	-0.076	0.035	-0.122	-2.171	0.031
	eWOM	0.111	0.052	0.147	2.153	0.032
	Web Quality Perception	0.668	0.069	0.670	9.658	0.000

Dependent Variable: Trust

In Table 3. Adjusted R² is 0.537 which shows that the independent variables (X1, X2, and X3) explain the variation in online shopping attitudes by 53.7%. In the relative advantage variable obtained t value - 3.301

(negative indicates the opposite direction) with a t table value of 1.652. As well as the regression coefficient of - 0.182 with a probability of <0.05, it proves that hypothesis 4 is supported.

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In the eWOM variable the value of t counts 2.691 with the t table value of 1.652. As well as the regression coefficient value of 0.180 with a probability of <0.05 it proves that hypothesis 5 is supported.

In the perception of web quality, the value of t counts is 9.978 with t table value of 1.652. As well as the regression coefficient of 0.678 with a probability of <0.05 it proves that hypothesis 6 is supported.

Table 3. Regression Analysis Results X1, X2, and X3 Against Z

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	1.244	0.190		6.553	0.000
	Relative Advantage	-0.112	0.034	-0.182	-3.301	0.001
	eWOM	0.136	0.050	0.180	2.691	0.008
	Web Quality Perception	0.676	0.068	0.678	9.978	0.000

Dependent Variable: Attitude toward Online Shopping

Table 4. Adjusted R2 is 0.650 which indicates that the independent variable (Z) explains the variation in the attitude of online shopping by 65%. In the trust variable

obtained t count value of $19.721 >$ with t table value of 1.652 and regression coefficient value of 0.807 with a probability of <0.05 , it proves that hypothesis 7 is supported.

Table 4 The Results of Regression Analysis Z on Y

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	0.698	0.172		4.068	0.000
	Trust	0.806	0.041	0.807	19.721	0.000

Dependent Variable : Attitude toward Online Shopping

In Table 5. Model 3 (mediating effect) the value of adjusted R2 is 0.696 which indicates that the independent variables (X1, X2, X3, and Z) explain the variation in the attitude of online shopping by 69.6%.

The relative advantage coefficient variable obtained after the mediation variable is -0.111 with the t value of -2.469 at the probability level <0.05 which indicates that the value is reduced so that the mediating effect is called partial mediation and proves that hypothesis 8 is supported.

In the eWOM variable regression coefficient obtained after entering the mediation variable of 0.095 with a t value of 1.738 at the probability level > 0.05 which indicates that this

variable becomes insignificant even though the beta value is reduced meaning that the mediating effect is called full mediation because the regression results are not significant when a mediation variable is included and proves that hypothesis 9 is supported.

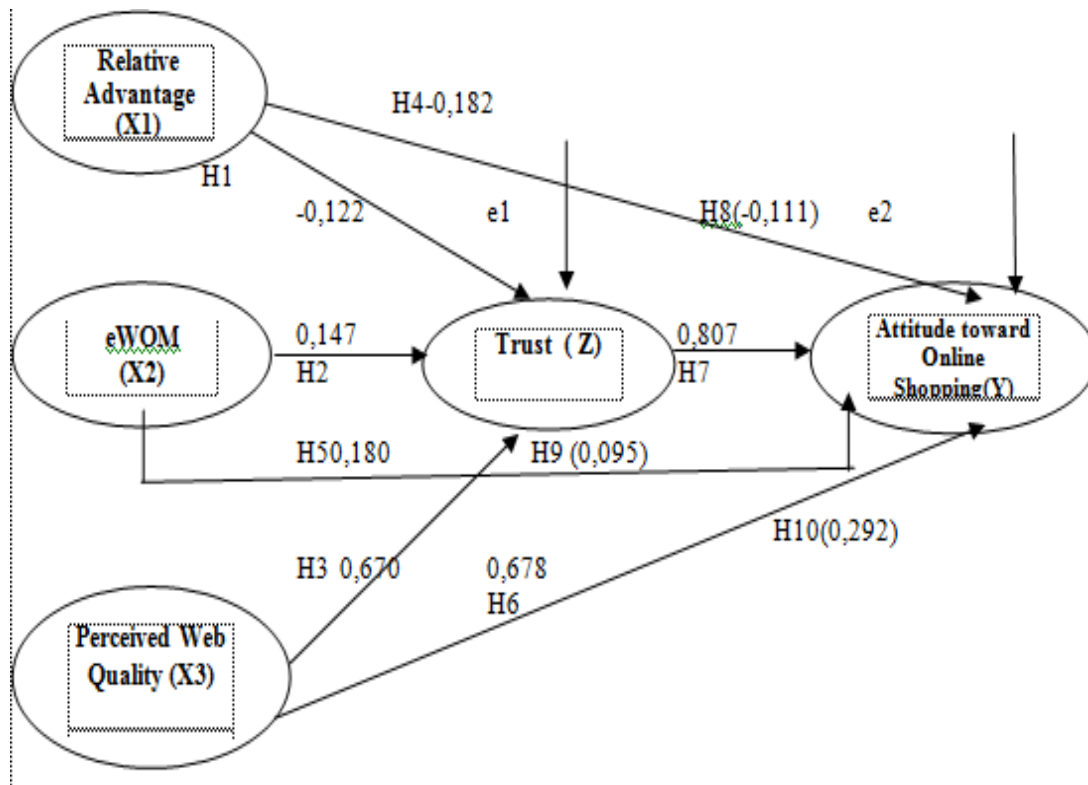
On the perception of web quality regression coefficients obtained after the mediation variable is 0.292 with the t value of 4.393 at the probability level <0.05 which indicates that the value is reduced and significant so that the mediating effect is called partial mediation and proves that the hypothesis 10 is supported.

Table 5. The Results of Regression Analysis X1, X2, and X3 on Y and the Mediating Effect

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	1.244	0.190		6.553	0.000
	Excellence	-0.112	0.034	-0.182	-3.301	0.001
	eWOM	0.136	0.050	0.180	2.691	0.008
	Perception	0.676	0.068	0.678	9.978	0.000
2	(Constant)	0.472	0.171		2.765	0.006
	Excellence	-0.069	0.028	-0.111	-2.469	0.017
	eWOM	0.072	0.041	0.95	1.738	0.084
	Perception	0.291	0.066	0.292	4.393	0.000
	Trust	0.577	0.055	0.577	10.435	0.000

Dependent Variable: Attitude toward Online Shopping

Figure 2. Model of Research Results



4. CONCLUSIONS

1. Relative advantages, eWOM, web quality perception and trust are predictors of online shopping attitudes of Syiah Kuala University students on online lazada sites. Among these four variables, Trust has a more dominant influence on the occurrence of online shopping attitudes on Unsyiah students.
2. Relative advantages, eWOM, and web quality perceptions are predictors of Syiah Kuala University student confidence in online lazada sites. Among these three variables, the perception of the quality of the website has a more dominant influence on the occurrence of Unsyiah student confidence in the online Lazada site.
3. Partial mediation trusts the influence of relative superiority and web quality perception on online shopping attitudes of Syiah Kuala University students on online Lazada sites.
4. Trust mediates in full (full/perfect mediation) the influence of eWOM on the attitude of online shopping for Syiah Kuala University students on online Lazada sites.

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