

STUDY OF PERCEIVED ONLINE CONVENIENCE AND CUSTOMER SATISFACTION TOWARD BEHAVIORAL INTENTION IN ONLINE SHOPPING

Rista Nurdianasari¹, Farida Indriani²

Faculty of Economics and Business, Diponegoro University, Indonesia

Abstract: *This study aims to examine and determine the dimensions of online convenience that have the most important effect on behavioral intentions through consumer satisfaction of a customer in Indonesia when shopping online. The data source used in this research is primary data. The technique chosen to support research activities related to sampling in this research is the Nonprobability Sampling technique. This study uses Structural Equation Modeling (SEM) as a statistical instrument to test various hypotheses that have been determined with the help of AMOS 24 software. The results showed that there is an indirect relationship between perceived convenience online and behavioral intention and there is a direct relationship between online customer satisfaction and behavioral intention. Based on the research results, it can be proven that all sub-construct dimensions such as access, search, evaluation, attentiveness, transaction, possession, and post-possession can represent the main constructs of consumer perceived online convenience, especially in Indonesia.*

Keywords: *Perceived Online Convenience; Online customer satisfaction; Behavioral Intention; SEM*

INTRODUCTION

In the present, Internet has become a part that supports all activities of people around the world. With the availability of the internet network, a person can browse on websites, run social media, look at the images and see video, as the medium for exchange messages through which mail, to be able to support someone online shopping activity (Schehl, Leukel, & Sugumaran, 2019). Information technology system development in such a manner as with supported by the supply of internet network, finally affect the a change in behavior consumers from various aspects (Peterson and Merino, 2003; Peighambari *et al.*, 2016). In Indonesia, internet users were gradually improving year by year to touch the percentage

above 50 percent of the population of the community or about 171 million people registered actively be doers of the internet (APJII, 2019). One of the activities of Indonesian people interested in when connected with the internet network is trading activity online. buy at the store (Asosiasi Penyelenggara Jasa Internet Indonesia, 2018). It has significant effect on the value of the transaction to digital in Indonesia in relation to electronic trading so that Indonesia get known as potential market for growth in industry of online shop (Google and Temasek, 2019).

Based on analysis of the site Toffeedev.com (2020), online shopping centers in Indonesia from year to year it had developed and variation of increasingly varied with the type C2C and B2C is the most attractive to internet users in Indonesia. But, online shopping centers varying is finally presenting an intense competition with each other. Intense competitions among the online of shopping centers characterized by active the number of visitors fluctuating and tend to continue to fickle to data on every quarter (Iprice, 2020). Hence, for each of the enterprises, it is necessary to encourage loyalty of user to shop online that they desire. The research concept of loyalty to this intention behavior associated with an increase in positive a consumer to repeated do purchases in online stores, recommended shopping shop online at relatives or friends and continue to commit to the online shop (Salehi et al., 2012; Jiang, Yang, & Jun, 2013). As the theory of tam states, the company can increase the intention behavior of consumers by noting two important components is perceived usefulness and ease of use on a system that offered (Davis, 1989). One of the aspects that can meet the criteria of two important components relating to perceived usefulness and ease of use is increasing the dimension of perceived online convenience where all dimensions of the variable are outlines aspects of the quality of the shop that could cut the time and effort from consumers in reaching online shopping centers (Duarte et al., 2018; Jiang et al., 2013; Pham et al., 2018).

According to Jiang et al., (2013), behavioral intention can be influenced by dimensions of perceived online convenience, such as access, search, evaluation, transaction, and possession where access expressed as the strongest dimensions representing online convenience that directly pushes positive behavioral intention a consumer in Hong Kong. Meanwhile, previous research conducted at the Portuguese by Duarte et al., (2018) also prove that behavioral intention can be influenced by the perceived online convenience such as access, evaluation, attention, transactions, possession, and post-possession with possession as a dimension of variable strongest through online satisfaction. Based on an overview of conclusions from a number of studies before, it was also found that dimensions strongest over perception online comfort that exerts influence over behavioral intention having the results of that which is inconsistent. Therefore to expand similar research and development of the company strategy that right on target, there is a need for further study in test the factors driving force behind the behavioral intention of consumers especially related to the perceived online convenience and online satisfaction on online shop in Indonesia.

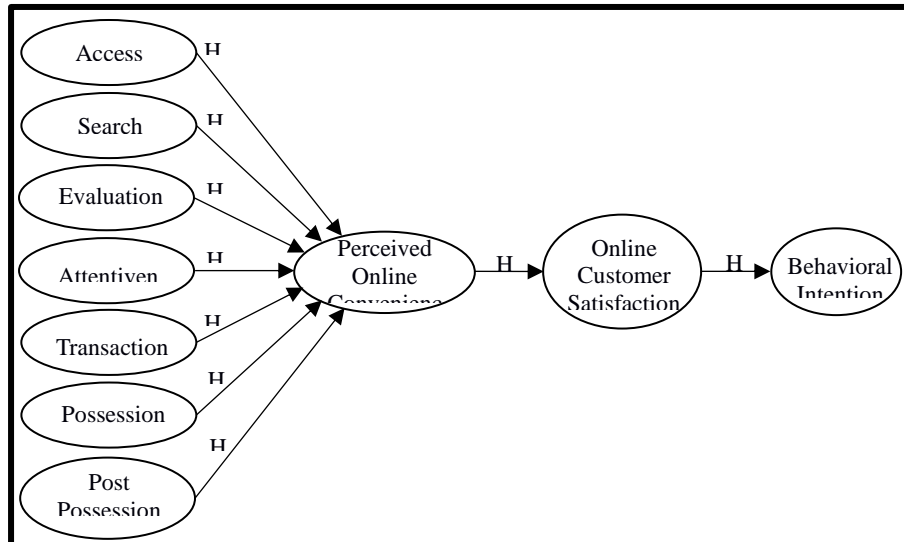


Figure 1. Theoretical Framework

Through a framework that has been formed on the basis of the gaps the researcher finds, the hypotheses in this study are as follows:

- H1: The better access convenience that is felt by consumers, the better perceived online convenience that is felt by consumers.
 H2: The better search convenience that consumers feel, the better perceived online convenience that is felt by consumers.
 H3: The better evaluation convenience that is felt by consumers, the better perceived online convenience that is felt by consumers.
 H4: The better attentiveness convenience that consumers feel, the better perceived online convenience that is felt by consumers.
 H5: The better transaction convenience perceived by consumers, the better perceived online convenience that is felt by consumers.
 H6: The better the possession convenience felt by consumers, the better perceived online convenience that is felt by consumers.
 H7: The better post-possession convenience felt by the consumer, the better perceived online convenience that is felt by consumers.
 H8: Perceived online convenience has a positive effect on online customer satisfaction.
 H9: Online customer satisfaction has a positive effect on behavioral intention.

RESEARCH METHODS

The data used in this study are primary data and secondary data. In this research, primary data were collected through distributing questionnaires while secondary data were obtained from data period of time accessing the internet and category of goods / services with the highest interest based on the description on the We Are Social Hootsuite January, 2019, lists a collection of internet services that are frequently accessed from online pages The Association of Indonesian Internet Service Providers APJII (2018), as well as a table of digital electronic commerce transaction values from the web page Google and Temasek (2019).

The population in this study was 18-35 years consumers have ever bought at least 5 times in all e-commerce to support their online shopping activities within the past year. The sample in this study was 234 respondents consisting of 57 men and 177 women age 18-23 years (48.7%). Half of the respondents are students (53.9%) and almost half of the sample had bought online have been more than 10 times a year about 47.9%. The sampling technique of this research used nonprobability sampling technique with purposive sampling method. In this study using an interval scale with a likert scale 1-5. The data obtained in this research was analysed using statistical software AMOS version 24.0. Second-Order confirmatory factor analysis (CFA) with maximum likelihood discrepancy estimation method was used to assess the measurement model and AMOS structural equation modeling (SEM) used to test the hypothesized relations in the model.

RESULTS AND DISCUSSION

Confirmatory factor analysis (CFA) test is useful in assessing the construct validity of a model that has been proposed in a study. The results of the exogenous construct on the research indicated that the convergent validity value there is one indicator that has a loading factor below 0.50, namely the K6 indicator so that it is declared invalid and will be removed because it is not suitable as a construct measurement. By eliminating K6 indicator, the exogenous construct model will be revised and after the model revision is carried out, a model constructs exogenous fulfilled the criteria convergent validity in all of the indicators with a value of loading factor above the minimum limit 0.50. While the CFA testing of endogenous construct results fulfilled the criteria convergent validity of each indicator with the value of loading factor above the limit minimum of 0.50. The reliability test results for all question variables were declared reliable with the construct reliability value >0.70.

Table 1
Validity and Reliability Test Results

Indicator	Standard Loading (Loading Factor)	Constructs Reliability
Access (Beauchamp & Ponder, 2010; Jiang et al., 2013)		
I can shop online at the online shop without being limited to operating hours.	,632	0,774
I can do online shopping anywhere.	,680	
The online store can be easily found or downloaded.	,764	
The online shop can be accessed smoothly.	,639	
Search (Beauchamp & Ponder, 2010)		
In my opinion, the appearance of the pages and menus on the online shop are neatly arranged so that they are easy to operate.	,735	0,769
The online store provides a complete range of products that make it easier for me to find what I'm looking for.	,595	
Online store provides useful information such as bestselling products, latest products, locations, and	,653	

price ranges.		
The online store recommends a similar alternative to the product what I'm looking for to make it easier for me when shopping.	,712	
Evaluation (Jiang et al., 2013)		
The online shop lists the appropriate product specifications.	,713	0,794
The storefront in the online shop displays several product descriptions such as text, graphics, images or videos.	,766	
In my opinion, the online store provides product descriptions that help me identify the product.	,770	
Attentiveness (Jun, Yang, & Kim, 2004)		
The online store offers promotions or product advertisements that match my interests.	,775	0,837
The online store supports two-way communication with the availability of chat seller and customer service features.	,868	
The online store sends a thank you note for me after making an online purchase.	,740	
Transaction (Beauchamp & Ponder, 2010; Jiang et al., 2013)		
Online store provides a variety of payment methods.	,696	0,814
The online store supports a fast checkout process.	,696	
The online store order payment process takes a very short time.	,673	
The online store verifies the payment status quickly.	,630	
The online store provides security features such as pins, passwords or payment codes when making transactions.	,719	
Possession (Beauchamp & Ponder, 2010; Jiang et al., 2013)		
The product or item that I bought was as expected.	,675	0,786
My order was sent according to the predetermined estimated time.	,633	
The online store provides a guarantee of safe delivery.	,661	
All items sent are complete according to the order.	,652	
The online shop sends orders to the address that I listed.	,635	
Post-possession (Duarte et al., 2018; Seiders, Voss, Godfrey, & Grewal, 2007)		
The online store provides a return / exchange policy.	,796	0,908
In my opinion, the procedure for returning / exchanging goods in online stores is fairly easy and professional.	,920	

The online shop is responsible for resolving problems that have occurred to me after purchasing goods.	,907	
Online Customer Satisfaction (Rita, Oliveira, & Farisa, 2019)		
I feel satisfied when shopping online at the online store that I choose.	,763	0,793
In my opinion, the services provided by the online store have met my expectations.	,747	
In my opinion, the online store always fulfills my needs.	,730	
Behavioral Intention (Jiang et al., 2013)		
I will repurchase at my favorite online store	,796	0,851
I recommend other people to shop at my favorite online store	,809	
I will always shop at my favorite online store rather than any other store	,823	

After conducting CFA testing for each exogenous construct and endogenous construct, then the conceptual model proposed in Fig. 1 has several relationships between constructs that should be tested simultaneously. Consequently, structural equations modeling (SEM) was used in order to validate the model as a whole. As previously stated, the model using AMOS 24.0, with the maximum likelihood discrepancy estimation method.

The result shows that Chi-Square value is 664,336 with probability value is 0.062 where this value is accordance with the recommended value $p > 0.05$. The CMIN / DF value is 1.367, which is also accordance with recommend value with cut off value ≤ 2.00 . For the RMSEA value is 0.053 which can be said good because according to the recommended value ≤ 0.08 . The results of the TLI value 0.920 and the CFI value 0.926 are in accordance with the recommended values because it is higher that cut off value ≥ 0.90 . The GFI, AGFI, and NFI value are 0.830, 0.804, and 0.832 is less than cut off value ≥ 0.90 , but it can be said to be marginal because it is close to the recommended value. Finally, for the PNFI and PGFI value are 0.766 and 0.719 which is in accordance with the recommended value. So that the Goodness of Fit Index for the Full Model of this study can be concluded to have a good model.

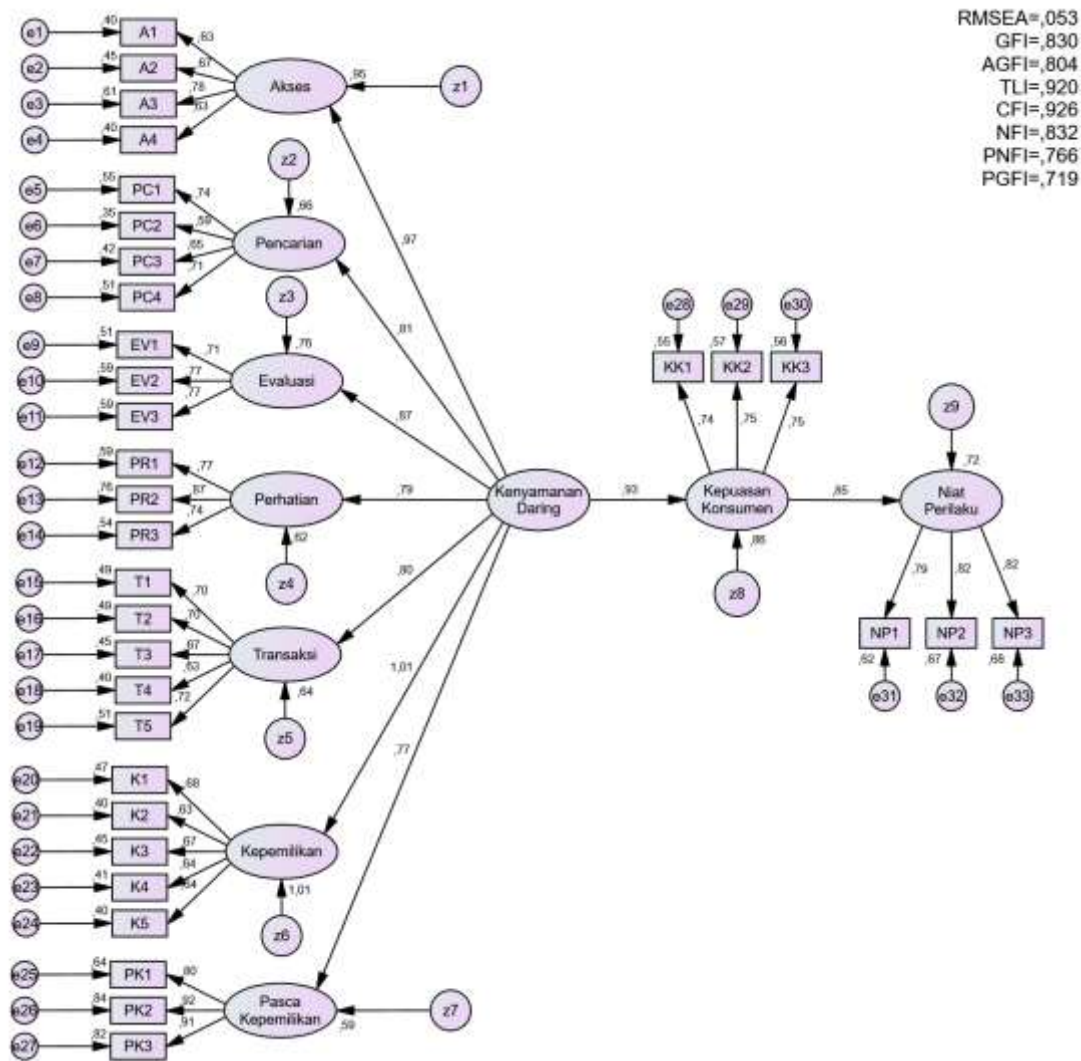


Figure 2. Graphical Result

From fig. 2, the model has estimated shows a direct influence between dimension access, search, evaluation, attention, transactions, possession, and post-possession toward perceived online convenience, also direct effect between perceived online convenience to customer satisfaction, and the direct effect of customer satisfaction to behavioral intention. Hypothesis testing is done by looking at Critical Ratio or $C.R. \geq 1.96$ and the value of Probability or $P \leq 0.05$. The C.R. value is obtained by calculating the SE value divided by the Mean value based on the results of the *bootstrapping* while the P value is obtained by reading the P value at *regression weight on bias-corrected percentile-corrected*.

Table 2
Hypothesis Test Result

Hipotesis	H	Esimate	C.R.	P	Keterangan
The better access convenience that is felt by consumers, the better perceived online convenience that is felt by consumers.	H1	0,974	10,114	0,004	Supported
The better search convenience that consumers feel, the better perceived online convenience that is felt by consumers.	H2	0,810	10,088	0,003	Supported
The better evaluation convenience that is felt by consumers, the better perceived online convenience that is felt by consumers.	H3	0,873	10,000	0,005	Supported
The better attentiveness convenience that consumers feel, the better perceived online convenience that is felt by consumers.	H4	0,786	10,111	0,004	Supported
The better transaction convenience perceived by consumers, the better perceived online convenience that is felt by consumers.	H5	0,797	8,065	0,006	Supported
The better the possession convenience felt by consumers, the better perceived online convenience that is felt by consumers.	H6	1,005	10,681	0,003	Supported
The better post-possession convenience felt by the consumer, the better perceived online convenience that is felt by consumers.	H7	0,768	10,000	0,005	Supported
Perceived online convenience has a positive effect on online customer satisfaction.	H8	0,927	13,233	0,004	Supported
Online customer satisfaction has a positive effect on behavioral intention.	H9	0,850	11,112	0,007	Supported

The model path coefficients of the SEM analysis are presented in Table 2 and it can be seen that all hypotheses present statistically significant values so that all hypotheses can be accepted. The paths analysis indicates that Possession (H6) and Access (H1) are the most important dimensions of perceived online convenience in online shopping. Post-possession (H7) are the dimensions that influence online convenience the least. Moreover, the greater other dimensions such as Search (H2), Evaluation (H3), Attentiveness (H4), and Transaction

(H5), will provide the greater effect for perceived overall online convenience. According to the hypothesis, as expected that perceived online convenience has a significant positive effect on online customer satisfaction (H8), and online customer satisfaction has a positive impact on behavioral intention (H9). Also, the result shows that perceived online convenience indirectly has a positive effect on the behavioral intention at 0.788.

Conclusions

Based on the results of the analysis carried out in this study, the conclusions on testing of the dimensions of perceived online convenience and consumer satisfaction with consumer behavioral intention confirms a positive correlation. This is proven if an online shopping store well committed to providing aspects related to access, search, evaluation, attention, transactions, possession and post-possession it will encourage the convenience that consumers feel when doing online shopping activities. The higher the online convenience that consumers feel will automatically affect customer satisfaction in online stores. With the satisfaction that consumers feel about an online shopping store, this will have a positive impact on their behavioral intention. In addition, this study also concludes that possession is the strongest dimension of perceived online convenience in Indonesia, which is proven to have a major influence on consumer satisfaction and behavioral intention when shopping online.

Furthermore, this study also has limitations. Some of these limitations can become a concern in order to produce the development of better research schemes in the future. The limitations of this research are the distribution of respondents who have not covered all ages of online shopping users in Indonesia. In addition, this research only focused on online retail which provides a wide selection of goods. Finally, this study only aims to analyze the effect of perceived comfort and satisfaction on behavioral intention. Therefore, examining the factors that might influence behavioral intention itself beyond the perceived online convenience and satisfaction of consumers has not been further investigated.

To answer the limitations outlined above, this research also provides some suggestions for future research. In future research, it should pay more attention to the target respondents so that they are spread well. The future research could also compare perceived online convenience according to their age, gender or status which could expand the variety of future studies. To provide an update on the topic of perceived online convenience, further research is expected to be able to review different objects such as online shops that focus on hospitality products or online transportation services. And finally, future research needs to examine other variables that might influence consumer behavior intention towards their loyalty to a company.

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