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HOW EASE OF USE, USEFULNESS TOWARD ATTITUDE OF SHOPPING AT ONLINE RETAIL.

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Abstract: This study aims to analyze the relationship between ease of use and usefulness of shopping decisions at online retail. This study uses a sampling quota sampling technique with a survey method with a total sample of 90 respondents from the city of Jakarta with the criteria of respondents aged over 17 years and have made a purchase of fashion products online. The results of the study stated that ease of use and usefulness influence consumer attitudes. the results of this study can be a reference for further research.

Keywords: Ease of use, Usefulness, Attitude. Online

INTRODUCTION

Introduced as a new breakthrough, internet technology has developed rapidly and is changing the current shopping behavior of consumers by shopping at retail online (Suleman, 2018). This is a greater challenge regarding behavioral change that previously only chose shopping places between franchise and non-franchise stores (Suleman, Sutawidjaya, & Kurniadi, 2018). It can be said that online retail offers more advantages as a place to shop, especially in fashion products (Suleman, Zuniarti, & Sabil, 2019). Marketing today is more complex than in previous eras (Philip Kotler, Kartajaya, & Huan, 2017). This cannot be separated from how the internet is currently a bridge for hundreds of consumers with computer media (Laudon, Kenneth C; Laudon, 2012). Online retail marketing has become new in the current era (Suleman, Zuniarti, Marginingsih, et al., 2019), but the condition complements the existing offline retail by serving different generation segments. The current generation differences make the presence of online retail as a new necessity for shopping in

an era. Now it can be said that today is a transition from the traditional era to the digital era (Philip; Kotler, Kartajaya, & Setiawan, 2017). This so-called online retail shopping is a place where the transaction process of buying and selling goods and services, or moving and or data through the internet (Julianti, 2017). The new era in online retailing is a more challenging competition where buyers can discriminate between sellers by making price comparisons very quickly between various sellers and consumers now is the determinant of the price of an item (Philip Kotler & Keller, 2012).

Online retail comes as an answer to the activities of consumers who want more flexibility in making purchases of ease of use is one of the factors that is the advantage of online retailing (Suleman, Ali, Nusraningrum, & Ali, 2019) where transactions can be done anywhere and anytime according with the time and place of the consumer. As its development online retailers understand very well that ease of use is something that is sold apart from the product itself when compared to offline retail. This marketing is called online marketing where marketers are currently trying to get customers in this distribution channel (Philip Kotler & Gary Armstrong, 2016). Online retail marketing is the new marketing at this time that producers must pay attention to because there are consumers who enter through this channel.

Changes in this way of shopping that involves technology is a new thing by some consumers by seeing and weighing the advantages and disadvantages of a new technology that changes the way shopping. Usefulness is a factor that influences changes in consumer behavior towards the presence of new technologies that create online retail (Suleman, Ali, Nusraningrum, et al., 2019). Usefulness where consumers will see how the benefits derived from a choice of where to shop. Every shopping place has an advantage, it can't be denied, but the question is how useful online retail is in which parts can change consumer attitudes towards online retail. consumers in online retail will compare this new way of shopping by thinking about the money they have sent that will not just disappear but will later get a reply product that consumers want in accordance with what is shown and explained at the intended online retail store ((Aribowo, D., Nugroho, 2013) Usefulness is an important part in choosing an old shopping place to a new shopping place.

Attitude is an internal part of the consumer side that can be formed by two things ease of use and usefulness (Indarsin & Ali, 2017) here consumers can be influenced how to choose where to shop. This attitude can not be intervened by outsiders who are found by consumers' thoughts towards a shopping place (Fishbein, M., Ajzen, 1975). Attitudes are important to be studied before consumer decisions because this is a gateway before consumers make a buying decision (Suleman, Zuniarti, Setyaningsih, et al., 2019).

PURPOSED OF THE STUDY

This study aims to examine how the influence of ease of use and usefulness variables on consumer attitudes to choose fashion shopping detailed online. It has been mentioned that the theory of TAM (Technology Acceptance Model) (Awa, Hart Okorie; Ojiabo, Ojiabo Ukoha; Emecheta, 2015) contains two supporting variables including ease of use and usefulness of

attitudes. And strengthened by research (Suleman, Zuniarti, Setyaningsih, et al., 2019) which shows the same empirical test results. Therefore this theory becomes a patent theory which has been investigated by many researchers who concludes the results that both of these variables affect consumer attitudes. On this basis the researchers propose the following hypothesis:

H1: There is an influence between Ease of use and consumer attitudes online shopping

H2: There is an influence between the usefulness and the attitude of consumers shopping online

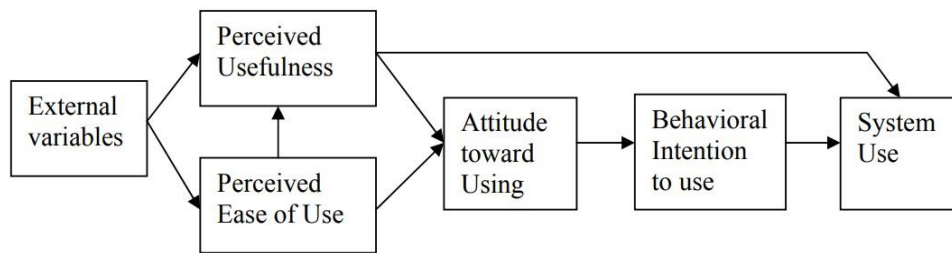


Figure 1. Technology Acceptance Model (TAM).

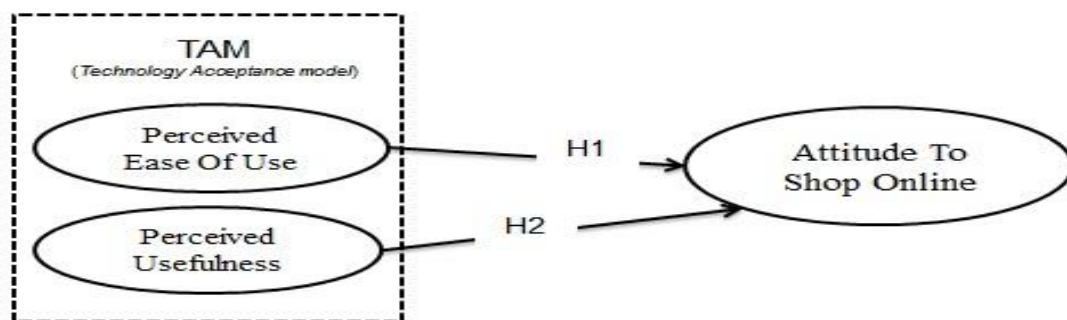


Figure 2. Research Framework

METHODOLOGY

This research was conducted using the population of consumers who have shopped fashion products at online retail, because this saw a large population and the number is unknown. Then the researchers took a sample using non-probability sampling techniques precisely with quota sampling using the provisions of the number of samples to be taken as many as 90 samples. This amount is determined by calculating the number of samples is 5x the number of indicators in this study (Ferdinand, 2014). The Results Survey of 120 respondents for the data collection process in this study. However, only the questionnaire responses returned fulfilled the quota of 90 respondents who filled out completely and were received at the end of the data collection period. The analytical tool in this study uses SEM (Structural Equation Modeling) with AMOS analysis tool version 23.

RESULT

The first test in SEM AMOS is a measurement test in which to see the validity and reliability of the construct of the test results in this study showed that of the 3 variables used with 18 indicators in this study all found to be valid and reliable. With a range of 75% of the total variance described, and loading of items ranging from .79 to 1.8. Cronbach's alphas range from 0.85 to 0.92. Subsequent tests on the output results of the overall testing or confirmatory factor analysis (CFA) of the models in this study can be concluded to be entered at the level of sufficient test criteria for the Absolute fit Model, the incremental fit model and the Parsimonious Fit Model, ($\chi^2 / df = 1.361$, $p < .001$, RMSEA = .064, CFI = .957, and GFI = .822). in structural testing or path analysis used to test hypothesized relationships. The results show that both hypotheses are acceptable where there is an influential relationship between (H1) ease of use of online retail shopping and consumer attitudes. For (H2) usefulness also turns out to have an effect on consumer attitudes

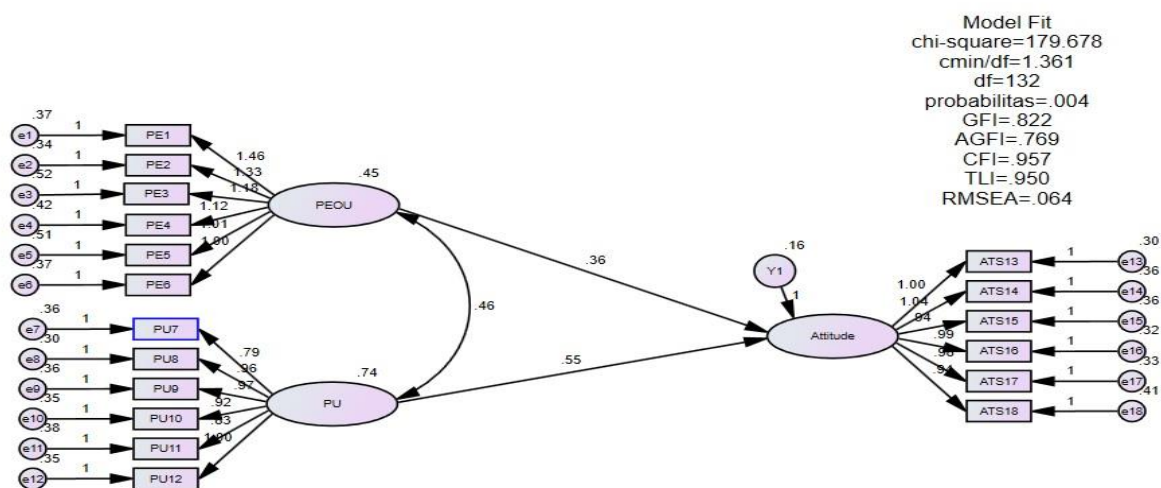


Figure 3. Output SEM AMOS

CONCLUSION

The conclusion obtained from this study is that first about ease of use it has indeed been proven that there are ways to work or shop better that can be done easily, so there consumers will move on to new ways. Of course in this case it can be said that online retailing has the ease of use of offline retailing which makes it acceptable and can start replacing offline retailing at this time. Usefulness also turns out to be an important part in terms of how a new shopping place can have this advantage, so changes in consumer behaviour can occur later beginning with a good and positive attitude towards a shopping place, and therefore naturally a good provision for consumer decisions later. Attitude is proven to be influenced by ease of use and usefulness. This is a reinforcement of previous studies relating to the use of these two variables. Therefore, marketers can make this as a reference that a shopping place that will be the choice of consumers is certainly expected to have both this in order to become a consumer choice later.

IMPLICATIONS AND FUTURE RESEARCH

The results of this study can provide an overview and major implications for online retail fashion entrepreneurs in particular and fashion marketers who have products to sell at online retailers to see how consumers judge that to be able to choose shopping at an online retail then an online retail is expected to have an ease factor of use for ordinary people who are still learning or adapting to technology even though it is expected to be able to make online retail transactions. Increased usefulness for online retailing is also important because consumers always weigh the advantages and disadvantages so that in this case online retailers are indirectly competing with offline retail to attract consumers to shop at their place.

Further studies can add other variables of risk and trust that influence consumer attitudes (Suleman, Zuniarti, & Sabil, 2019) (Indarsin & Ali, 2017) and expand the area of respondents by dividing them into sub-urban and urban areas so that they can fully describe each type of consumer looked at shopping at online retail.

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