The Influence Analysis of Product Perception, Shopping Experience and Customer Service towards consumer decision on online shopping

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THE ANALYSIS INFLUENCE OF ONLINE SHOPPING ON CONSUMER DECISION AND BEHAVIORS ON INTERNET SHOPPING

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Jakarta, 25 June 2009

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Thesis

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ABSTRACT

Information technology during the 1990s has become a major contribution to increase productivity in a company. This requires each corporations and businesses competing to take advantage of technological superiority information to improve their bargaining position and the quality of service. Use information technology in the process of creating ideas, communicate, and send values to consumers as well as maintaining relationships with customers by a company called E-marketing. Companies can run their businesses to offer and sell their products and consumers can find information about a product that they want to require internet media. Internet can provide facilities for the marketers in order to save production costs, which the company eventually could sell their products with lower prices and provide a high enough value to consumers. And consumers on the other hand also can easily find information about a product they want and obtained the desired goods and transact with sellers only by opening the vendor’s website. With so many advantages that can be obtained by online shopping, it is expected that the today’s consumers can change the attitude and behavior intention to seek information and make purchases via internet (online shopping). This research is about analysis influence of online shopping on consumer decision and behaviors on internet shopping. The research identify on two variables which are independent and dependent variable. Independent variables are product perception (X1), shopping experience (X2) and customer service (X3). For dependent variable is the influence of consumer decision on online shopping (Y). In gaining data, researcher took 100 internet users as sample as it chosen by the researcher randomly. The result of research has been gained, based on coefficient determination about .316 and adjusted coefficient determination about .291 it was concluded that product perception (X1), shopping experience (X2) and customer service (X3) effect approximately 29.1% on dependent variable and the rest of it about 70.9% explained by unknown factors which is excluding on this research and out of this regression analysis.

PREFACE

Alhamdulillahirabbil’alamin, In the name of Allah, the beneficent, the most merciful. All praises be to him, the lord of the World, as benefits His glory and the greatness of His Power. I am grateful to Him for the blessings bestowed upon me, and for honoring me with His aid in finishing this thesis in order to fulfill one of the requirement program in order to graduate as a bachelor of economy, on the topic I have chooses on “The Influence Analysis of product perception, shopping experience and customer service towards consumer decision on online shopping. Where the thesis has been well-made and can be easily understandable as what I have been expected. It’s a matter for me to bring out this thesis.

In this Opportunity I would like to thank for those who has been helping me in doing this thesis from the beginning until the end of the implementation of this thesis, they are:

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I realized that perfection is own by Allah and human being is just be able to endeavor. This report has been made according to my effort and knowledge which is still not end up till here, where I’m still keep on learning further more on how it supposedly be made. Hopefully this report can be useful for the next generations.

Jakarta, 13 March 2010

Annisa Indah Fitriana
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CHAPTER I
INTRODUCTION

A. Background

Today, internet is a public, cooperative, and self-sustaining facility accessible to hundreds of millions of people worldwide. This research focuses on various factors influencing consumer decision on purchase online which has been found the most relevant behavioral characteristics of online consumers. The data were collected from a sample consisting of young adults with familiarity of computer use, online shopping experience and people who have lot of activities until make them don’t have much time to shopping in department store. Findings indicate that young adults with a history of e-commerce purchasing experience have a more positive attitude towards online buying than do young adults without e-commerce purchasing experience.

Marketers have identified many factors that influence a consumer’s purchase decision and online buying behavior (Jarvenpaa & Todd, 2006:20). Jarvenpaa and Todd (2006) classify these factors into four clusters of purchase perceptions that influence a consumer’s purchase decision. These clusters of purchase perceptions are: product understanding, shopping experience, and customer service.

Product understanding, often called product perception, serves as the primary determinant of where consumers choose to shop (Cronin,2007: 15). Price, product quality, and product variety are the most influential product perceptions cited in the literature (Arnold, Handelman, & Tiger, 2006: 23). Shopping experience is the second cluster of
determinants and includes the attributes of time, convenience and product availability, effort, lifestyle compatibility and playfulness or enjoyment of the shopping process (Capella, & Taylor, 2001: 45). Customer service, the third cluster that influences purchase decisions, includes vendor responsiveness, assurance, and reliability.

A structural equation model was employed to test hypotheses. According to the findings, utilitarian value of Internet information search, value of Internet information search, perceived benefits of Internet shopping, perceived risk of Internet shopping, and Internet purchase experience predicted the influence of consumer decision making and behavior on online shopping well.

Due to the rapid growth of the internet and its use as a channel for shopping, today’s consumers are able to shop from anywhere at any time with just a few clicks of their fingers. The development of the Internet has strongly impacted the worldwide marketing environment. The Internet has also generated beginning to develop e-commerce web sites as well. A variety of Internet-based technologies are offered to customers regularly, but only the customers can determine which of those technologies will be accepted (Hsu, 2007:5). With the development of the Internet and the increase of online shopping, e-business has become a trendy way for consumers and/or companies to trade over the Internet. Therefore, the success of e-business depends on knowing one’s customers. The U.S. Commerce Department announced that Internet retail sales in the United States rose by a seasonally adjusted 5.7 percent in the third quarter of 2006 (2006, November 24). Forrester research predicts that online retailing will reach $12.8 trillion by 2007 (Hsu, 2007:5). By 2010, online sales are expected to contribute $316 billion in retail sales (Sullivan, 2006:10). This trend is indeed becoming global in nature. In Europe, home to many of the world’s high
fashion cities, online commerce has been eagerly embraced and consumers use the Web to buy fashion goods online (Paderni, 2006:20). Of the 40 million customers who make up the online fashion shopper contingent, most are young, higher income females who used the web extensively (Paderni, 2006:20).

A unique characteristic of online shopping environments is that they allow vendors to create retail interfaces with highly interactive features. One desirable form of interactivity from a consumer perspective is the implementation of sophisticated tools to assist shoppers in their purchase decisions by customizing the electronic shopping environment to their individual preferences. The availability of such tools, which we refer to as interactive decision aids for consumers, may lead to a transformation of the way in which shoppers search for product information and make purchase decisions.

From a marketing perspective, this has manifested itself primarily in two ways: (1) a drastic increase in the number of companies that seek to use the WWW to communicate with (potential) customers and (2) the rapid adoption of the WWW by broad consumer segments for a variety of purposes, including pre-purchase information search and online shopping. The combination of these two developments provides a basis for substantial growth in the commercial use of interactive media. Marketers have identified many factors that influence a consumer’s purchase decision and online buying behavior. Classify these factors into four. While it has been hypothesized that consumers’ shopping behavior in online stores may be fundamentally different from that in traditional retail settings, Consumer Decision Making in Online Shopping Environments theorizing about the nature of these differences has been sparse. We propose that consumer behavior in an online shopping environment is determined largely by the degree and type of machine interactivity that is implemented in such a setting.
Specifically, we hypothesize that the way in which consumers search for product information and make purchase decisions is a function of the particular interactive tools available in an online shopping environment.

Online shopping has been a growing phenomenon in all four corners of the world, in particular amongst countries possessing highly developed infrastructure available for marketing activities through the internet. Today, internet is not only a networking media, but also a global means of transaction for consumers. Internet usage has grown rapidly over the past years and it has become a common means for information transfer, services and trade.

Nowadays, internet was quite familiar for most people in the world. The increasing of internet users attract vendor to sell and promote their product through internet marketing because more effective and efficient. Advertising through internet could reduce cost for advertising, because they don’t need spend lot of money for advertise such as advertise in magazine, newspaper and so on. The social network sites trends become opportunities for the seller or vendor, because these sites not only for communicate or acquainted with other people with create biodata profile but also could be media to promote their product easily, and cheaply. They can directly communicate to consumer, with feedback communication seller know what consumer needs. The social network sites such facebook, twitter, frindster have been attracted people interest in the world, which is seen from the increase the number of users of social network sites.

Online shopping, different from traditional shopping, has a unique feature of uncertainty, anonymity, and lack of control and potential opportunism. For example, on-line consumers are required to share personal detail (such as mailing address, telephone number), financial information (such as credit card numbers), and suffer from the risk of products or
services not matching the description on the website, and the risk of damage during the delivery process, etc. There seems little assurance that customers will receive the products or services comparable to the ones they ordered according to the description and image on the computer screen. Customers also do not know how the retailer will deal with the personal information collected during the shopping process. Therefore, trust is an important factor in the buyer-seller relationships in electronic commerce. Trust is also one of the most frequently cited reasons for consumers not willing to purchase online and plays a critical role in facilitating online transactions.

B. Problem Identification

Specific objective is looking to some problems:

1. Is there any partially influence of product perception, shopping experience and customer service in order to form a consumer decision on online shopping?
2. Is there any simultaneously influence of product perception, shopping experience and customer service in order to form a consumer decision on online shopping?

C. Purpose of Study and the Use of Study

1. Purpose of Research
   a. The Purpose in this research are to identify model of how the consumers decision on online shopping, analyze and describes the characteristics and behavior of consumers on the online shopping, and
b. analyze frequency of consumer in the using online shopping.

2. The Use of Study

a. For the researcher, to increase knowledge, especially knowledge about the activity consumer in choosing online shopping. Also as the form of the implementation on the theory and knowledge those were received in the studying process.

b. For the student and the academic, as the addition of the scientific reading material to become one of the sources of knowledge towards the subject consumer behavior, especially concerning the application consumer preference.

c. For vendor on online shopping

   To be consider on improving the service of online shopping to customer.
 CHAPTER 2

Literature Review

A. Ecommerce definition and concept

Electronic Commerce, commonly known as (electronic marketing) e-commerce or eCommerce, consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks which transactions or terms of sale are performed electronically (Reif, 2003:57). Electronic commerce that is conducted between businesses is referred to as business-to-business or B2B. Electronic commerce that is conducted between businesses and consumers, on the other hand, is referred to as business-to-consumer or B2C. Three primary processes are enhanced in e-commerce:

1. Production processes, which include procurement, ordering and replenishment of stocks, processing of payments, electronic links with suppliers and production control processes, among others

2. Customer-focused processes, which include promotional and marketing efforts, selling over the Internet, processing of customers’ purchase orders and payments, and customer support, among others; and
3. *Internal management processes*, which include employee services, training, internal information-sharing, video-conferencing, and recruiting. Electronic applications enhance information flow between production and sales forces to improve sales force productivity. Workgroup communications and electronic publishing of internal business information are likewise made more efficient.

This is the type of electronic commerce conducted by companies such as Amazon.com. In e-commerce concept, information and communications technology (ICT) is used in inter business or inter organizational transactions (transactions between and among organizations/firms) and in business to consumer (B2B) transactions (transactions between firms/organizations and individuals).

1. **Types of Ecommerce**

There are four types transaction in Ecommerce

a. **Business to Business (B2B)**

   B2B e-commerce is simply defined as e-commerce between companies. This is the type of e-commerce that deals with relationships between and among businesses. Most B2B ecommerce applications are in the areas of supplier management (especially purchase order processing), inventory management, distribution management (especially in the transmission of shipping documents), channel management (i.e., information dissemination on changes in operational conditions), and payment management (Paderni, 2006:15). In B2B markets, buyers and sellers are gathered together into a single online trading community, reducing search costs even further.
b. Business to Consumer (B2C)

Business-to-consumer (B2C) describes activities of businesses serving end consumers with products and/or services. A transaction that occurs between a company and a consumer opposed to a transaction between companies (called B2B). The term may also describe a company that provides goods or services for consumers.

Business-to-consumer e-commerce, or commerce between companies and consumers, involves customers gathering information, purchasing physical goods (i.e., tangibles such as books or consumers products) or information goods (or goods of electronic material or digitized content, such as software, or e-books); and, for information goods, receiving products over an electronic network (Paderni, 2006:18).

c. Consumer to Consumer (C2C)

Consumer-to-consumer e-commerce or C2C is simply commerce between private individuals or consumers. This type of e-commerce is characterized by the growth of electronic marketplaces and online auctions, particularly in vertical industries where firms/businesses can bid for what they want from among multiple suppliers. Consumer to Consumer (C2C) involves the electronically-facilitated transactions between consumers through some third party. A common example is the online auction, in which a consumer posts an item for sale and other consumers bid to purchase it; the third party generally charges a flat fee or
commission. The sites are only intermediaries, just there to match consumers. They do not have to check quality of the products being offered. This type of e-commerce is expected to increase in the future because it cuts out the costs of using another company. The C2C Concept is based on the idea that anyone can click on a product on a website, but it doesn't really matter until and unless they put it in their shopping cart and purchase it. In other words, strictly focusing on just getting people to a website doesn't help unless they actually buy something from a website (Paderni, 2006:22).

d. Consumer to Business (C2B)

Consumer-to-business (C2B) is an electronic commerce business model in which consumers (individuals) offer products and services to companies and the companies pay them. This business model is a complete reversal of traditional business model where companies offer goods and services to consumers (business-to-consumer = B2C).

Concept of C2B trading is rare in practice. In theory any individual can seek to sell products or services to a business. However, if that individual does so with any frequency, or seeks to make a profit from it, they would be deemed to be a business themselves making the transaction B2B. Another facet to the C2B model that makes use of the e-marketplace is that of the customer posting a message on a web site that invites businesses to bid on products or services that the consumer needs (Paderni, 2006:25)
**B. Marketing Concept**

Marketing is an integrated communications-based process through which individuals and communities discover that existing and newly identified needs and wants may be satisfied by the products and services of others (Philip, 2000). Marketing be able to managing profitable customer relationships. The marketing concept is the philosophy that firms should analyze the needs of their customers and then make decisions to satisfy those needs, better than the competition.

In 1776 in *The Wealth of Nations*, Adam Smith wrote that the needs of producers should be considered only with regard to meeting the needs of consumers. While this philosophy is consistent with the marketing concept, it would not be adopted widely until nearly 200 years later.

The *production concept* prevailed from the time of the industrial revolution until the early 1920's. The production concept was the idea that a firm should focus on those products that it could produce most efficiently and that the creation of a supply of low-cost products would in and of itself creates the demand for the products.

The sales concept by the early 1930's however, mass production had become common place, competition had increased, and there was little unfulfilled demand. Around this time, firms began to practice the sales concept (or selling concept), under which companies not only would produce the products, but also would try to convince customers to buy them through advertising and personal selling.

The marketing concept relies upon marketing research to define market segments, their size, and their needs. To satisfy those needs, the marketing team makes decisions about the controllable parameters of the *marketing mix*. 
C. Consumer Decision Making

Consumer decision process is the decision making processes undertaken by consumers in regard to a potential market transaction before, during, and after the purchase of a product or service (Morin, 2002:6). More generally, decision making is the cognitive process of selecting a course of action from among multiple alternatives.

According to Morin in generally there are three ways of analyzing consumer buying decisions. They are:

- Economic models - These models are largely quantitative and are based on the assumptions of rationality and near perfect knowledge. The consumer is seen to maximize their utility. See consumer theory. Game theory can also be used in some circumstances.

- Psychological models - These models concentrate on psychological and cognitive processes such as motivation and need recognition. They are qualitative rather than quantitative and build on sociological factors like cultural influences and family influences.

- Consumer behavior models - These are practical models used by marketers. They typically blend both economic and psychological models.
D. Models of Buyer Decision Making

There are five general models of buyer decision making process that are problem recognition, gathering information, alternative education, purchase decision, and Post-purchase behavior/buyer's remorse (cognitive dissonance) (Howard, 2003:8). According to Howard there are a range of alternative models, which most directly links to the steps in the marketing/promotional process is often seen as the most generally useful those are:

- **Awareness** - before anything else can happen the potential customers must become aware that the product or service exists. Thus, the first task must be to gain the attention of the target audience. All the different models are, predictably, agreed on this first step. If the audience never hears the message, they will not act on it, no matter how powerful it is.

- **Interest** - but it is not sufficient to grab their attention. The message must interest them and persuade them that the product or service is relevant to their needs. The content of the message(s) must therefore be meaningful and clearly relevant to that target audience's needs, and this is where marketing research can come into its own.

- **Understanding** - once an interest is established, the prospective customer must be able to appreciate how well the offering may meet his or her needs, again as revealed by the marketing research. This may be no small achievement where the copywriter has just fifty words, or ten seconds, to convey everything there is to say about it.

- **Attitudes** - but the message must go even further; to persuade the reader to adopt a sufficiently positive attitude towards the product or service that he or she will purchase
it, albeit as a trial. There is no adequate way of describing how this may be achieved. It is simply down to the magic of the copywriter's art, or based on the strength of the product or services itself.

- *Purchase* - all the above stages might happen in a few minutes while the reader is considering the advertisement; in the comfort of his or her favorite armchair. The final buying decision, on the other hand, may take place some time later; perhaps weeks later, when the prospective buyer actually tries to find a shop which stocks the product.

- *Repeat Purchase* - but in most cases this first purchase is best viewed as just a trial purchase. Only if the experience is a success for the customer will it be turned into repeat purchases. These repeats, not the single purchase which is the focus of most models, are where the vendors focus should be, for these are where the profits are generated.

As the Internet grows to become one of the most abundant sources for consumer information, consumers’ use of the Internet for information search and their choice of channel (traditional “offline” store vs. Internet) for the final purchase have raised potential research questions in the marketing field.
There are various factors affecting intention to search online:

1. Utilitarian value of online information search

   The utilitarian value of online information search involves the external motive of consumers to use the Internet instrumentally as a source of problem solving. This type of value is usually linked to speed, efficiency, and ease to problem solving through the help of net navigation.

   Hammond et al.(2007) suggest that novice Web users tend to appreciate the Web’s informational value more than its entertainment value, compared to more experienced Web users. Lin(1999) proposes that the motives which drive the use of online services media such as the Internet are different than those of the use of traditional media for instance TV, the former emphasizing entertainment, pastime, compilation of information rather than formation of community and problem solving.

   Yoo and Chung(2002) describes the motives of consumers who shop via the Internet as either being utilitarian or hedonic. Of the two, the utilitarian value is referred in relation to searching for information that leads to product purchase. This task-related aspect of information search includes comparing prices and products, consulting with employees, and final purchase. The utilitarian value also includes the effort to search for information that enhances the knowledge of the product the consumer has interest in or is most likely to purchase in the near future.
2. Hedonic value of online information search

It has been acknowledged that consumers use different strategies while exploring a shopping environment depending upon the purpose or task of a particular shopping trip (Hirschman and Holbrook 2003). Hirschman (1999) introduced the notion that some consumers seek cognitive or informational stimulation, while others seek sensory stimulation in the consumption experience. Similarly, Babin, Darden and Griffin (2004) and Baumgartner and Steenkamp (2006) assert the importance to evaluate shopping as an experience in addition to its utilitarian outcomes (i.e. the goods or services acquired).

Look into these values from an online-based perspective. If the purpose of a shopping trip is to locate a particular item, the search process tends to be of a utilitarian or problem solving nature. If the main purpose of the trip is more fun oriented, then the search strategy involves more hedonic or experiential behavior. The hedonic value of online information search is associated with the fun and enjoyment of the online search process. The flow construct in the studies of Novak, Hoffman, and Duhachek (2003) and Novak et al.

The hedonic value of shopping is not driven by the objective to purchase, but by the consumer’s more personal motives to visit a website for entertainment and emotional satisfaction (i.e., killing time, evaluating websites, participating in online promotional activities). Although online consumers are mainly motivated either by desires for utilitarian value or by ones for hedonic value, we can conclude that Web
users are most likely to search online for information when they perceive to obtain these values via the Internet.

3. Perceived benefits of Internet shopping

The perceived benefits of shopping via the Internet, for the most part, can be represented by convenience, economical efficiency, and entertainment. The supply of online product information, acceptance of online orders, and convenience of front door delivery have made reduction in time or mobility costs possible, as well as an offering of a variety of product without the worry of stock or storage issues, leaving Internet shopping with competitive advantage over traditional retail shopping. Consumers are not only free to search for product information, but also free to compare information between competing manufacturers. As for the entertainment of Internet shopping, many online shoppers reportedly enjoy the search for new products or new product information, and/or find pleasure in participating in various activities provided by online shopping mall websites. Much of this benefit of Internet shopping has been discussed earlier in connection with the hedonic value of Internet information searching.

4. Perceived risk of Internet shopping

Meanwhile, as is the case of any other purchase decision making situation, Internet shopping accompanies a sense of uncertainty among consumers. The risks consumers perceive while shopping online include financial risk (i.e. fear of the economic loss in the result of purchase), social risk (i.e. fear of social rejection against the online-purchased product), performance risk (i.e. fear of the performance
failure of an online-purchased product), personal risk (i.e. uncertainty of the stability of the online shopping process), and privacy risk (i.e. fear of the exposure of personal information).

Previous research conducted by Miyazaki and Fernandez (2001), shows a negative relationship between perceived risk of Internet shopping and purchase rate. The first prediction in consumer behavior literature in regards of perceived risk (Bauer 2001: 28) states that consumers make purchase decisions that minimize perceived risk in the relevant situation.

5. Online purchase experience

In line with the work by Shim et al.(2001: 42) found that previous experience with Internet shopping is a good predictor of online search behavior. It has been also established through past studies that prior online purchase experience may also have a direct effect on online purchase intentions (e.g., Shim et al. 2001; Weber & Roehl 1999: 32). That is, prior Internet purchase experience may both have a direct and indirect (through online information search intentions) impact on online purchase intentions.

E. Interactive Decisions for Online Shopping

The technology available for implementing machine interactivity in online shopping environments has the potential to provide consumers with unparalleled opportunities to locate and compare product offerings (Alba et al. 1997: 38). Such capabilities are particularly valuable given that online stores cannot offer physical contact with products, do not allow face to face interaction with a salesperson, and may offer a very large number of alternatives due to
their virtually infinite “shelfspace,” i.e., the lack of physical constraints with respect to product display.

Interactive decision aids that may be of use to consumers who wish to shop online include a wide variety of software tools, ranging from general-purpose search engines to sophisticated agent-mediated electronic commerce systems (e.g., compare.net; www.jango.com). A common classification of interactive shopping agents is based on whether a tool is designed to help a consumer determine (1) what to buy or (2) who to buy from. These two tasks may be referred to as product brokering and merchant brokering, respectively (see Guttman et al. 1998). For the purpose of this paper, we confine our attention to the former. Among tools for product brokering, a distinction can be made between decision aids that operate within a particular merchant’s online store and ones that operate across merchants.

A well-known phenomenon regarding decision making in complex environments is that individuals are often unable to evaluate all available alternatives in great depth prior to making a choice. Instead, they tend to use two-stage processes to reach their decisions, where the depth of information processing varies by stage (Payne et al. 2008). In the context of purchase decision making, a typical two-stage process may give details of as follows: First, the consumer screens a large set of relevant products, without examining any of them in great depth, and identifies a part that includes the most promising alternatives. Subsequently, they evaluate the latter in more depth, perform comparisons across products on important attributes, and make a purchase decision. Given the different tasks to be performed in the course of such two-stage purchase decision processes, interactive tools that provide support to consumers in the following two respects seem particularly valuable:
1. The initial screening of available products to determine which ones are worth considering further and
2. The in-depth comparison of selected products before making the actual purchase decision.

F. Product Perception

The three most influential purchase perception factors cited in the literature are the perceptions of price, product quality, and product variety. Price is defined as the total monetary cost to the consumer for the purchase (Yan Zhi, 2001:3). Pricing perceptions are important since new pricing strategies are being applied to goods and services sold over the Internet. Dynamic pricing, defined as a pricing strategy where prices change over time, across consumers, or across product bundles can easily be executed on the internet. This pricing strategy contrasts with conventional retail channels where pricing changes are traditionally performed over the course of weeks or months (Yan Zhi 2001:5).

Yan Zhi defined the product quality as those distinguishing characteristics or traits inherent in the product or service that differentiate it from competitive product or service offerings. Quality of a product is one of a shape that according to the fitness for use. Quality is the effort of a product and service that can satisfy the needs and wants from consumers.

According to the connection with customer satisfaction, quality can be seen from two components, i.e:

1. Quality of Design, which connects with product features and the influence towards the market.
2. Quality of conformance, which connected with the product design, also the effort of the producer to put down the scrap of raw materials, rework and complaints of the consumer.

A third factor contributing to product perception is product variety, defined as the assortment of alternative and complementary goods available from the retailer. Product variety is important to shoppers because it provides them with the opportunity to compare, contrast, and select from among multiple potential solutions that meet their needs.

G. Shopping Experience

The shopping experience is a mixture of effort, lifestyle compatibility, fun, and playfulness (Baty & Lee, 2000; Goldsmith, 2007). When engaged in e-commerce purchases over the Internet, effort is primarily a mental activity; shoppers work at their keyboard instead of having to plan for and travel to multiple shopping sites. For e-commerce shopping, the dominant components of effort are ease of use, coupled with the ease of placing and canceling orders. These components may be described in terms of the time required to find and purchase products, the convenience of using the shopping engine or “shopping cart” as part of the purchasing process, and the availability of the desired products (Misra, & Rao, 2000).

The shopping tools must be easy to use and must provide the customer with all of the information necessary to make a purchase decision. If further support is required, such as telephone interaction to answer personal questions, the tools must facilitate this relation and personnel must be available to provide support. Long telephone wait times and the lack of available personnel negatively impact the purchaser’s perceived compatibility of lifestyle. In
addition, lifestyle compatibility may reflect on the consumer’s opinion of those that make e-commerce purchases (Goldsmith & Bridges, 2000).

H. Customer Service

Customer service affects purchase decisions through vendor knowledge, responsiveness and reliability (Baker, Levy, & Grewal, 1992; Gefen, 2002). Vendor knowledge and responsiveness are embodied in the way that the service provider anticipates and responds promptly and effectively to customers’ needs and requests, providing the customer with the knowledge necessary to make a purchase. An example of anticipating customers’ needs occurs when a merchant clearly states which forms of payment are acceptable and goes on to explain the differences in expected delivery times and charges for different delivery options available to the customer.

Reliability occurs when the customer perceives that there is a high probability that the service provider will deliver precisely what is being promised, within the proper time. Internet purchases of tangible goods present unique challenges when compared with traditional ‘brick and mortar’ retail store purchases. Consumers do not have the opportunity to physically inspect goods purchased over the Internet prior to purchasing them (Jarvenpaa & Todd, 2007).

I. Previous Literature Observation

According Thomas W. Dillon found consumer experienced at making e-commerce purchases were also more likely to be influenced by the product perception (quality and price) and by the shopping experience (lifestyle compatibility and enjoyment). Those that had already made an online purchase were less concerned with customer service (vendor knowledge,
responsiveness, reliability, return convenience and policy) or consumer risk issues (form of payment, credit card security, and confidentiality). Specific factors that were more influential to students that have made e-commerce purchases consumer Adoption include the product perception (price and quality), and the positive aspects of the shopping experience (lifestyle compatibility and enjoyment). This finding is consistent with that of Jarvenpaa and Todd (1996-97) who proposed that vendors should emphasize product perception and shopping convenience factors when developing web sites. Experienced online shoppers find the activity to be enjoyable and amenable to their lifestyles. In a similar vein, students who rated themselves as experts in general computer skills were also heavily influenced by the price and/or quality of the product. In summary, this research examined whether the four factors that influence a consumer’s purchase decision in general, as identified by Jarvenpaa and Todd (1996-97), also apply to a specific type of commodity e-commerce purchase. This research finds that they do. This research also demonstrated that e-commerce commodity purchasers were less influenced by four—shopping time, delivery time, physical effort, and item in stock—of Jarvenpaa and Todd’s (1996-97) initial seventeen items contained within the four purchase perception factors. Additionally, this research provides evidence that e-commerce commodity purchasers associate one item (return policy) more closely with customer service than with consumer risk, as was originally proposed by Jarvenpaa and Todd.
J. Theoretical Framework

In the theoretical framework shows there is inter-correlation among the variables between independent variables and dependent variables. Independent variable consists of product perception, shopping experience and customer service. Which these independent variables simultaneously indicate product perception, shopping experience and customer service influence dependent variable consumer decision on online shopping.
K. Hypothesis

The hypothesis of this research is:

1. \( H_0: \) There is no significant between product perceptions toward purchase decision on online shopping.
   
   \( H_a: \) There is significant between product perceptions toward purchase decision on online shopping.

2. \( H_0: \) There is no significant between shopping experiences toward purchase decision on online shopping.
   
   \( H_a: \) There is significant between shopping experiences toward purchase decision on online shopping.

3. \( H_0: \) There is no significant between customer services toward purchase decision on online shopping.
   
   \( H_a: \) There is no significant between customer services toward purchase decision on online shopping.
CHAPTER III
METHODOLOGY

A. Research Scope

The research will be on product perception, shopping experience, and customer service toward the influence of consumer decision on online shopping. This research unknown population which is the customers of online shopping and internet users selected randomly, which are 100 populations that was made as sample the research.

B. Sampling Method

The sample is some of the numbers and the characteristics that were owned by this population (Sugiyono, 2002: 731).

In determining the measurement of the sample, the writer used the Kriyantono opinion that quoted Subiakto (1995: 173) explained “that concerning big sample did not have the certain provisions, that were important this representative but when his population enough, so that facilitated could also with 50%, 25%, or minimal 10% from population”. (2008: 162). So, according to the writer's opinion of the taking sample in this research reached 100 sampling was caused by the population exceeded nominal 1000.
In this research, the writer used the *Convenience sampling technique*. According to Kriyantono (2008: 158)”Choosing this sample was based on the ease of the data that was owned by the population. The free researcher chose anyone the population's member who had the abundant data and easy to be received by the researcher”. The writer used this technique because of could shorten time and limitation of budget.

C. Data Collection Method

The writer in getting the accurate data used several methods that were taken from the location of the research in accordance with the Arikunto opinion (2004:134)”Technique data processing is methods that could be used by the researcher to gather data”.

According to Sugiyono (1999:139) ”if based on the source of data, then the data collection could use the primary and secondary source. The primary source is the data that at once gave the data to the collector of the data, and the data secondary is the source that indirectly gave the data to the collector of the data, like through the other person or saw the document.
Several techniques that the writer did in receiving the data that was needed take the form of:

1. Primary Data

    Getting primary data is inspecting directly the company that became the object of the research, and the technique which researcher use are:

    a. Interview

        Interview is one of the methods of getting the data by asking in the form of verbal communication or the interview in order to gets information from the respondent. In this case the IT management that was needed by his information in supporting the writing of this thesis.

    b. Observation

        Observation is a technique look for or gathered the data with the road to observe and enter directly to the field. Saw obviously the situation and the condition for the company with all the aspects of the activity that was connected with the research. Observation as the technique of the data collection had the specific characteristics when compared with the other technique.
From the data that could be gathered, was analysed, and concluded that was further relevance towards the title that will be discussed.

c. Questionnaire

The questionnaire is the question that must be filled in by the respondent. The aim of the spreading of the questionnaire is to look for information that was complete concerning a problem from the respondent without feeling worried when respondent gave the answer that was not in accordance with the reality in the questionnaire filling.

In this research, the writer used the closed ended question. It is where the respondent is given by the alternative to the answer by the researcher. The respondent was kept choosing the answer that according to him in accordance with reality that is his experienced, usually by giving the X sign or √.

D. Analysis Method

According to Sugiyono (2004:142) “the analysis of the data activity is to group the data was based on the variable from all over the respondent, tabulated the data was based on the variable from all over the respondent, presented the data of each variable that was researched,
carried out the calculation to answer the formulation of the problem and carry out the calculation to test that has given”.

1. Descriptive Analysis

The objectives from this descriptive analysis is to make the formulation or picture factual systematically and real actual fact, behavior and also the relation between phenomena that is looking for (Sugiono1999:112).

The question at first section is using nominal scale. The whole question at second section is measure by likert scale. In this research, writer using 1-5 scale, where 1 represent “strongly disagree” and scale 5 represent “strongly agree”.

Table 3.1

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>SD</td>
<td>D</td>
<td>N</td>
<td>A</td>
<td>SA</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Source: Sugiono : Metode Penelitian Bisnis, 2005, Pg. 87
To examine validity and reliability of the each and every item of the questionnaires, hence the writer needs to do a test on validity and reliability first in order to get the good research result try out must be done towards several respondents first.

a. Reliability Analysis

Reliability according to Singarimbun (2006: 140)” is index that showed how far the gauge implement could be believed”. When a gauge implement was used twice to measure the same sign and results of the grating that was received relatively consistent, then this gauge implement reliable. In other words, reliability showed consistency in a gauge implement inside measured the same sign.

Reliability Test is meant to see how far results of a grating could be believed only if several times the implementation of the grating was against the same subject group received by results that relatively same, for the aspect that is measured the subject did still not change.

To know Reliability test, the researcher used the correlation technique test-retest (the repeated grating technique). The writer will give the questionnaire to the customer that was measured to test-retest.
The Correlation Product Moment formula (Pearson’s Correlation) according to Kriyantono (2008:173):

\[ r = \frac{n(\sum XY) - (\sum X \sum Y)}{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]} \]

Keterangan:

\( r \) = Koefisiensi Korelasi Pearson’s Product Moment

\( n \) = The amount of sample

\( X \) = The raw figure the variable X

\( Y \) = The raw figure the variable Y

\( \sum \) = The total amount

The score of reliability is differentiating on each of every variable to interpret low or high of the reliability instrument, as directive is base on certainty as follows:

**Table 3.2**

**Category High and Low Reliability Instrument**

<table>
<thead>
<tr>
<th>Interval Coefficient</th>
<th>Level of Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 0.200</td>
<td>Very low</td>
</tr>
<tr>
<td>0.200 - 0.399</td>
<td>Low</td>
</tr>
<tr>
<td>0.400 - 0.599</td>
<td>Sufficient</td>
</tr>
<tr>
<td>0.600 - 0.799</td>
<td>High</td>
</tr>
<tr>
<td>0.800 - 1.00</td>
<td>Very High</td>
</tr>
</tbody>
</table>

Source: Sugiono (2005)
b. Validity Test

The validity test was the testing that used to measure legal or valid or not from some questionnaire. Some questionnaire was said valid if the question in questionnaire was able to reveal something that will be measured by that questionnaire (Ghozali, 2006)

The validity test was carried out with compared \( r \) counted (the table of Corrected Item-Total Correlation) with \( r \) the table (the Product Moment table with the significance 5%) to degree of freedom (df) = \( n-2 \), in this case \( n \) was the number sample the research totaling \( n \) the respondent that had \( r \) counted for the value \( df=n-2 \), and some questionnaires was said valid if \( r \) counted > \( r \) the table (Ghozali, 2006)

E. Quantitative analysis

a. Normality Data Test

Normality data test is aim to know data distribution in the variables that is use in research data. Data that is good and also suitable to use in the research is a data which has a normal distribution. Normality data can be seen from various ways, which is by looking at the normal curve of Q-Q Plot. A normal variable is when the diagram of distribution with the dots spreads around the diagonal line, and the spreading of dots data is one same along diagonal line.
b. Assumption Classic Test

Multiple linear regression models can be call as a good model when that model fulfill the normality data and free from statistic classic assumptions whether it is autocorrelation, multicollinearity and heteroskedasticity.

1) Autocorrelation

To examine autocorrelation in certain model is aim to recognize whether there is any correlation between intruder variables ($e_t$) or not in certain period with the previous intruder variable ($e_{t-1}$). The procedure in order to know the test of Durbin Watson, by formulae as follows:

$$D = \frac{\sum (e_n - e_{n-1})}{\sum e^2_n}$$

The easy way to detect whether there’s autocorrelation or not also can be use by following certainty:
Table 3.3

Durbin Watson

<table>
<thead>
<tr>
<th>Durbin Watson</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1,10</td>
<td>Autocorrelation available</td>
</tr>
<tr>
<td>1,10 and 1,54</td>
<td>Without conclusion</td>
</tr>
<tr>
<td>1,55 and 2,46</td>
<td>No autocorrelation available</td>
</tr>
<tr>
<td>1,46 and 2,90</td>
<td>Without conclusion</td>
</tr>
<tr>
<td>More than 2,91</td>
<td>Autocorrelation available</td>
</tr>
</tbody>
</table>

Source: Muhammad firdaus (2004:101)

2) Multicollinearity

Multicollinearity test is to know whether there is a similarity between one independent variable with the other independent variable in a certain model. Similarity between one independent variable with the other independent variable in certain model is causing a strong correlation happened between one independent variable with the other independent variable, beside that the detection on multicollinearity also aim to avoid the habit of taking conclusion process of influence partial in every independent variables towards dependent variable.

According to Bhuono (2005:58) to see there is multicollinearity or not by looking at this VIF (Variance Inflation Factor) not more than 10 and score of tolerance is not less than 0,1.
3) Heteroskedasticity

Heteroskedasticity test is aim to examine is in the regression model happen any residual variance in certain monitoring period to the other monitoring period. If this characteristic is fulfilled, that means factor of intruder variation towards the data has the characteristic of heteroskedasticity. If that assumption cannot be fulfilled hence there is a divergence. The divergence towards this intruder factor is called as heteroskedasticity. A good regression model is homoskedasticity and not heteroskedasticity.

According to Bhuono (2005:62), to predict there is heteroskedasticity or not in a certain model can be seen from the picture of its scatterplot model. In the scatterplot picture when it says multi linear regression having no heteroskedasticity if:

a) The dot for the data is spreading above and below or around the number of 0.

b) The dots is not just grouping only above or grouping just below, in other words just grouping at one side only but also at the other side (both of the sides).

c) The dots cannot spread like a wide wave and then narrow and again widening.

d) The spread should not have a pattern.
c. Multiple Linear Regression Test

To reach the research goal, the data that already received must be analyzed. In this research multi linear regression is used, this model is used because the writer need to know how big is the influence of the variable Product Perception ($X_1$), Shopping Experience ($X_2$), Customer Service ($X_3$) in order to form an influence of consumer decision ($Y$).

In order to count multi linear regression for this research, the writer taking the help of *SPSS 16.00 for Windows*.

By using the formula of similarity as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:

$Y$ = Consumer decision on online shopping  
$\alpha$ = Constant  
$\beta$ = Coefficient Regression  
$X_1$ = Product Perception  
$X_2$ = Shopping Experience  
$X_3$ = Customer Service  
$b_1$ = Coefficient Regression Product Perception  
$b_2$ = Coefficient Regression Shopping Experience  
$\varepsilon$ = Standard Error
From the counting with SPSS 16 will gain the information and explanations on the coefficient determination, F Test, t Test to answer the formulation of the problems. These are the following explanation that is connecting to the problem above, that is:

1) Coefficient determination ($R^2$)

Coefficient determination ($R^2$) is aim to understand how big the ability of independent variable explaining dependent variable. In the output SPSS, coefficient determination is located in the model summary table and written $R^2$. However for multi linear regression written as adjust $R$ square, because adjusting with the total independent variables that is used in the research.

2) F test

F Test is done to see and to understand the influence both independent variables together towards dependent variable. To examine hypothesis: $Ho: b = 0$, hence steps that is used to examine the hypothesis with F Test is as follows:

a) Determining $Ho$ and $Ha$

$Ho: b = 0$ (there is no significant influence between independent variable with dependent variable).

$Ha: b \neq 0$ (there is significant between independent variable and dependent variable).
b) Determining level of significance

Level of significance used is 5% or \((\alpha) = 0.05\).

c) Determining score of F-test

To determine F-test the formulae as follows:

\[
F = \frac{R^2 / k}{(1 - R^2) / (n - K - 1)}
\]

Where:

- \(R^2\) = Coefficient determination
- \(n\) = Total of observation / Sample
- \(k\) = Total of Independent variable

d) Determining the criteria acceptance and reject of Ho

If probability < 0.05 \(\rightarrow\) reject Ho

If Probability > 0.05 \(\rightarrow\) fail to reject Ho

3) t test (Partial Test)

T test is aim to understand how big the influence each independent variables individually/ partially towards dependent variable. According to Bhuono (2005:54) the result of this t-test is from the output of SPSS by looking at the table of coefficients. The score from t-test can be seen from p-value (in the sig column) in each and every independent variables, if p-value smaller than level of significant
that has been determined, or t-test (in t column) larger than t-table (counting from two tailed $\alpha = 5\%$ df = $n - k$, $k$ is a total independent variable). To examine coefficient hypothesis: $H_0 = 0$.

Hence the steps that is use to examine this hypothesis by t test as follows:

a) Determining $H_o$ and $H_a$.

$H_o : b = 0$ (coefficient regression not significant)

$H_a : b \neq 0$ (coefficient regression significant)

b) Determining level of significance

*Level of significance* use is amount 5% or ($\alpha$) = 0.05.

c) Determining $t_{test}$

Determining t-test can be formulated as follows:

$$t_{test} = \frac{b - Se}{S_b} \quad \ldots \ldots (3.6)$$

$$S_b = \frac{Se}{\sqrt{\frac{\sum Y^2 - \left(\frac{\sum X}{n}\right)^2}{n - 2}}}$$

$$Se = \frac{\sum Y^2 - \alpha \sum Y - b \sum XY}{(n - 2)}$$
Where:

\[ a = \text{Constant} \]
\[ b = \text{Coefficient correlation} \]
\[ n = \text{Total Sample} \]
\[ S_b = \text{Book error coefficient correlation} \]
\[ S_e = \text{Book error estimation} \]

If \( t \text{ test} > t \text{ table} \) therefore \( H_0 \) rejected and \( H_a \) accepted, that means independent variable partially has influence significantly towards dependent variable.

If \( t \text{ test} < t \text{ table} \) therefore \( H_0 \) accepted and \( H_a \) rejected, that means independent variable partially has no influence significantly towards dependent variable.

*Level of significance* use amount 5% or \((\alpha) = 0\)

F. Operational Variable

Variable in this research consist of:

1. **Variable independent**

   Variable this often was mentioned as variable the stimulus, predictor, and antecedent. Variable independent was variable that
Influenced or that to because of his change or the emergence variable dependent (was tied). In this research that to variable independent was Product Perception (X1), Shopping Experience, (X2), and Customer Service (X3).

2. Variable dependent

Variable this often was mentioned as variable output, criteria, consistent. In Indonesian often was mentioned as variable was tied. Variable dependent was variable that was affected or that to resulting from, because of the existence variable independent. That to variable dependent in this research was Influence of consumer decision (Y).
Table 3.4

Operational Variable Analysis

<table>
<thead>
<tr>
<th>Variable</th>
<th>Sub variable</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product perception (X1)</td>
<td>1. Product quality</td>
<td>1. Product that will be sell has a good quality</td>
</tr>
<tr>
<td></td>
<td>2. Product quantity</td>
<td>1. Limitation product offering</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Many product offering</td>
</tr>
<tr>
<td>Shopping experience (X2)</td>
<td>1. Lifestyle compatibility</td>
<td>1. Provide famous brand product</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Convenience in purchasing process on online shopping.</td>
</tr>
<tr>
<td></td>
<td>2. Effectiveness and efficiency</td>
<td>1. Made shopping process easier to become more effective and efficient.</td>
</tr>
<tr>
<td>Customer service (X3)</td>
<td>1. Vendor reliability and</td>
<td>1. Delivery product to consumer</td>
</tr>
<tr>
<td></td>
<td>responsiveness</td>
<td>2. Confidential of consumer information</td>
</tr>
<tr>
<td></td>
<td>2. Form of payment</td>
<td>1. Variety of form of payment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Security of payment transaction</td>
</tr>
<tr>
<td>Affecting consumer on purchase decision (Y1)</td>
<td>1. The product information</td>
<td>1. Information about product and promotion</td>
</tr>
<tr>
<td></td>
<td>2. Product price and promotion</td>
<td>2. The variation of product</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1. The comparison of price</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Has special price on the product</td>
</tr>
</tbody>
</table>
CHAPTER IV
FINDING and RESULT

A. General Illustration of Research Object

1. Location and time of the Research

   This research is held in any locations, which are State Islamic University (UIN), Institute Technology Bandung (ITB), and some online shop boutique in Bandung and Jakarta. Considering the unknown of sample, then in this research the writer used the technique judgment sampling that is the election sample the research was chosen randomly.

   Research data is assembled by distributing questionnaires directly to the respondents and through e-mail. The distribution of questionnaires is started on 26 Dec 2009 until 24 January 2010. Distribution of the questionnaire is assembled routine.

2. Characteristics of Respondents

   Questionnaire that has already distributed is 100 questionnaires to all 100 respondents (Internet users). All 100 questionnaires given, all returned and responded.

   As shown in the chart below stated the characteristics of respondents from Gender, Occupation, frequency of internet usage, and the money they spend to shopping each month.
Chart 1

Gender

As shown on the Chart 1 above, from the gender side of 100 respondents there are 25 male and 75 female.

Chart 2

Occupation
From chart 2 above, we can see that for the result of Occupation side there are 70 students of university, 3 respondents are entrepreneurs, 15 respondents are office employee, 7 respondents are government office, and 5 respondents are from other occupation for instance housewife.

Chart 3

**Frequency of internet usage (per week)**

For the result from the total respondents, the frequency of internet usage for a week we can conclude, there are 10 respondents who use internet less than 5 hours per week, 45 respondents who use internet 5 – 20 hours per week, 35 respondents who use internet 21 – 40 hours per week, and 10 respondents who use internet more than 40 hours per week.
Chart 4

Products are usually purchased

From the result of respondents, the chart above shows the products are usually purchased by internet or online shopping is 50 respondents choose fashion products (Cloths, Bags, Shoes, Jewelry, etc), 5 respondents choose electronics (TV, HP, Laptop, Camera, Pc, etc), 1 respondent choose food/beverage, 35 respondents choose tickets (Film, Flight, Music concert, etc), 1 respondent choose book and 8 respondents choose other.

Chart 5

Spending Money
From the total respondents how much they spent their money for shopping a month. We can see from table above that 2 respondents who spent their money less than Rp. 100.000, 30 respondents are spent their money around Rp.100.000 – Rp. 300.000, 30 respondents are spent their money around Rp.310.000 – Rp500.000, 20 respondents are spent their money around Rp. 5100.000 – Rp700.000, 10 respondents are spent their money around Rp710.000 – Rp 1000.000 and 8 respondents spent their money more than Rp1000.000. All these interpretations give us a picture of how the customer can be influenced on online shopping decision process.

B. Finding and Result

Before the questioner was spread to the 100 respondents, the researcher tried out or survey to 30 respondents with 56 questions to test the validity also reliability from the entire questionnaire from the table 4.2 will shows that all of questions are valid and reliable. This is proved by there are no any negative correlations on the score of the questions. The pre tests have been distributed to 30 respondents. So, the questions are qualified could be in this research
1. Validity Test

Validity test explains that the validity of instrument could be used to get validity of data and could be used to measure what we want to calculate. Requirement of validity is, if the significance values of questionnaire every indicator between 0.05 or 5%.

The questionnaire was tried out with 30 respondents which the questions divided four main variables which are product perception, shopping experience, customer service and influence of consumer decision in online shopping. For product perception variable divided to be two sub variables, which are: product quality and product quantity, which have three indicators. For shopping experience variable divided to be two sub variables, which are: lifestyle and effective and efficient, which have three indicators. For customer service variable divided to be two sub variables which are: reliability and responsiveness and form of payment, which have four indicators. For the influence of consumer decision on online shopping variable divided to be two sub variables which are: product information and product price, which have four indicators.
Table 4.1
Pre Test f the Product Perception, Sopping Experience, Customer Service, toward influence of consumer decision on online shopping

<table>
<thead>
<tr>
<th>Variable</th>
<th>Question</th>
<th>Corrected Item-Total correlation</th>
<th>Cronbach's Alpha if Item deleted</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influence of consumer decision (Y)</td>
<td>ICD1</td>
<td>.310</td>
<td>.545</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ICD2</td>
<td>.280</td>
<td>.533</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ICD3</td>
<td>.378</td>
<td>.508</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ICD4</td>
<td>.429</td>
<td>.417</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ICD5</td>
<td>.278</td>
<td>.459</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ICD6</td>
<td>.320</td>
<td>.499</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ICD7</td>
<td>.461</td>
<td>.412</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ICD8</td>
<td>.330</td>
<td>.483</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ICD9</td>
<td>.445</td>
<td>.523</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ICD10</td>
<td>.340</td>
<td>.439</td>
<td>Valid</td>
</tr>
<tr>
<td>Product Perception (X1)</td>
<td>PP1</td>
<td>.379</td>
<td>.420</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>PP2</td>
<td>.336</td>
<td>.498</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>PP3</td>
<td>.322</td>
<td>.398</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>PP4</td>
<td>.373</td>
<td>.481</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>PP5</td>
<td>.330</td>
<td>.262</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>PP6</td>
<td>.409</td>
<td>.348</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>PP7</td>
<td>.393</td>
<td>.317</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>PP8</td>
<td>.447</td>
<td>.445</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>PP9</td>
<td>.481</td>
<td>.416</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>PP10</td>
<td>.450</td>
<td>.562</td>
<td>Valid</td>
</tr>
<tr>
<td>Shopping Experience (X2)</td>
<td>SE1</td>
<td>.247</td>
<td>.646</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SE2</td>
<td>.412</td>
<td>.616</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SE3</td>
<td>.364</td>
<td>.617</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SE4</td>
<td>.271</td>
<td>.579</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SE5</td>
<td>.335</td>
<td>.568</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SE6</td>
<td>.356</td>
<td>.550</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SE7</td>
<td>.511</td>
<td>.507</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SE8</td>
<td>.463</td>
<td>.513</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SE9</td>
<td>.486</td>
<td>.505</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SE10</td>
<td>.320</td>
<td>.550</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SE11</td>
<td>.467</td>
<td>.613</td>
<td>Valid</td>
</tr>
</tbody>
</table>
According the try out result from the data from 56 of question that give to 30 respondents, there is no negative correlation of value, so when did spreading to 100 of respondents, the 56 of question could be used again as the standardization of research questioner.

### 2. Reability Test

The reability of instruments means the instrument that used for many times to measure the same object will make a same data of the result. From the table 4.3 the score for Cronbach’s Alpha is 0.665. Certain instruments could be said as reliable if gain coefficient above 0.60, therefore can be summarize the alpha result from all questionnaires is reliable enough. This shows that the whole
items of questionnaires could be use for further research and if the same question is distributed, the answer to it will not be far difference with the previous answers.

Table 4.2

Reliability Test

<table>
<thead>
<tr>
<th>Source: Processed data by SPSS</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.665</td>
<td>.657</td>
<td>4</td>
</tr>
</tbody>
</table>

3. Descriptive Analysis

A. Perceived Quality

When all the data that needed has been collected, then it should be continued by coding and input data process to fulfill the analysis system. The data that is ready for processing will be continued by using SPSS 16.0 version. The question at second section is using nominal scale and the other question is measure by likert scale that using 1-5, where 1 is presenting “strongly disagree” and 5 is presenting “strongly agree”.
Where:

Score 1-1.8 = Strongly Disagree (SD)
Score 1.8-2.6 = Disagree (D)
Score 2.6-3.4 = Neutral (N)
Score 3.4-4.2 = Agree (A)
Score 4.2-5 = Strongly Agree (SA)

Product Perception towards influence of consumer decision is influenced by shopping experience and customer service that present in the product itself. It is to know the range between questions or variables of this research. The average total score of product perception, shopping experience, customer service and the influence of consumer decision on online shopping will be showed on the table below:

Product Perception

a. Product quality

Table 4.3

<table>
<thead>
<tr>
<th>QUESTIONS</th>
<th>Mean</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Through online shopping I can get the goods with a variety of quality offered</td>
<td>4.15</td>
<td>0%</td>
<td>0%</td>
<td>11%</td>
<td>63%</td>
<td>26%</td>
<td>100</td>
</tr>
<tr>
<td>The existence of a variety of quality products provided to affect my shopping via the Internet</td>
<td>3.81</td>
<td>2%</td>
<td>5%</td>
<td>21%</td>
<td>54%</td>
<td>18%</td>
<td>100</td>
</tr>
</tbody>
</table>
For the result, we can see from the table 4.3 above shows total mean of product quality from product perception variable is 3.11. Following to the likert scale above, it shows that correspondents of this research are attending to “neutral”. The indicators show the almost of respondents are agree. Its explained by Through online shopping can get the goods with a variety of quality offered is 4.15, The existence of a variety of quality products provided to affect my shopping via the Internet is 3.81, can easily compare the same products but with
the quality of different is 3.45, Shopping online can help consumers to choose alternative products such as the type and quality is 3.61, I shop via the Internet because the availability of merchandise brands / products with various options is 3.58, Consumers can ensure that more goods will be purchased to avoid mistakes in the purchase via the Internet is 3.64, Shopping via the internet has to offer goods are goods that have a quality product that was seeded is 3.70.

b. Product Quantity

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goods offered or sold through internet in limited</td>
<td>3.55</td>
<td>5%</td>
<td>8%</td>
<td>27%</td>
<td>42%</td>
<td>17%</td>
<td>100</td>
</tr>
<tr>
<td>Goods offered or sold in large numbers</td>
<td>3.59</td>
<td>1%</td>
<td>12%</td>
<td>28%</td>
<td>40%</td>
<td>18%</td>
<td>100</td>
</tr>
<tr>
<td>Does not provide the same type of goods</td>
<td>3.57</td>
<td>2%</td>
<td>13%</td>
<td>26%</td>
<td>44%</td>
<td>15%</td>
<td>100</td>
</tr>
<tr>
<td>Providing a rare item or items not available at the store / mall</td>
<td>3.69</td>
<td>1%</td>
<td>10%</td>
<td>28%</td>
<td>41%</td>
<td>20%</td>
<td>100</td>
</tr>
<tr>
<td>Sell goods in large quantities</td>
<td>3.70</td>
<td>2%</td>
<td>10%</td>
<td>23%</td>
<td>46%</td>
<td>19%</td>
<td>100</td>
</tr>
<tr>
<td>Can obtain the same type of goods</td>
<td>3.79</td>
<td>3%</td>
<td>4%</td>
<td>27%</td>
<td>43%</td>
<td>23%</td>
<td>100</td>
</tr>
<tr>
<td>Can buy goods with a lot of quota.</td>
<td>3.74</td>
<td>2%</td>
<td>12%</td>
<td>18%</td>
<td>46%</td>
<td>22%</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3.66</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Processed data
We can see from the table 4.4 shows the result total mean of product quantity from first variable that is product perception variable is 3.66. Following to the likert scale above, it shows that correspondents of this research are attending to “neutral”. The indicators show the almost of respondents are agree. Its explained by goods offered or sold through internet in limited is 3.55, goods offered or sold in large numbers is 3.59, Does not provide the same type of goods is 3.57, Providing a rare item or items not available at the store / mall is 3.69, Sell goods in large quantities is 3.70, Can obtain the same type of goods is 3.79, Can buy goods with a lot of quota is 3.74.

1. Shopping Experience

a. Lifestyle

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of branded goods (branded products) affect me for online shopping</td>
<td>3.90</td>
<td>1%</td>
<td>17%</td>
<td>15%</td>
<td>57%</td>
<td>21%</td>
<td>100</td>
</tr>
<tr>
<td>I shop via the Internet because of my previous experience with online shopping</td>
<td>3.81</td>
<td>0%</td>
<td>11%</td>
<td>16%</td>
<td>51%</td>
<td>22%</td>
<td>100</td>
</tr>
<tr>
<td>Providing products that become trends now.</td>
<td>3.68</td>
<td>3%</td>
<td>8%</td>
<td>23%</td>
<td>50%</td>
<td>16%</td>
<td>100</td>
</tr>
</tbody>
</table>
Total mean of life style from second variable that is shopping experience variable is 3.64. Following to the likert scale above, it shows that correspondents of this research are attending to “neutral”. The indicators show the almost of respondents are agree. Its explained by Availability of branded goods (branded products) affect me for online shopping is 3.90, I shop via the Internet because of my previous experience with online shopping is 3.81, providing products that become trends now is 3.68, Shopping via the internet is an easy lifestyle to get something that we need is 3.56, Design an interesting site to affect my shopping via the internet.
via the internet is 3.44, There is value added from online shopping is 3.63, Through online shopping can add business networking is 3.48.

b. Effective and Efficient

Table 4.6

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy search access to affect me for shopping via the Internet</td>
<td>3.70</td>
<td>2%</td>
<td>9%</td>
<td>25%</td>
<td>44%</td>
<td>20%</td>
<td>100</td>
</tr>
<tr>
<td>Shopping online will save my time</td>
<td>3.92</td>
<td>4%</td>
<td>4%</td>
<td>19%</td>
<td>46%</td>
<td>27%</td>
<td>100</td>
</tr>
<tr>
<td>Shopping online is more convenient than shopping online at mall</td>
<td>3.66</td>
<td>5%</td>
<td>9%</td>
<td>20%</td>
<td>47%</td>
<td>19%</td>
<td>100</td>
</tr>
<tr>
<td>Online shopping transaction costs cheaper than mall</td>
<td>3.70</td>
<td>2%</td>
<td>8%</td>
<td>29%</td>
<td>40%</td>
<td>21%</td>
<td>100</td>
</tr>
<tr>
<td>Shopping via the internet will be more efficient than in the store / mall</td>
<td>3.88</td>
<td>2%</td>
<td>4%</td>
<td>16%</td>
<td>60%</td>
<td>18%</td>
<td>100</td>
</tr>
<tr>
<td>I was doing transactions over the Internet will make it more efficient</td>
<td>3.63</td>
<td>3%</td>
<td>9%</td>
<td>31%</td>
<td>36%</td>
<td>21%</td>
<td>100</td>
</tr>
<tr>
<td>Shopping via the Internet does not require a lot of cost</td>
<td>3.74</td>
<td>2%</td>
<td>11%</td>
<td>18%</td>
<td>49%</td>
<td>20%</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3.74</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Processed data
Total mean of influence of consumer decision is 3.74. Following to the likert scale above, it shows that correspondents of this research are attending to “neutral”. The indicators show the almost of respondents are agree. Its explained by Easy search access to affect me for shopping via the Internet is 3.70, Shopping online will save my time is 3.92, Shopping online is more convenient than shopping online at mall is 3.66, Online shopping transaction costs cheaper than mall is 3.70, Shopping via the internet will be more efficient than in the store / mall is 3.88, I was doing transactions over the Internet will make it more efficient is 3.63, Shopping via the Internet does not require a lot of cost is 3.74.

2. Customer Service

a. Reliability and Responsiveness

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>I shop via the Internet for quick online shop to handle complaints from customers.</td>
<td>4.00</td>
<td>0%</td>
<td>2%</td>
<td>14%</td>
<td>66%</td>
<td>18%</td>
<td>100</td>
</tr>
<tr>
<td>Online store offers special services (personal care) to the customer</td>
<td>3.70</td>
<td>0%</td>
<td>10%</td>
<td>24%</td>
<td>52%</td>
<td>14%</td>
<td>100</td>
</tr>
</tbody>
</table>
Continue table 4.7

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>24-hour shopping access allows me to do some shopping anytime and anywhere, it affects my online shopping decisions.</td>
<td>3.69</td>
<td>2%</td>
<td>9%</td>
<td>30%</td>
<td>36%</td>
<td>23%</td>
<td>100</td>
</tr>
<tr>
<td>Quick delivery affects me for online shopping.</td>
<td>3.64</td>
<td>5%</td>
<td>11%</td>
<td>21%</td>
<td>41%</td>
<td>22%</td>
<td>100</td>
</tr>
<tr>
<td>Reputation and image of a good online store to affect my shopping online.</td>
<td>3.69</td>
<td>4%</td>
<td>5%</td>
<td>29%</td>
<td>42%</td>
<td>20%</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Processed data

Total mean of influence of consumer decision is 3.72. Following to the likert scale above, it shows that correspondents of this research are attending to “neutral”. The indicators show the almost of respondents are neutral. Its explained I shop via the Internet for quick online shop to handle complaints from customers is 4.00, Online store offers special services (personal care) to the customer is 3.70, 24-hour shopping access allows me to do some shopping anytime and anywhere, it affects my online shopping decisions is 3.69, Quick delivery affect me for online shopping is 3.64 , Reputation and image of a good online store to affect my shopping online is 3.69, The existence of the call center to facilitate the consumers to ask and complain of grievances is 3.61, I shop online because the seller to serve customers quickly is 3.74.
### b. Form of Payment

#### Table 4.8

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security of confidential customer information until it affects my shopping online.</td>
<td>3.58</td>
<td>4%</td>
<td>13%</td>
<td>22%</td>
<td>43%</td>
<td>18%</td>
<td>100</td>
</tr>
<tr>
<td>Security in the delivery of goods to consumers is important to me.</td>
<td>3.44</td>
<td>5%</td>
<td>13%</td>
<td>25%</td>
<td>48%</td>
<td>9%</td>
<td>100</td>
</tr>
<tr>
<td>The availability of various payment options (Credit / Debit / Master card, VISA, Paypal, sending payments, etc.) affect me for online shopping.</td>
<td>3.70</td>
<td>3%</td>
<td>12%</td>
<td>22%</td>
<td>38%</td>
<td>25%</td>
<td>100</td>
</tr>
<tr>
<td>Security of transactions via the Internet in influencing me to shopping online.</td>
<td>3.56</td>
<td>2%</td>
<td>2%</td>
<td>24%</td>
<td>7%</td>
<td>25%</td>
<td>100</td>
</tr>
<tr>
<td>I believe internet security (internet security) when using a credit card to pay on the internet</td>
<td>3.67</td>
<td>4%</td>
<td>6%</td>
<td>28%</td>
<td>43%</td>
<td>19%</td>
<td>100</td>
</tr>
<tr>
<td>Access a faster payments affect me for online shopping.</td>
<td>3.65</td>
<td>2%</td>
<td>11%</td>
<td>26%</td>
<td>42%</td>
<td>19%</td>
<td>100</td>
</tr>
<tr>
<td>Security when buying products through the Internet</td>
<td>3.68</td>
<td>2%</td>
<td>8%</td>
<td>24%</td>
<td>52%</td>
<td>14%</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3.61</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Processed data
Total mean of form of payment from third variable that is customer service is 3.61. Following to the likert scale above, it shows that correspondents of this research are attending to “neutral”. The indicators show the almost of respondents are agree. Its explained Security of confidential customer information untu affect my shopping online is 3.58, Security in the delivery of goods to consumers is important to me is 3.44, The availability of various payment options (Credit / Debit / Master card, VISA, Paypal, sending payments, etc.) affect me for online shopping is 3.70, Security of transactions via the Internet in influencing me to shopping online is 3.56, I believe internet security (internet security) when using a credit card to pay on the internet is 3.67, Access a faster payments affect me for online shopping is 3.65, Security when buying products through the Internet is 3.68.
3. The influence of consumer decision on online shopping

a. Product information

Table 4.9

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>S A</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide variety of products can be found in the online shop</td>
<td>3.93</td>
<td>2%</td>
<td>5%</td>
<td>14%</td>
<td>56%</td>
<td>23%</td>
<td>100</td>
</tr>
<tr>
<td>Complete information about the product</td>
<td>3.82</td>
<td>2%</td>
<td>5%</td>
<td>20%</td>
<td>55%</td>
<td>18%</td>
<td>100</td>
</tr>
<tr>
<td>The existence of examples (sample) in the form of images provided in an online auction.</td>
<td>3.75</td>
<td>4%</td>
<td>11%</td>
<td>33%</td>
<td>33%</td>
<td>19%</td>
<td>100</td>
</tr>
<tr>
<td>Interesting promotional products through the Internet.</td>
<td>3.65</td>
<td>4%</td>
<td>8%</td>
<td>23%</td>
<td>49%</td>
<td>16%</td>
<td>100</td>
</tr>
<tr>
<td>The products on the internet have a significant price</td>
<td>3.56</td>
<td>4%</td>
<td>10%</td>
<td>29%</td>
<td>40%</td>
<td>17%</td>
<td>100</td>
</tr>
<tr>
<td>I'm shopping online for recommendations from friends, family, or my relatives</td>
<td>3.75</td>
<td>2%</td>
<td>10%</td>
<td>19%</td>
<td>49%</td>
<td>20%</td>
<td>100</td>
</tr>
<tr>
<td>Kataloq existence of products in online shopping.</td>
<td>3.78</td>
<td>1%</td>
<td>6%</td>
<td>22%</td>
<td>56%</td>
<td>15%</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3.71</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Processed data

Total mean of influence of consumer decision is 3.71. Following to the likert scale above, it shows that correspondents of this research are attending to “neutral”. The indicators show the almost of respondents are agree. Its explained Wide variety of products can be found in the online shop is 3.93, Complete
information about the product is 3.82, The existence of examples (sample) in the form of images provided in an online auction is 3.52, Interesting promotional products through the Internet is 3.65, The products on the internet have a significant price is 3.56, I'm shopping online for recommendations from friends, family, or my relatives is 3.75, Catalog existence of products in online shopping is 3.78

b. Product Price

Table 4.10

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products offered through the internet has a competitive price</td>
<td>3.77</td>
<td>1%</td>
<td>6%</td>
<td>22%</td>
<td>57%</td>
<td>14%</td>
<td>100</td>
</tr>
<tr>
<td>Cheaper product prices when shopping over the Internet from the ordinary di store</td>
<td>3.65</td>
<td>1%</td>
<td>12%</td>
<td>24%</td>
<td>48%</td>
<td>15%</td>
<td>100</td>
</tr>
<tr>
<td>Products on the Internet often give a discount</td>
<td>3.79</td>
<td>1%</td>
<td>7%</td>
<td>28%</td>
<td>40%</td>
<td>24%</td>
<td>100</td>
</tr>
<tr>
<td>Products on the Internet has variable values</td>
<td>3.66</td>
<td>2%</td>
<td>8%</td>
<td>25%</td>
<td>52%</td>
<td>13%</td>
<td>100</td>
</tr>
<tr>
<td>The products on the internet have a significant price</td>
<td>3.64</td>
<td>2%</td>
<td>8%</td>
<td>31%</td>
<td>42%</td>
<td>17%</td>
<td>100</td>
</tr>
<tr>
<td>I can compare prices on each different type of goods in each store online</td>
<td>3.82</td>
<td>0%</td>
<td>8%</td>
<td>18%</td>
<td>58%</td>
<td>16%</td>
<td>100</td>
</tr>
<tr>
<td>By shopping through the Internet, I often get a product with a lower price</td>
<td>3.86</td>
<td>2%</td>
<td>7%</td>
<td>22%</td>
<td>46%</td>
<td>24%</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3.74</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Processed data
Total mean of influence of consumer decision is 3.74. Following to the likert scale above, it shows that correspondents of this research are attending to “neutral”. The indicators show the almost of respondents are agree. Its explained Products offered through the internet has a competitive price is 3.77, Cheaper product prices when shopping over the Internet from the ordinary the store is 3.65, Products on the Internet often give a discount is 3.79, Products on the Internet has variable values is 3.66, The products on the internet have a significant price is 3.64, I can compare prices on each different type of goods in each store online is 3.82, By shopping through the Internet, I often get a product with a lower price is 3.86.

C. Classical Assumption Test

1. Autocorrelation

Table 4.11

<table>
<thead>
<tr>
<th>Durbin Watson</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1,10</td>
<td>Autocorrelation available</td>
</tr>
<tr>
<td>1,10 and 1,54</td>
<td>Without conclusion</td>
</tr>
<tr>
<td>1,55 and 2,46</td>
<td>No autocorrelation available</td>
</tr>
<tr>
<td>1,46 and 2,90</td>
<td>Without conclusion</td>
</tr>
<tr>
<td>More than 2,91</td>
<td>Autocorrelation available</td>
</tr>
</tbody>
</table>

Source: Muhammad firdaus (2004:101)
Autocorrelation test in certain model is aimed to know the availability of correlation between disturbance variable (e1) in the previous period (et-1). Autocorrelation test can be made by using Durbin Watson Test.

**Table 4.12**

**Autocorrelation Test**

**Model Summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>Durbin-watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2.114</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant): PP, SE, CS  
b. Dependent Variable: The influence of consumer decision on online shopping  
Source: Processed data by SPSS

To know whether there is autocorrelation or not, it can be seen through a certainty in the table 4.12 Durbin Watson. The result of Durbin Watson test used SPSS is 2.114 with the standard of significant 0.05, according to the table 4.12, there is no autocorrelation in this linear regression models, and this model is suitable to be used.
2. Multicollinearity Test

Table 4.13

Multikolinearity Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>.852</td>
</tr>
<tr>
<td>Product Perception</td>
<td>.847</td>
</tr>
<tr>
<td>Shopping Experience</td>
<td>.963</td>
</tr>
<tr>
<td>Customer Service</td>
<td>.963</td>
</tr>
</tbody>
</table>

a. Dependent Variable: The influence of consumer decision on online shopping

Based on the table 4.13 that the value of tolerance is not less than 0.1 and the value of Variant Inflation Factor not more than 10, meaning that this analysis does not indicate there is a tendency towards variable multikolinearitas research, so that it can be concluded that this research is supported by classical theory and reasonable use in testing.
3. Heteroskedasticity

Graphic 4.1

To find if there is any or no Heteroskedasticity is using scatterplot that referred to graphic of plot between prediction value (dependent) ZPRED and the residual ZRESID, when Y has predicted and X is residual. In the output SPSS 16 for Windows scatter plot shows the dots that described is spread above and below or around 0 number and did not formed specific pattern. Hence could be concluding as the regression model did not have any serious problem. In the other words that residual variance model from one observation to other observation is constant or homoskedasticity. This finding shows that multiple regression model is suitable to be used in this research.
4. Normality Data

Graphic 4.2

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: The influence on consumer decision

Graphic 4.3

Histogram

Dependent Variable: The influence of consumer decision

Mean = 0.32E-10
Std Dev = 0.0868
N = 160
From the Graphic 4.2 above, shows that symmetric histogram did not skew to left or right side. And graphic 4.3 shows the plot of normality plots spreading around diagonal and it mean has normal distribution. According to autocorrelation, multicollinearity, heterokedastisity and normality test, it has fulfilled the requirement to continue to regression test.

D. Multiple Linear Regressions

1. Correlations

Table 4.14

Correlations

<table>
<thead>
<tr>
<th></th>
<th>Product perception</th>
<th>Shopping experience</th>
<th>Customer service</th>
<th>The influence on consumer decision</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product perception</strong></td>
<td>Pearson</td>
<td>1</td>
<td>.374(<strong>)</strong></td>
<td>.151</td>
</tr>
<tr>
<td>Correlation</td>
<td>.000</td>
<td>.066</td>
<td>.133</td>
<td></td>
</tr>
<tr>
<td>Sig. (1-tailed)</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td><strong>Shopping experience</strong></td>
<td>Pearson</td>
<td>.374(<strong>)</strong></td>
<td>1</td>
<td>.167(*)</td>
</tr>
<tr>
<td>Correlation</td>
<td>.000</td>
<td>.049</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>Sig. (1-tailed)</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td><strong>Customer service</strong></td>
<td>Pearson</td>
<td>.151</td>
<td>.167(*)</td>
<td>1</td>
</tr>
<tr>
<td>Correlation</td>
<td>.066</td>
<td>.049</td>
<td>.032</td>
<td></td>
</tr>
<tr>
<td>Sig. (1-tailed)</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td><strong>The influence on</strong></td>
<td>Pearson</td>
<td>.112</td>
<td>.445(<strong>)</strong></td>
<td>.186(*)</td>
</tr>
<tr>
<td>consumer decision</td>
<td>Correlation</td>
<td>.133</td>
<td>.000</td>
<td>.032</td>
</tr>
<tr>
<td>Sig. (1-tailed)</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

** Correlation is significant at the 0.01 level (1-tailed).
* Correlation is significant at the 0.05 level (1-tailed).
The correlation value of influence of consumer decision toward product perception is 0.112 the correlation value of the influence of consumer decision toward shopping experience is 0.445, the correlation value of the influence of consumer decision toward customer service is 0.186. The correlation product perception toward shopping experience is 0.374, the correlation product perception toward customer service is 0.151. That’s all using significant at 0.01.

Table 4.15

**Result of Multiple Regressions**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>20.223</td>
<td>4.965</td>
</tr>
<tr>
<td></td>
<td>Product Perception</td>
<td>.081</td>
<td>.099</td>
</tr>
<tr>
<td></td>
<td>Shopping Experience</td>
<td>.409</td>
<td>.080</td>
</tr>
<tr>
<td></td>
<td>Customer Service</td>
<td>.122</td>
<td>.078</td>
</tr>
</tbody>
</table>

a. Dependent Variable: The influence of consumer decision on online shopping
According to the table 4.16 above obtained the similarities of linear regression as follows:

\[ Y = 20.223 + 0.81X_1 + 0.409X_2 + 0.122X_3 + \varepsilon \]

Where:

\( Y \) = the influence of consumer decision on online shopping

\( X_1 \) = Product Perception

\( X_2 \) = Shopping Experience

\( X_3 \) = Customer Service

From the result above will be interpreted if variable product perception (\( X_1 \)), variable shopping experience (\( X_2 \)), and customer service (\( X_3 \)) is constant, therefore influence of consumer decision on online shopping (\( Y \)) amount is 20.223

The coefficient regression amount of product perception is .081 it shows, product perception variable raise 1 unit hence influence of consumer decision on online shopping (\( Y \)) will increase .081. There is no coefficient regression of product perception (\( X_1 \)) to form the influence of consumer decision on online shopping (\( Y \)).
The coefficient regression amount of shopping experience is .409. It shows that a shopping experience variable raises 1 unit hence the influence of consumer decision on online shopping (Y) will increase .409. Because it has a positive effect, it means there is a coefficient regression of shopping experience (X2) to form the influence of consumer decision on online shopping (Y).

The coefficient regression amount of customer service is .122. It shows that a customer service variable raises 1 unit hence the influence of consumer decision on online shopping (Y) will increase .122. There is a coefficient regression of customer service (X3) to form the influence of consumer decision on online shopping (Y).

2. Coefficient Determination (R²)

Table 4.16

Coefficient Determination (R²)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.564a</td>
<td>0.316</td>
<td>0.291</td>
</tr>
</tbody>
</table>

a. Predictors: (constant), product perception, shopping experience, customer service

b. Dependent variable: The influence of consumer decision on online shopping
From the result as shown in the table 4.16, the number of correlation (R) between product perception, shopping experience, and customer service in order to form the influence on consumer decision is .564.

The adjusted R² is .291 or 29.1%. It means 29.1% independent variable; product perception (X₁), shopping experience (X₂), and customer service (X₃) effect dependent variable: influence of consumer decision (Y). The score of adjusted R square is also called as coefficient determination. And the rest is 70.9% influenced by another variable that is unknown and not included in this regression analysis.
3. F Test

Table 4.17

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>287.718</td>
<td>3</td>
<td>95.906</td>
<td>8.798</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>1046.472</td>
<td>96</td>
<td>10.901</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1334.190</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), PP, SE, CS.
b. Dependent Variable: Influence of consumer decision on online shopping

Source: Data researched by SPSS

ANOVA test results on table 4.17 shows as F test amount is 8.798 with the level of significant 0.000. Because the number of probability is 0.000 < 0.005 therefore H₀ rejected and Hₐ fail to reject and can be concluded both variables X₁ (Product Perception), X₂ (Shopping Experience) and X₃ (Customer Service) together simultaneously Y (Influence of consumer decision).

By engorging comparing F test with F table with standard error 5% and degree of freedom (df) 1 = 2 (4 - 1) and (df) 3 = 96 (100 - 3) therefore the result from F table = 2.76. The score of F test is 8.798 > F table 2.76 therefore H₀ rejected and Hₐ do not reject, hence as conclusion the three variables Product Perception (X₁),
Shopping Experience (X_2), Customer Service (X_3) together simultaneously has influenced towards Y (consumer decision) significantly.

4. T Test

**Table 4.18**

**Coefficients**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>20.223</td>
<td>4.965</td>
<td>4.073</td>
<td>.000</td>
</tr>
<tr>
<td>Product perception</td>
<td>.081</td>
<td>.099</td>
<td>.083</td>
<td>.814</td>
</tr>
<tr>
<td>Shopping experience</td>
<td>.409</td>
<td>.080</td>
<td>.484</td>
<td>.000</td>
</tr>
<tr>
<td>Customer service</td>
<td>.122</td>
<td>.078</td>
<td>.143</td>
<td>.123</td>
</tr>
</tbody>
</table>

a. Dependent Variable: The influence of consumer decision on online shopping

Source: Data processed by SPSS

a. **Product Perception (X_1)**

The variable Product Perception (X_1) has significant number 0.418>0.05. Therefore Ho rejected and Ha accepted. With the standard error 5% and degree of freedom (df) = n-total of independent variable = 100-3 = 97, the result of T table is 1.671, the value of T test is 0.814. Therefore, product perception (X_1) does not affect the influence of consumer decision on online shopping (Y).
b. Shopping Experience ($X_2$)

Table 4.18 shows the significant number of variable $X_2$ (shopping experience) is 0.000. The number 0.000 < 0.05. Therefore $H_0$ rejected $H_a$ accepted. With the standard error 5% and degree of freedom (df) = n-total of independent variable = 100-3= 97, the result of T table is 1.671. The value of T test is 5.134 > T table 1.671. Therefore shopping experience ($X_2$) is significantly affects the influence of consumer decision on online shopping ($Y$).

c. Customer Service ($X_3$)

Variable of customer service ($X_3$) has significant number 0.008 < 0.05. Then the result of T table is 1.671, the value of T test is 1.554 < T table is 1.671. Therefore customer service ($X_3$) does not affect the influence of consumer decision on online shopping ($Y$).
E. Interprets

Thomas W. Dillon and Harry L. Reif in 2004 have been done research about factors affecting consumers shopping online in the perception of the product, shopping experience, customer service and consumer risk. The research results from table T test and Zsign overall showed that there is significant among of those four variables.

Sylvain Senecal, Pawel J. Kalczynski, and Jacques Nantel have been researched in 2003 about investigate how different online decision-making processes used by consumers influence the complexity of their online shopping behaviors. During an online experiment, subjects were asked to perform a shopping task on a website offering product recommendations. Significant differences were observed between subjects’ decision-making processes and their online shopping behavior. Subjects who did not consult a product recommendation had a significantly less complex online shopping behavior (e.g., fewer web pages viewed) than subjects who consulted the product recommendation. In addition, differences were also found between the online shopping behavior of subjects who consulted but did not follow the product recommendation and subjects who consulted and followed the product recommendation.
CHAPTER V
CONCLUSION, IMPLICATION and RECOMMENDATION

A. Conclusion

As conclusion from the whole analyze that been done as shove from the previous chapters can be interpreted as follows:

1. At partially there are influences between product perception and consumer service toward consumer decision on online shopping. Hence, the shopping experience variable influence toward consumer decision on online shopping. Consumer prefer to their experience when they want to do online shopping transaction. Because it more trustworthy and become consumer behavior on consumer decision on online shopping. The difference gender, income, and occupation also influence product perception, shopping experience and customer service toward consumer decision on online shopping.

2. At simultaneously there are influences between product perception, shopping experience and customer service toward consumer decision on online shopping. It is causing in certain area those independent variables influences on consumer behavior on consumer decision on online shopping. Consumers consider to product perception, shopping experience and customer service when to do online shopping transaction

3. As shown in the hypothesis part of the previous explanation in chapter 4, test ANOVA shows that there is an influence from the variable product perception in order to form consumer decision on online shopping, there is an influence from shopping experience in order to form a consumer decision on online shopping. Where
only HA₂ for variable shopping experience (X₂) is accepted that means shopping experience influence of consumer decision on online shopping(Y). It causing the consumer behavior on online shopping less consider to product perception and customer service in online purchasing process. The lifestyle and experience more influence because there is trust and loyalty on consumer behavior on online shopping.

4. From T test and F test result as discussed previously in chapter 4 shows that variable of product perception the number of T test is 5.134>T table 1.671. Therefore as conclusion only one variable shopping experience (X₂) individually influenced significantly in order to form consumer decision(Y) of consumer decision on online shopping.

B. Implication

Based on data analysis partially (T test), consumer decision on online shopping does not affect by product perception significantly but affected by shopping experience. Meanwhile we got from data analysis simultaneously (F test) of independent variables, that product perception shopping experience has a significant influence on consumer decision on online shopping.
C. Recommendations

The research findings of present study have more practical orientation and which is important for the vendor of online shop sector. Hence, the study recommends the following:

1. The vendor of online shopping have to concern on consumer behaviors and consideration, for instance first, price of product is the most important because it become consider for consumer to buy a product. Consumer will compare the same product and quality in each store or online store to get the significant price that appropriate with them. Second, quality of product is also become considering in purchasing process. So, vendors have to concern with the quality product that they offer to consumer. They also must compete with other vendor online shop with good marketing strategy to attract consumer. Most of consumers will choose the products that have good quality but the price not quite expensive.

2. There are many cyber criminals in the internet. It is become considering by consumer, why they doubt to do transaction via internet. Vendors have to establish security system for consumer safety when transaction through internet to avoid cyber criminal from hackers. The form of payment also important to make easy consumer in payment process.

3. Vendors must be able to attract consumer in marketing, therefore vendor online shop have to create new innovation and strategy. Promotion is quite important in marketing strategy, so the vendor tasks are to make customer awareness on their online shop. A vendor must be aggressive in attracts consumers. Nowadays, there are many online shops in the internet. Most of people choose to sell their products through internet
because cheaper, could be reduce cost and more effective. It’s become challenges for vendors to introduce and promote their online shops to customers.

4. For consumers, online shopping is recommended for people who have no time to shopping. With online shopping people can get many benefits first of all is efficiency and effectiveness. People can save their time and costs. They don’t need face the traffic and no need to spend lot of money. For instance, if you go to a mall you will spend a lot of money for example for fuel, toll, parking etc. But if consumers use online shopping, they just pay the product and sometimes deliver service charge. Second, is simply. Use internet is simply ways to do activity. Just click on mouse we can get many information; you can also shopping through internet. Just stay in front of computer, consumers can get the product that they want.
REFERENCE

Abdul, Hamid, “Panduan Penulisan Skripsi”, Cetakan 1, Grafika Karya Utama, Jakarta 2004


Agus, EkoSujianto, “Aplikasi Statistik Dengan SPSS 16.0”, Cetakan 1, Prestasi Pustakaraya, Jakarta 2009


Appendix

Analisa Pengaruh keputusan dan perilaku konsumen dalam pembelian melalui belanja online

Code:

I. Data Responden
Nama: ............................................................
Usia: ............................................................
Jenis Kelamin: ..................................................
Pekerjaan: .....................................................

II. Bagian Pertama
Pada bagian pertama kuesioner ini, bertujuan untuk mengetahui informasi konsumen untuk penggunaan internet saat berbelanja.
( Tandai dengan tanda (X) pada salah satu jawaban)

1. Apa anda menggunakan internet?
   ____ Ya
   ____ Tidak
2. Berapa lama anda sudah menggunakan atau mengenal internet? ( Termasuk menggunakan Email, Chat, dll)
   ____ < 12 Bulan
   ____ 12 – 36 Bulan
   ____ 37 – 72 Bulan
   ____ > 72 Bulan
3. Seberapa sering anda menggunakan internet? (Per minggu)
   ____ < 5 Jam
   ____ 5 – 20 Jam
   ____ 21- 40 Jam
   ____ > 40 Jam

4. Aktifitas apa yang anda lakukan ketika menggunakan internet?
   ____ Komunikasi (Email, Instant messaging, Chat, Bulletin board, dll)
   ____ Mengumpulkan informasi (Penelitian, Berita, Berita olahraga, Mencari pekerjaan, dll)
   ____ Hiburan (Games, Movie, Olahraga, Musik, Situs design, dll)
   ____ Keuangan (Investasi, Saham, Financial research, Mata uang, online banking, Trading, dll)

5. Apakah anda pernah melakukan Transaksi via internet?
   ____ Ya
   ____ Tidak

6. Berapa kali transaksi via internet yang pernah anda lakukan?
   ____ 1 Kali
   ____ 2 – 5 Kali
   ____ 6 – 10 Kali
   ____ > 10 Kali

7. Benda/produk apa yang biasanya anda beli melalui internet?
   ____ Produk Fashion (Baju, Tas, Sepatu, Perhiasan, dll)
   ____ Elektronik (TV, Handphone, Laptop, PC, dll)
   ____ Makanan/Minuman
   ____ Tiket (Film, Pesawat, Konser Musik, dll)
   ____ Buku
   ____ Lain – lain, Sebutkan: .........................................................
8. Berapa pengeluaran anda untuk belanja? (Per bulan)
   ____ < Rp 100.000
   ____ Rp 100.000 – Rp 300.000
   ____ Rp 310.000 – Rp 500.000
   ____ Rp 510.000 – Rp 700.000
   ____ Rp 710.000 – Rp 1.000.000
   ____ > Rp 1.000.000

III. Bahagian kedua

Petunjuk pengisian
1. Untuk setiap pernyataan yang tertulis dibawah ini berilah tanda (X) pada jawaban yang anda pilih.
2. Keterangan pilihan:
   SS: Sangat Setuju, bila pernyataan yang disampaikan sangat sesuai dengan pendapat atau kondisi saudara.
   S: Setuju, bila pernyataan yang disampaikan sangat sesuai dengan pendapat atau kondisi saudara.
   N: Netral, bila anda merasa ragu-ragu untuk menentukan apakah pernyataan tersebut sesuai atau tidak dengan pendapat atau kondisi saudara.
   TS: Tidak Setuju, bila pernyataan yang disampaikan tidak sesuai dengan pendapat atau kondisi anda.
   STS: Sangat Tidak Setuju, bila pernyataan yang disampaikan sangat tidak sesuai dengan pendapat atau kondisi anda.
## A. Persepsi Produk

<table>
<thead>
<tr>
<th>No</th>
<th>Pertanyaan</th>
<th>SS</th>
<th>S</th>
<th>N</th>
<th>TS</th>
<th>STS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Menurut saya, potongan harga (discount) yang lebih besar ketika berbelanja via internet itu penting</td>
<td></td>
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<tr>
<td>2</td>
<td>Menurut saya, harga produk yang lebih murah ketika berbelanja via internet penting</td>
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<td>3</td>
<td>Menurut saya, adanya produk bergaransi di toko online itu penting</td>
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<td>4</td>
<td>Tersedianya barang-barang yang saya butuhkan di toko online penting untuk saya</td>
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<td>5</td>
<td>Menurut saya, kategori produk yang beragam ketika berbelanja via internet itu penting</td>
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<td>6</td>
<td>Ketika berbelanja via internet, kelengkapan informasi produk adalah hal yang penting untuk saya</td>
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<td>7</td>
<td>Ketika berbelanja via internet, merek produk (product brand) penting untuk saya</td>
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<tr>
<td>8</td>
<td>Dengan berbelanja melalui internet saya mendapatkan potongan harga (Discount) yang lebih besar</td>
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<tr>
<td>9</td>
<td>Dengan berbelanja melalui internet, saya mendapatkan produk dengan harga yang lebih murah</td>
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<td>10</td>
<td>Dengan belanja melalui internet, saya</td>
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<tr>
<td>mendapatkan produk dengan kualitas yang lebih baik</td>
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<tr>
<td>11</td>
<td>Saya berbelanja melalui internet karena barang-barang kebutuhan saya lebih tersedia di toko online</td>
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</tbody>
</table>

B. Resiko Consumer

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>12</td>
<td>Menurut saya, alat pembayaran yang aman dan beragam ketika berbelanja via internet penting</td>
</tr>
<tr>
<td>13</td>
<td>Keamanan consumer ketika melakukan transaksi online itu penting</td>
</tr>
<tr>
<td>14</td>
<td>Dengan adanya keamanan kartu kredit (credit card security) sangat penting untuk kerahasiaan identitas konsumen</td>
</tr>
<tr>
<td>15</td>
<td>Perlindungan konsumen sangat penting di dalam transaksi via internet</td>
</tr>
<tr>
<td>16</td>
<td>Menurut saya pengembalian barang lagi ke penjual dibolehkan ketika tidak sesuai dengan keinginan konsumer</td>
</tr>
<tr>
<td>17</td>
<td>Keamanan pengiriman barang ke konsumer itu penting bagi saya</td>
</tr>
<tr>
<td>18</td>
<td>Kerahasiaan informasi konsumen sangat penting bagi saya untuk menghindari kriminalitas internet</td>
</tr>
</tbody>
</table>