UNDERSTANDING THE DETERMINANTS OF BEHAVIORAL INTENTION FOR ONLINE SHOPPING ON OFFICIAL BRAND WEBSITES

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Abstract: *The coronavirus pandemic has created a shift in consumer attitudes toward online shopping and made the business competition very competitive. Interestingly, there are far more businesses using the marketplace than using their website. This study investigates the factors explaining behavioral intention toward online shopping on brand websites. The authors propose an integrated model where trust and attitudes mediate relative advantage, eWOM, perceived web qualities, and e-service qualities. Data collection was carried out in March 2023 through a survey that was distributed to Indonesian online shoppers and empirically tested using PLS-SEM estimation. The result shows that perceived web quality and e-service quality have a positive and significant effect on behavioral intention. Second, behavioral intention is mediated by trust and attitude towards online shopping for relative advantage and eWOM. Therefore, online entrepreneurs need to build trust in their websites by increasing relative advantage, eWOM, perceived web quality, and e-service quality so that consumers have a good perception of the brand so they have the intention to shop online.*

Keywords: brand websites, eWOM, web quality, e-service quality, trust

***Abstrak:** Pandemi virus corona menyebabkan pergeseran sikap konsumen terhadap belanja online dan membuat persaingan bisnis menjadi sangat kompetitif. Menariknya, jauh lebih banyak bisnis yang menggunakan marketplace daripada menggunakan situs web mereka. Penelitian ini menyelidiki faktor-faktor yang menjelaskan niat perilaku terhadap belanja online di situs web merek. Penulis mengusulkan model terintegrasi dimana kepercayaan dan sikap memediasi efek keuntungan relatif, eWOM, kualitas web yang dirasakan, dan kualitas layanan elektronik. Pengumpulan data dilakukan pada bulan Maret 2023 melalui survei yang disebar ke para pembelanja online Indonesia dan diuji secara empiris dengan menggunakan estimasi PLS-SEM. Hasil penelitian menunjukkan bahwa perceived web quality dan e-service quality berpengaruh positif dan signifikan terhadap behavioral intention. Kedua, niat perilaku dimediasi oleh kepercayaan dan sikap terhadap belanja online untuk keuntungan relatif dan eWOM. Oleh karena itu, pengusaha online perlu membangun kepercayaan pada websitenya dengan cara meningkatkan keuntungan relative, eWOM, perceived web quality, dan e-service quality agar konsumen memiliki persepsi baik terhadap brand tersebut sehingga memiliki niat untuk berbelanja online*

Kata kunci: *website brand, eWOM, kualitas web, kualitas layanan elektronik, kepercayaan*

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71

INTRODUCTION

Business competition is becoming very competitive in this new era of globalization, especially after the presence of an online sales platform that is growing rapidly due to the Covid-19 pandemic and the lockdown being imposed. This is creating a shift in consumer attitudes and creating a change of online shopping in industrialized and developing countries. Badan Pusat Statistik in "E-Commerce 2021 Statistics" recorded 25.25% of all businesses in Indonesia until December 31, 2021, conducted e-commerce activities, and increased by 25.92% until 30 June 2021. This electronic sales-based increase is caused by the level of internet penetration in Indonesia which increased from 2021 to 2022, which was 210,026,769 inhabitants of the total population of 272,682,600 people with online shopping content that was the third highest to be accessed at 21.26%. While many companies have been unable to survive the pandemic, the number of online retailers on e-commerce sites has increased significantly. Mariza and Robert define e-commerce as a way of buying and selling products online by utilizing internet facilities using a website where there are get and delivery services (Arfina and Robert, 2005). In website-based e-commerce or commonly referred to as brand websites, sellers must build their online store in cyberspace where the products sold are special and exclusive products from the brand they own, while marketplace platform-based e-commerce has a concept like a market where producers, sellers, and marketers come together and sell on the same platform. Online or electronic-based sales include ordering through marketplaces, website pages, and blogs, then through social media such as Facebook, Instagram, Tiktok, and instant messaging such as Whatsapp and Line. Sales distribution channels via the internet are increasingly diverse with advances in information technology (Martins et al. 2018; Caputo et al. 2019). One of them is a brand website that sells products from its brand exclusively. The number of businesses that utilize the website is at the lowest level of only 2.38% compared to instant messaging, social media, marketplaces, and e-mail (Databoks Katadata, 2022). This data is the basis for researchers to see whether direct sales on brand websites are still relevant or not by analyzing the relative advantage factors, eWOM, perceived web qualities, and e-service qualities which can influence behavioral intention towards online shopping by mediating trust and attitude. Consumers can buy products from anywhere and whenever they want (Kim et al. 2008) so they save time, money, and effort. In addition, consumers can compare product information with a high degree of transparency (Al Debei et al. 2015a,b). EWOM is considered highly credible and trustworthy by consumers (ACNielsen, 2008). Several studies say that eWOM is very important in developing trust in online platforms (Awad & Ragowsky, 2008 and Wang et al. 2009). This trust is also considered important so that consumers are comfortable and shop online (van der Heijden et al. 2003). Therefore, research on relative advantage and eWOM is important to do because relative advantage and eWOM have a positive impact on consumer attitudes and purchase intentions (ACNielsen, 2008; Roach, 2009; Lin, 2011).

Compared to the literature, two main gaps were identified. First, Chetioui et al. (2021) research only focuses on two specific factors such as relative advantage and eWOM to explain attitudes towards online shopping. Meanwhile, in the study of Al-Debei et al. 2015, it was stated that perceived web qualities significantly influence trust and have a positive correlation with online shopping attitudes. The variable perceived web qualities refer to the quality and also the performance of the online buying and selling site as a whole (Al-Debei et al. 2015). Research by Anser et al. 2021 also proves that e-service quality which consists of efficiency, privacy, and customer service has a positive correlation with trust, customer satisfaction, and loyalty. E-service qualities refer to efficiency, privacy, and customer service through the website (Agrawal et al. 2019). Second, previous studies have not investigated the influence of the factors on behavioral intention toward online shopping, but only attitude toward online shopping. In Hansen's (2004) study, it was proven that in the context of online shopping, consumer attitudes towards online shopping were found to be the main predictors of behavioral intention. Therefore, our study combines four factors consisting of relative advantage, eWOM, perceived web qualities, and e-service qualities. Therefore, the researcher aims to examine the effect of relative advantage, eWOM, perceived web quality, and e-service quality on behavioral intention to shop online.

Most of the previous studies focused on specific factors to explain attitudes toward online shopping separately, and did not consider interrelated elements that could influence attitudes toward online shopping. This study combines relative advantages (quality, security, better price), eWOM, perceived web quality, and e-service quality in one integrated model. Then, the studies that have been carried out focus on the main predictors of

attitudes towards online shopping but do not suggest mediating and moderating factors that can help explain the indirect effect, so that in this study, trust is hypothesized to mediate relative advantage, eWOM, perceived web quality, and e -service quality on attitude toward online shopping.

The research question (RQs) that arose are as follows:
RQ1. Do relative advantages, eWOM, perceived web qualities, and e-service qualities influence trust in online shopping?
RQ2. Do trust affect attitudes toward online shopping?
RQ3. Do attitude toward online shopping mediate the effects of trust on behavioral intention toward online shopping?
RQ4. Do relative advantages, eWOM, perceived web qualities, and e-service qualities influence behavioral intention toward online shopping?

This analysis is expected to provide theoretical and practical benefits. In terms of theoretical contributions, this study presents empirical results and demonstrates the practical validity of the factors that influence online shopping behavior intentions which can be useful for increasing understanding of marketing strategies on brand websites. Practically, this analysis is expected to be useful additional information and knowledge for developing online marketing strategies in Indonesia, especially for online sellers engaged in the fashion sector in order to be able to increase behavioral intention towards online shopping through quality and service in order to reach more consumers to shop online. There are various kinds of distribution channels in marketing, one of which is the newest direct sales channel via the internet which is currently increasing rapidly. Local fashion brands are currently able to market on various channels, but managing multiple channels requires good management, so producers must have a strategy to sell. For example, the hijab brand Buttonscarves can sell its products at launch in a matter of minutes through its official website, but not on the marketplace platform. Therefore, sellers must have a strategy to focus on or utilize resources and distribute products at the right time. The aim of this study was to examine the effect of relative advantage, eWOM, perceived web quality, and e-service quality on behavioral intention to shop online. In addition, researchers want to know whether trust acts as a mediator between the four independent variables and attitude, as well as behavioral intention toward online shopping.

METHODS

This analysis is an empirical research and uses quantitative methods. A survey was used to collect data on the factors that influence behavioral intention toward online shopping that requires respondents to be consumers who have shopped on official brand websites. The questionnaires were presented in Indonesian because the range of respondents was limited to the Indonesian population. Questionnaire items were translated from English to Indonesian, then the questionnaires were pretested with eleven respondents to make sure the questions were clear. Respondents were asked to rate each statement using a 6-point Likert scale starting from 1, which strongly disagree, to 6, which strongly agree. The population in this study are adult Indonesians who have purchased products online through brand websites in the last 3 months, aged 18 years and over. The sampling method was carried out through purposive sampling and made using a Google form and distributed via social media such as Whatsapp, Instagram, and Twitter on March 2023. The use of purposive sampling to assess attitudes toward online shopping is appropriate and relevant for multivariate data analysis (Al-Debei et al. 2015). Respondents can only fill out the questionnaire once using their email account so that bias does not occur during data processing. The researcher will ask some things related to the respondent's criteria to find out whether the respondent is in accordance with the predetermined qualifications. The criteria for respondents in this study were consumers who had purchased online through brand websites. Respondents were also asked to write down the name of the brand website they visited most often.

The data is analyzed using the SEM in the SmartPLS application because the data distribution was not normal. There are two types of models, the first is the outer model which models each latent variable as the basis for the formation of the observed variables and the inner model which shows the correlation between latent variables as an attempt to test this relationship. The relationship between indicator variables and related constructs was evaluated using an outer model consisting of internal consistency (cronbach alpha, composite reliability), convergent validity (indicator reliability, average variance extracted), discriminant validity (cross loading, fornell-larcker, HTMT). Meanwhile, the inner model analyzes the relationship between constructs after the data is processed through

PLS-SEM which includes collinearity, coefficient of determination R2, predictive relevance Q2, effect size F2, model fit, and direct effect.

The current paper expands on the previous studies with two other related variables namely perceived web quality and e-service quality. This is supported by previous research conducted by Al-Debei et al. 2015 and Anser et al. 2021. Al-Debei et al. 2015 suggested that perceived web qualities significantly affect trust and positively correlate with online shopping attitudes. Research by Anser et al. 2021 also proves that e-service quality which consists of efficiency, privacy, and customer service has a positive correlation with trust, customer satisfaction, and loyalty. Therefore, the relationship between the dependent and independent variables is hypothesized to be mediated by trust and attitude toward online shopping in this analysis.

According to the theory of planned behavior (TPB), there is a significant relationship between attitude and behavioral intention (Ajzen, 1991; Davis, 1989). TPB is a development model of the theory of rational action (TRA) which is widely applied to reveal the relationship between attitudes and behavior (Ajzen, 1988). The TPB model explains causal factors influencing a person's decision to perform certain behaviors (Ajzen, 1988, 1991, 1996a). A person's feelings of pleasure or not after evaluating his experience of an object are called consumer attitudes (Fishbein and Ajzen, 1975). Pavlou (2022) describes attitude as an overall evaluation of the desire for potential transactions with retailers.

In Hansen's 2004 study, it was proven that in the context of online shopping, consumer attitudes towards online shopping were found to be the main predictor of behavioral intention. Therefore, in this study, the researchers also added a final variable, namely behavioral intention to determine consumer behavioral intentions based on their attitudes. Attitudes are function of beliefs that make individuals tend to adopt certain behavioral intentions (Rezaei et al. 2016; Lim and Dubinsky, 2005). Another paper that focuses on attitudes and behavioral intentions was made by Sheeba Hamid, Mohd Azhar, and Sujood in 2021 entitled "Behavioral intention to order food and beverage items using e-commerce during Covid-19: an integration of theory of planned behavior (TPB) with trust". The paper understands the various factors that influence purchase intention and examines consumer behavioral intentions in ordering food and beverage category products using e-commerce during the Covid-19 period by including trust with TPB (Hamid et al. 2023). Empirical results prove that attitudes, subjective norms, and beliefs significantly and positively influence behavioral intentions.

Behavioral intention towards online shopping is the dependent variable and the four independent variables consist of relative advantage, eWOM, perceived web qualities, and e-service qualities as elements of novelty. Based on the introduction and background that has been described, the quantitative research model can be seen in Figure 1.
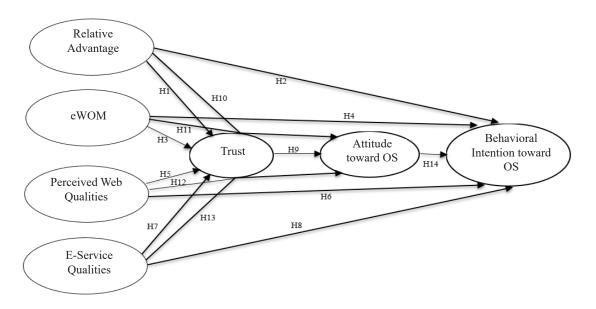

Figure 1. Conceptual model

Forsythe et al. 2006 suggest that relative advantage and online shopping are significantly positively related but vary at each stage of the buying process. In the context of online shopping, there are three main relative advantages, namely price, convenience, and benefits. In addition, Park and Kim (2003) revealed that relative advantage allows online sellers or stores to establish long-term relationships with online buyers which will affect the level of consumer trust related to the website where they shop. The level of consumer trust is directly proportional to the relative advantage that consumers get from a website (Akroush and Aldebei, 2015). O'Cass & Siahtiri (2013) also argue that consumer trust comes from the experience of websites or the experiences of other people they know. In accordance with previous studies, researchers tested the effect of relative advantage on beliefs, attitudes, and behavioral intentions towards online shopping in Indonesia with the following hypothesis:

H1: Relative advantage has a significant positive effect on the level of trust

H2: Relative advantage has a significant positive effect on behavioral intention towards online shopping

EWOM is defined as any statement put forward by potential, actual customers, or consumers who have purchased via the internet (Yadav et al. 2013). Consumer trust will be formed through reading and frequently interacting with eWOM sources. Customers can trust positive eWOM and shop on websites according to the recommendations provided. EWOM in the form of online opinion is the key to finding new information about products or services and their quality (Chevalier and Mayzlin, 2006). Thus, eWOM is considered to have a large persuasive effect on the attitudes and views of online shoppers. Positive EWOM can increase consumer trust and attitudes towards online shopping so the hypothesis is formulated as follows:

H3: EWOM has a significant positive effect on the level of trust

H4: EWOM has a significant positive influence on behavioral intention towards online shopping

Research by Min, So, and Jeong (2019) also says that the perceived usefulness and convenience of consumers influence their attitude toward using the platform and this attitude positively influences their intention to use the website. High web quality affects consumer perceptions of the benefits and satisfaction of shopping on the website (Liao et al. 2006; Bai et al. 2008; Al-Maghrabi and Dennis, 2011). Web quality

is very important to explain some of the variances in the construction of trust. Web quality has the greatest influence on consumer trust in online shopping sites. Consumers with a more positive attitude towards the website will tend to buy or revisit the website. On the other hand, consumers' negative attitudes toward websites will result in a reduced desire to buy or visit websites again (Limbu et al. 2012). By considering previous studies, the researcher makes a hypothesis to test the level of trust and behavioral intention as follows:

H5: The quality of online shopping websites has a significant positive effect on the level of trust

H6: The quality of online shopping websites has a significant positive influence on behavioral intention towards online shopping

The quality of electronic services in online shopping affects electronic trust. The level of customer trust increases when they feel more satisfied with online services related to efficiency, system availability, and data privacy. E-service quality determines consumer repurchase behavior intentions through websites that provide more efficiency, privacy, and satisfaction. Several studies show a positive relationship between e-service quality and consumer trust. Electronic service quality is a significant predictor of customer trust (Giovanis and Athanasopoulou, 2014). Zainul's 2019 research also shows that e-service quality provides more confidence and trust in online services, so researchers hypothesize:

H7: E-service quality has a significant positive effect on the level of trust

H8: E-service quality has a significant positive effect on behavioral intention towards online shopping

Trust is defined as customer trust in the information offered by websites based on consumer confidence in information and services which makes them not hesitate to transact digitally (Yousaf and Majid, 2018). Online shopping has external characteristics such as uncertainty and free actions by other people (websites that can or cannot be trusted, hackers, or new technologies that have never existed before and we don't know them) so consumers will experience several levels of risk. Therefore, the trust of the consumer itself acts as a solution and becomes a strategy to overcome this (Luhmann, 1988). Gambetta researchers argue that trust is highly correlated when humans are faced with ignorance and uncertainty over the actions of others (Gambetta, 1988). Trust is the determinant of attitudes

due to the increasing uncertainty and dynamics of cyberspace (Lin, 2011). Trust is a key influencing factor in online sales and purchases (Abbad et al. 2011). Consumer trust in brand websites and online marketplaces will also increase purchase intentions because this can reduce customer risk perceptions (Kim et al. 2008). Based on previous studies, the researcher hypothesizes as follows:

H9: Trust has a significant positive impact on attitudes towards online shopping

For brand websites and online marketplaces to survive and remain competitive in the market, they must provide a truly superior relative advantage. This is consistent with researchers establishing a positive relationship between relative advantage and trust (Kim et al. 2007; O'Cass and Carlson, 2013) and a positive relationship between trust and attitudes towards online shopping (Akroush and Al-Debei, 2015). Therefore the researcher makes a hypothesis:

H10: Trust mediates the relationship between relative advantage and attitudes toward online shopping

Electronic Word of Mouth has a positive relationship with trust (Awad and Ragowsky, 2008; Wang et al. 2009) and has a significant impact on attitudes towards online shopping (Lin, 2011). In the research of Lebdaoui and Chetioui (2020), an attitude refers to the consumer's evaluation of the product or service that has been purchased. The evaluation can be positive or negative based on previous personal experience (Al-Lozi, 2011). In this study, it is assumed that perceived trust is a direct function of eWOM, so it is hypothesized:

H11: Trust mediates the relationship between eWOM and attitudes toward online shopping

The research results of Al-Debei et al. (2015) show that consumer attitudes are influenced by perceived trust, benefits and quality of the web. The quality of the brand's website and online marketplace positively and significantly influences perceived benefits. To improve quality, companies must emphasize aspects related to design in terms of user interface and user experience such as navigation capabilities, information classification, search facilities, services, and online support. Therefore, the researcher formulated a hypothesis:

H12: Trust mediates the relationship between perceived web qualities and attitudes toward online shopping

E-service quality determines customer repurchasing behavior through websites that provide more efficiency, privacy, and customer satisfaction. In addition, e-service quality that is felt and evaluated by consumers after making an online purchase has an impact on their trust. When customer delight is achieved through online services in terms of efficiency, system availability, and data privacy, their trust also increases. Anser et al. (2021) also found the same finding, namely, e-service quality positively predicts consumer confidence in the digital economy. Giobanis and Athanasopoulou (2014) also suggested that electronic service quality is a significant predictor of customer trust, so researchers hypothesize:

H13: Trust mediates the relationship between e-service qualities and attitudes toward online shopping

Consumer attitudes consist of positive or negative feelings towards online shopping. Attitude in the Theory of Reasoned Action (TRA) was presented by Fishbein and Ajzen (1975), then in his research, Davis (1989) used attitude as a construct in the Technology Acceptance Model (TAM) and showed that attitudes influence individual intentions. Attitudes are also considered a social function (Nunnally and Bernstein, 1994) so that they can influence one another's attitudes through interactions and previous experiences (Bashir and Madhavaiah, 2015). According to Camilleri (2022), websites that are responsive to consumers and user-friendly can attract the attention of visitors so they make purchases. Another positive effect after shopping is that consumers will visit the platform again if they are satisfied with the service (Li et al. 2017). Because of this, brand websites are expected to provide personalized services to online users (Tong et al. 2020). In this study, researchers measured behavioral intention through several indicators according to a study conducted by Jung et al. (2021) especially in the understudied areas of cross-cultural research. This study, which includes respondents from the UK, US, and China (total n = 711) which consists of a willingness to use the same website again, to buy products from the same website again, and a desire to recommend it to others. Thus, the researcher proposes the following hypothesis:

H14: Attitudes towards online shopping mediate trust and behavioral intention towards online shopping

In this study, researchers focused on local fashion products because fashion is the second most popular product with the highest number of transactions in 2021 after credit and vouchers (Katadata Insight Center and Kredivo, 2022). On the other hand, according to Eurostat (2021), fashion represents personal purchases at the individual level and is rarely influenced by other buying agents in the household. According to Veblen (2013), fashion is an important indicator of consumption and social status. Fashion is also related to individual self-concept and self-actualization.

RESULTS

Research sample demographic and non-demographic profile

Table 1 exhibits the detailed research sample profile. Respondent demographics describe characteristics based on gender, age, domicile, occupation, last education, and average expenditure per month. Of the 301 data respondents to the brand website questionnaire, 167 respondents or 55.5% of the total respondents were female respondents, while 134 male respondents or 44.5% of the total respondents. In terms of age, the respondents in this study were dominated by the age of 26-35 years, namely 60.1% or 181 respondents.

Table 1. Research sample demographic profile

Measure	Items	Frequency	Percentage
Gender	Male	134	44.50%
	Female	167	55.50%
Age	18-25	79	26.20%
	26-35	181	60.10%
	36-45	36	12%
	45 and above	5	1.70%
Domicile	Jabodetabek	237	78.70%
	Outside Jabodetabek	41	13.60%
	Outside of Java Island	23	7.60%
Job	Student	58	19.20%
	Civil Servant/Government Employee or State-Owned Enterprise Employee	71	23.50%
	Entrepreneur	27	8%
	Private Sector Employee	117	38.80%
	Housewife	12	4%
	Professional	16	5%
Educational level	High school	41	13.60%
	Associate degree	15	5%
	Bachelor	199	66%
	Graduate studies	44	14.60%
	Doctorate degree	2	0.60%
Monthly expenses	< Rp2,500,001	52	17.20%
	Rp2,500,001 - Rp5,000,000	100	33.4%
	Rp5,000,001 - Rp10,000,000	97	32.20%
	Rp10,000,001 - Rp15,000,000	28	9.30%
	> Rp15,000,000	24	7.90%
	Total	301	100%

When viewed from the domicile of respondents, 237 respondents or 78.7% have a place to live in Greater Jakarta, then 13.6% of the total respondents or 41 respondents live outside Jabodetabek but are still in Java Island, as well as respondents who live outside Java Island amounted to 23 people or 7.6%. In terms of the type of work, 38.8% or 117 people worked as private employees, while 71 people or 23.5% served the state as civil servants (PNS), BUMN and BUMD. Respondents have the highest level of education, namely Bachelor or Strata-1 by 66% or 199 people. in terms of expenditure per month, 33% or 100 people have an expenditure range between Rp2,500,001 - Rp5,000,000, the second most is 97 respondents or 32.2% who have expenses of Rp5,000,001 - Rp10,000,000.

Furthermore, Table 2 contains the distribution of website brand names that are most often used by respondents to shop for fashion products online. In terms of website brand selection, Erigo ranks first with 75 respondents, followed by Eiger with 53 respondents, Buttonscarves with 16 respondents, This Is April with 12 respondents, and Colorbox with 10 respondents.

There is an interesting thing about choosing this brand website, namely that as many as 66 other website brands were chosen by just one respondent. This means that there are many other brand websites that may not be widely known by the public. This is of course also a potential for website brands in Indonesia to be able to further increase their existence so they can reach more people.

The measurement model

In the measurement model test, the first analysis to be carried out is the evaluation of the convergent validity test by looking at the results of the measurement of the loading factor and the AVE value of each variable in the SmartPLS outer loading. Outer loading is an estimate of the correlation of a variable in a reflective measure (an arrow of a latent variable points to its indicator) which determines the absolute contribution of an item to the assigned construct (Hair et al. 2017). A variable can be said to be valid if the factor loading and AVE are ≥ 0.5 (Hair et al. 1998). The reliability test is seen from the Cronbach's Alpha value which represents the lower limit and the Composite Reliability value represents the upper limit, which both have the condition that the value must be above 0.7. The measurement model which aims to evaluate the relationship between variables and indicators is tested using SmartPLS 3.2.9 software.

Cronbach's alpha of relative advantage, eWOM, perceived web quality, e-service quality, trust, attitude, and behavioral intention towards online shopping are above 0.70, which indicates that the used constructs are acceptable and reliable. Table 3 shows, for all constructs, the AVEs are above 0.5 and the CRs are greater than 0.7 so that the model is reliable and valid.

Table 2. Distribution of website brands used by respondents

Brand	Amount	Percentage
Erigo	75	24.92%
Eiger	53	17.61%
Buttonscarves	16	5.32%
This Is April	12	3.99%
Colorbox	10	3.32%
Aerostreet	6	1.99%
The Executive	5	1.66%
Adorable Project	4	1.33%
Brodo	4	1.33%
Heylocal	4	1.33%
Merche	4	1.33%
3second	3	1.00%
Cottonink	3	1.00%
Heaven light	3	1.00%
Prabu	3	1.00%
Shop at Velvet	3	1.00%

Brand	Amount	Percentage
Berrybenka	2	0.66%
Ecinos	2	0.66%
Elizabeth	2	0.66%
En-Ji	2	0.66%
Fixpose	2	0.66%
Geulis.co.id	2	0.66%
Heymale	2	0.66%
Livehaf	2	0.66%
Nappa milano	2	0.66%
Urban factor	2	0.66%
Visval	2	0.66%
Wallts	2	0.66%
ZMNow	2	0.66%
Beatrice	2	0.66%
Lainnya	65	21.59%
Total	301	100.00%

Table 3. Factor loading, composite reliability, average variance extracted (n = 301)

	Items measuring online shopping variables	Factor loading
	Relative advantage - Forsythe et al. (2006): CA = 0.777; CR = 0.856; AVE = 0.599	
RA1	By shopping online, I can shop in privacy of home	0.760
RA2	Not like traditional shopping, I can buy online whenever I want	0.797
RA3	Online shopping enables me to find prices I cannot find in traditional shopping	0.702
RA4	Buying online enables me to save the effort of buying what I want from offline/traditional stores	0.831
	eWOM - Ha (2004): CA = 0.783; CR = 0.873; AVE = 0.696	
EWOM1	I often read online recommendations to buy products online	0.820
EWOM2	My e-community frequently posts online recommendations to buy online	0.846
EWOM3	Consumers' online recommendations and reviews make me more confident in purchasing a product online	0.836
	Perceived web quality - Al-Debei et al. (2015): CA = 0.868; CR = 0.901; AVE = 0.603	
PWQ1	Catalogue web site internal browsing meets my needs	0.722
PWQ2	The ordering process used by the catalogue web site is simple	0.745
PWQ3	Catalogue web site web page content quickly loads	0.795
PWQ4	The catalogue web site internal search capabilities meets my needs	0.831
PWQ5	Little search effort is needed to find the needed products/information in the catalogue retailer web site	0.770
PWQ6	Overall, this web site is well-designed	0.791
	E-service quality - Luo et al. (2016)	
	Dimension ease of use: CA = 0.855; CR = 0.903; AVE = 0.700	
EU1	It is easy to get access to the company's website	0.814
EU2	The site is user friendly	0.903
EU3	Navigation on the site is easy	0.872
EU4	It is easy to find my way on the site	0.748
	Dimension web design: CA = 0.818; CR = 0.893; AVE = 0.736	
WD1	The information on this site is attractively displayed	0.790
WD2	The site layout and colors are appealing (fascinating)	0.928
WD3	I am satisfied with the site design	0.850
	Dimension responsiveness: CA = 0.817; CR = 0.892; AVE = 0.733	
R1	It is easy to get in contact with this online company	0.837
R2	This online company is interested in feedback	0.898
R3	The online company quickly replies to requests	0.833
	Dimension customization: CA = 0.749; CR = 0.857; AVE = 0.666	
C1	I feel that my personal needs have been met when using this site or completing transactions with this online store	0.831
C2	This site provides me with information and products according to my preferences	0.856
C3	I feel that the online store has the same norms and values as I have	0.759
	Dimension web assurance: CA = 0.792; CR = 0.879; AVE = 0.707	
A1	I feel secure about the electronic payment system of this company	0.797
A2	The online company is trustworthy	0.892
A3	I feel secure when providing private information to this online company	0.832
	Trust - Constantinides et al. (2010): CA = 0.854; CR = 0.912; AVE = 0.775	
T1	It is safe to pay money and perform a financial transaction in online shopping websites	0.855
T2	Online retailers will protect my financial-related information from being leaked (hacked)	0.918
T3	Online retailers will not sell my personal information (e-mail, phone number, names, etc.) to others for commercial use	0.865
	Attitudes toward online shopping - Van Der Heijden et al. (2003): CA = 0.718; CR = 0.840; AVE = 0.638	
AOS1	The idea of buying online is a good idea	0.806
AOS2	Buying online is better than buying from a real store/shop	0.736
AOS3	Buying online is a pleasant thing to do	0.850
	Behavioral intention toward online shopping - Jung et al. (2021): CA = 0.753; CR = 0.859; AVE = 0.671	
BIOS1	I have an intention to use this product	0.861
BIOS2	I have an intention to buy this product	0.836
BIOS3	I have an intention to recommend this product to others	0.755

The structural model and hypothesis testing

This analysis used bootstrapping of 5,000 resamples, one tailed, and significance level 0.050% to estimate the statistical significance of path coefficients. In Table 4, the square root of the AVE value of every single variable is greater than the correlation coefficients between the variable itself and the other variables (Fornell and Larcker, 1981), confirming the discriminant validity of the measurement scales.

The research study explains 65.4% of variation in trust in the proposed conceptual model. Four hypothesis (H1, H3, H5, H7) of relative advantage ($\beta = 0.103$), eWOM ($\beta = 0.160$), perceived web quality ($\beta = 224$), e-service quality ($\beta = 0.467$) are statistically significant. Second, attitudes toward online shopping are explained by 23.2% of the variation in the conceptual model and the hypothesis H9 ($\beta = 0.481$) is accepted. Third, behavioral intention toward online shopping are explained by 61.4% of the variation in the conceptual model. Hypothesis (H6 and H8) are all statistically significant.

As illustrated in Figure 2 with data from Table 5, the results of this study (H1) are in line with the findings of Lebdaoui and Chetioui (2021) that the relative advantage consisting of saving time, effort and costs in shopping online has a positive and significant effect on trust. Another advantage is that online shopping allows consumers to buy products and services anytime and anywhere they are. Then consumers can also compare product prices easily and efficiently. Some of these benefits have a significant and positive influence on trust and attitude towards online (Delafrooz et al. 2011). This is also in accordance with research conducted by Akroush and Al-Debei (2015) which shows that relative advantage has a positive and significant effect on trust so that relative advantage is the main predictor of trust. H3 confirm the results of previous research conducted by Lebdaoui and Chetioui (2021) where EWOM has a positive effect on trust so that it becomes the main predictor of trust. The same results were also obtained by Awad and Ragowsky (2008) and Wang et al. (2009) who also argue that positive EWOM can reduce the perceived risk of online shoppers, and therefore can increase consumer confidence in online shopping.

The findings from Chang and Chen (2008) also show the same thing with H5 that website quality affects consumer trust, which in turn will affect consumer purchase intentions. Trust is a product of perceived web quality, EWOM, and a function of perceived web quality. If perceived web quality is higher, it will also lead to a higher level of trust in websites. According to Al-Debei et al. 2015, perceived web quality was found to be a direct predictor of trust. The results of H7 are consistent with research by Anset et al. 2021 which states that e-service quality significantly affects trust. E-trust is defined as consumer trust in the information offered by websites. Yousaf et al. 2018 said that this level of trust is based on experience and assurance of information and services received from websites where consumers shop, then makes consumers more confident to make online transactions on these sites. Zainul's research (2019) also proves that the quality of electronic services provides more confidence and trust in the online services offered by organizations. Camilleri (2022) also found that consumers valued the e-commerce websites' features and their consumer order fulfillment capabilities. These factors increase the consumers' satisfaction with online shopping experiences, generate repeat business, as well as positive reviews on social media.

Table 4. Fornell-Larcker

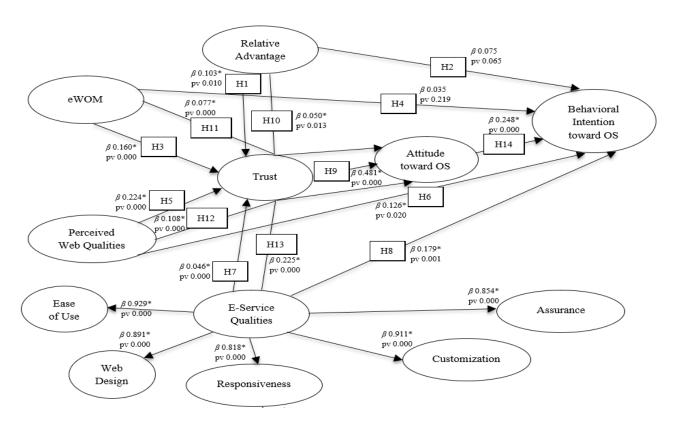|	BI	Att	Trust	EU	WD	R	C	A	EWOM	PWQ	RA
Behavioral Intention (BI)	0.819										
Attitude (Att)	0.731	0.799									
Trust	0.531	0.481	0.880								
Ease of Use (EU)	0.584	0.517	0.675	0.836							
Web Design (WD)	0.530	0.475	0.648	0.839	0.858						
Responsiveness (R)	0.454	0.417	0.655	0.678	0.629	0.856					
Customization (C)	0.609	0.537	0.722	0.788	0.777	0.705	0.816				
Assurance (A)	0.577	0.566	0.697	0.728	0.660	0.636	0.764	0.841			
EWOM	0.364	0.307	0.521	0.428	0.425	0.382	0.435	0.428	0.834		
Perceived web quality (PWQ)	0.577	0.508	0.695	0.699	0.624	0.621	0.666	0.655	0.431	0.776	
Relative advantage (RA)	0.520	0.506	0.552	0.555	0.453	0.439	0.519	0.520	0.405	0.534	0.774

Figure 2. The conceptual model (Note: *Significant at p ≤ 0.05)

Table 5. Results of hypothesis testing

Hypothesis	Hypothesis Statement	β	T Value	P Values	Description
H1	Relative advantage has a significant positive effect on the level of trust	0.103	2.331	0.010	Accepted
H2	Relative advantage has a significant positive effect on behavioral intention towards online shopping	0.075	1.513	0.065	Rejected
H3	EWOM has a significant positive effect on the level of trust	0.160	4.092	0.000	Accepted
H4	EWOM has a significant positive influence on behavioral intention towards online shopping	0.035	0.775	0.219	Rejected
H5	The quality of online shopping websites has a significant positive effect on the level of trust	0.224	3.839	0.000	Accepted
H6	The quality of online shopping websites has a significant positive influence on behavioral intention towards online shopping	0.126	2.047	0.020	Accepted
H7	E-service quality has a significant positive effect on the level of trust	0.467	7.702	0.000	Accepted
H8	E-service quality has a significant positive effect on behavioral intention towards online shopping	0.179	3.019	0.001	Accepted
H9	Trust has a significant positive impact on attitudes towards online shopping	0.481	10.407	0.000	Accepted
H10	Trust mediates the relationship between relative advantage and attitudes toward online shopping	0.050	2.225	0.013	Accepted
H11	Trust mediates the relationship between eWOM and attitudes toward online shopping	0.077	4.005	0.000	Accepted
H12	Trust mediates the relationship between perceived web qualities and attitudes toward online shopping	0.108	3.564	0.000	Accepted
H13	Trust mediates the relationship between e-service qualities and attitudes toward online shopping	0.225	5.800	0.000	Accepted
H14	Attitudes towards online shopping mediate trust and behavioral intention towards online shopping	0.248	7.658	0.000	Accepted

Our findings indicate a unsignificant direct effect of H2, relative advantage ($\beta = 0.075$; $p = 0.065$) and H4, eWOM ($\beta = 0.035$; $p = 0.219$) on behavioral attention toward online shopping and significant indirect effect with the mediation of trust to attitude ($\beta = 0.050$) on H10 and ($\beta = 0.077$) on H11. These results are consistent with research conducted by Arifin and Rahmat Syah (2023) where trust mediates e-WOM and online shopping intentions. Trust is formed from product reviews from other consumers through social media which can then generate purchase intentions of potential consumers. As illustrated in H2 and H4, the direct effect is not significant in the presence of the indirect effect and hypothesis are not accepted (Zhao et al. 2010). One reason why relative advantage does not have a significant effect on behavioral intention towards online shopping is when traditional shopping methods can offer similar conveniences and benefits compared to online shopping. The advantage of traditional shopping until now is the consumer experience, especially in the fashion category, where consumers can immediately try on the items they want to use before finally deciding to buy. This has not been found in online shopping. That is, if for a traditional shopping case can offer similar conveniences and benefits, then the relative advantage has no significant effect on behavioral intention.

Our outcomes support H6 and H8, and indicate that trust is a mediator in the relationship between perceived web quality, e-service quality and attitude and behavioral intention toward online shopping, confirming H12 and H13 as well. The last hypothesis (H14) reveals a significant indirect effect of trust on behavioral intention. The attitude of consumers to choose to adopt online shopping depends on the convenience of consumers getting access to better products in terms of delivery methods and times, so that consumers are not afraid of having difficulties to return goods if they are not appropriate or refund their money (Duarte et al. 2018). According to Duarte et al. (2018), investing in innovative ways as mentioned above can ensure online customer trust and is an important role in increasing customer convenience and satisfaction online, and ultimately also has an impact on behavioral intentions such as willingness to reuse and recommend online services.

In order to test predictive relevance, CV-Red was calculated for the endogenous latent variables. Q^2 that are greater than 0 implies that there is predictive relevance. In Table 6, the Q-square value of trust, attitude toward online shopping, and behavioral intention toward online shopping are 0.498; 0.145; and 0.400, confirming the claim that the research model has adequate ability to predict.

Table 6. Q-square or cross validated redundancy of the endogenous latent variables

Constructs	SSO	SSE	Q^2 (=1-SSE/SSO)
Behavioral intention towards online shopping	903.000	541.774	0.400
Attitude toward online shopping	903.000	772.393	0.145
Trust	903.000	453.650	0.498

Managerial Implication

The theoretical contribution of this research is its exploration of the factors influencing behavioral intentions toward online shopping on brand websites within the context of the evolving consumer landscape shaped by the coronavirus pandemic and the surge in online business competition. The study's unique focus on brand websites, amidst the growing dominance of online marketplaces, presents several noteworthy theoretical contributions such as contextual shift in consumer behavior, the research addresses the transformative impact of the coronavirus pandemic on consumer attitudes and behavior, particularly the heightened reliance on online shopping. By examining the factors driving behavioral intentions toward brand websites, the study captures a critical aspect of the contemporary consumer landscape, shedding light on the evolving dynamics of e-commerce. The second is relevance of direct sales, that the study delves into the enduring relevance of brand websites as a direct sales distribution channel, despite the proliferation of online marketplaces. This exploration contributes to our understanding of the nuanced preferences and motivations of consumers in choosing between different online shopping platforms. The third, an integrated model with mediation by proposing an integrated model where trust and attitudes mediate the relationships between relative advantage, eWOM, perceived web quality, e-service quality, and behavioral intentions, the research enriches our understanding of the complex interplay among these factors. This mediation framework offers insights into the cognitive and affective pathways through which antecedents influence behavioral intentions.

Furthermore, empirical validation, the study employs rigorous empirical methods, including data collection through a survey and PLS-SEM estimation, to validate the hypothesized relationships within the integrated model. This methodological approach enhances the credibility and generalizability of the findings, providing practical implications for both academics and practitioners. The fifth is Indonesian consumer perspective, the study focuses on Indonesian online shoppers, contributing to the literature by providing insights into the behavior and preferences of this specific consumer group. This localized perspective offers valuable context-specific findings that can inform marketing strategies in the Indonesian e-commerce market. And the last is antecedents and mediators of behavioral intentions, by exploring the direct effects of perceived web quality and e-service quality on behavioral intentions and identifying the mediating roles of trust and attitudes for relative advantage and eWOM, the research enhances our understanding of the drivers and psychological mechanisms underlying online shopping intentions.

From a practical perspective, website brand retailers can use the outcome of this study to increase the sales by improving their online platform and designing useful e-marketing strategies. Ease of use is the dimension that best reflects e-service qualities based on the result, followed by customization, web design, assurance, and responsiveness. Retailers should prioritize the ease of use aspect to their website. Things they could do such as have good web navigation, good product classification, and good user journey. This surely brings convenience to the customer, hence increasing trust in online shopping and attitude towards it. Customization aspect is about how the website personalized customer needs so each customer can have different product recommendations based on their activities on the website. For the web design dimension, the website should have a simple, yet good user interface so customers can easily use it. All above recommendations will be nothing without the security aspect and fast response time.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Relative advantages, eWOM, perceived web qualities, and e-service qualities do have significant and positive impact to trust in online shopping. Trust also affects attitude towards online shopping. However, the impact to behavioral intentions towards online shopping from relative advantage and eWOM are not significant, hence must be fully mediated by trust and attitude towards online shopping. Perceived web quality and e-service qualities are the two variables which are half mediated by trust and attitude towards online shopping, since they have significant and positive impact too to the behavioral intention towards online shopping variable directly.

Recommendations

Though this study has covered many interactions between dependent and independent variables in online shopping, there are still limitations that can be explored more in the next future research. We only use website brands as the channel, where there are some other channels for doing online shopping such as marketplace and social commerce. Different channels should have different outcomes, hence will reach more people. Variables used in this study as predictors are only limited to the relative advantage, eWOM, perceived web qualities, and e-service qualities. In the future, we can use more variables like service type and customer e-satisfaction.

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