Online Shopping Behavior in the House of Household Productive Age

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Abstract: In community behavior in the e-commerce business ease is a challenge for companies to meet the needs and desires of their customers. The purpose of this study is to determine consumer behavior among productive housewives to shop online. The sample used in this study is housewives in the school environment. This research method uses a survey method with the number of respondents 30 housewives in a school environment who have made online purchases on the market place. Data analysis techniques use Structural Equation Modeling (SEM), component based pastial least squares (PLS). The results showed that attitudes toward online shopping were more influenced by vendor selection and consumer confidence in vendors. For this reason, online business people need to introduce their web trust to various media, as well as the completeness of information and the attractiveness of web design is also very influential on consumers. The completeness of the website design, and the information and convenience in it is a marketing strategy so that it can be a determinant in making online shopping decisions.

1 INTRODUCTION

The development of information technology and computers, in this case the internet led to the formation of a new world which is often referred to as cyberspace. So every individual has the right and ability to interact with other individuals without any restrictions that can prevent him. The impact of the presence of internet information technology is that the business sector is the sector that most feels it.

Through e-commerce, a lot of people use it both by selling and shopping online. The ease of access to the internet both via wifi and mobile devices makes it easy for the public to access information about a product or service that they are looking for plus the promotion conducted by e-commerce companies in offering goods and services, (I putu Agus Eka Pratama, 2015)

Changing people's behavior in the e-commerce business is a challenge for companies to meet the needs and desires of their customers. Based on data released in Kompas.com article in 2017, the number of internet users in Indonesia reached 143.26 million people. This figure increased compared to the previous year, namely in 2016 which recorded 132.7 million people. The data is the result of a survey conducted by the Indonesian Internet Service Providers Association (APJII).

When it comes to the most commonly used devices for online shopping, the use of mobile phones is increasingly popular. Indonesia is in the top ranking globally in terms of mobile phone use for online shopping together with the Philippines, Vietnam and Thailand; and all countries in the Southeast Asia region score above the global average. More than six in ten Indonesian consumers (61%) said they would use the most mobile phones to shop online, while more than half (58%) of consumers said they would use computers. The use of tablets as a means to access online retail sites is also increasing, with more than a third (38%) of consumers saying they will use it to shop online. This can be seen in the following graph.
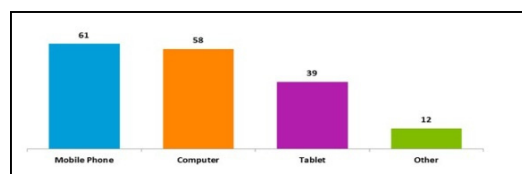

Figure 1. The most frequently used device to shop online
Source: Nielsen Global Survey of E-Commerce, Q1 2014

Indonesia is one of the countries that has the largest online market in the world which is inhabited by 104 million internet users. The large number of internet users has placed Indonesia as one of the sixth largest countries in the world to access the internet.

The following data shows the position of internet users.

Top 25 Countries, Ranked by Internet Users, 2013-2018 _millions_						
	2013	2014	2015	2016	2017	2018
1. China*	620.7	643.6	669.8	700.1	736.2	777.0
2. US**	246.0	252.9	259.3	264.9	269.7	274.1
3. India	167.2	215.6	252.3	283.8	313.8	346.3
4. Brazil	99.2	107.7	113.7	119.8	123.3	125.9
5. Japan	100.0	102.1	103.6	104.5	105.0	105.4
6. Indonesia	72.8	83.7	93.4	102.8	112.6	123.0
7. Russia	77.5	82.9	87.3	91.4	94.3	96.6
8. Germany	59.5	61.6	62.2	62.5	62.7	62.7
9. Mexico	53.1	59.4	65.1	70.7	75.7	80.4
10. Nigeria	51.8	57.7	63.2	69.1	76.2	84.3
11. UK**	48.8	50.1	51.3	52.4	53.4	54.3
12. France	48.8	49.7	50.5	51.2	51.9	52.5
13. Philippines	42.3	48.0	53.7	59.1	64.5	69.3

Figure 2. Amount and projection of the number of internet
Source : www.emarketer.com

2 LITERATURE REVIEW

2.1 Internet Technology

The internet is a revolution that changes our economic and social world. For this reason various studies have attempted to uncover the factors that can accelerate the adoption of the internet, (Candra & Dadang, 2013). The internet is also a global network that connects computers spread throughout the world. Indirectly the internet has a major influence in the development of knowledge and worldview.

Initially, the internet was a computer network formed by the United States Department of Defense in 1969, through the ARPA project called ARPANET. The initial purpose of the construction project was for military purposes. At that time the US defense department made computer network systems spread by connecting computers in vital areas to solve problems in the event of a nuclear attack and to avoid the occurrence of centralized information, which in the event of a war can be easily destroyed.

2.2 Web Technology Development

It is a page of information provided through the internet so that it can be accessed throughout the world as long as it is connected to the internet network. The website is also a collection of pages that display information on text data, still or motion picture data, animation data, sound, video, and / or a combination of all of them, both static and dynamic which form a series of interrelated buildings where each is connected with page networks (hyperlinks).

The website became known in Indonesia around 1998, where only large companies were able to own it. Website functions are not only as a means of promotion, but also as an effort to increase the prestige of a company, so that it has made many entrepreneurs dare to spend high enough to have this online media.

2.3 Promotions and Advertising Media

Promotion is a one-way information created to direct a person or organization to take action. Each form of promotion is used to provide information, persuade or invite to take actions according to the wishes or goals. The reason for advertising on e-commerce (internet) is because now consumers are starting to move to the internet, because they move then the advertising media must follow it, assuming that the goal of advertisers everywhere is to reach their targets effectively and efficiently.

The types of advertising media on the internet include (1) banners are the most common type of advertising used on the internet, (2) rectangular advertising, shaped like a banner but larger, (3) skyscraper ads, stretched horizontally, (4) sponsorship ads are sponsorships on web pages, (5) interstitials are dynamic advertisements on the internet, (6) classified ads are opportunities for local advertisers with limited access, (7) Meta advertisements displayed on search results pages, specific to those searches , (8) E-mail by buying e-mail addresses and sending information to people in the list, and (9) Chat rooms are virtual meeting rooms where groups come regularly to chat. (Suyanto, 2003).

2.4 *E-Commerce*

Sale or purchase of goods and services, between companies, households, individuals, governments and other communities or organizations, which are carried out through computers on network media. Through e-commerce, a lot of people use it both by selling and shopping online. The ease of access to the internet both via wifi and mobile devices makes it easy for the public to access information about a product or service that they are looking for plus the promotion conducted by e-commerce companies in offering goods and services, (I putu Agus Eka Pratama, 2015).

The advantages and risks of transacting in e-commerce are: a) revenue stream, which may be more promising, which cannot be found in traditional shopping systems, b) can increase market share, c)

reduce operating costs (operating costs), d) widen the reach, e) increase loyal customers, f) shorten production time and production range, g) improve supplier management. While the risk gained when transacting in e-commerce, in terms of business, there are system abuse and failure, including: a) financial loss directly due to fraud, b) theft of valuable confidential information, c) loss of business opportunities due to service interruption, d) use of access to sources by other parties who are not entitled.

2.5 Online Shop

Shopping online is an activity to purchase products either goods or services through internet media. Online shopping activities include Business to Business (B2B) and Business to Consumers (B2C) activities. While the research on online shopping activities is associated with B2C because the intended purchasing activities are purchasing activities used by consumers themselves, not resold. Online shopping activities here are retail transactions with individual buyers, so online shopping here is a purchase decision made by individuals online. One of the benefits of online shopping is that prospective buyers can see first (products) that they will buy through the web offered by the seller. This activity is often called searching.

Kotler and Armstong (2004) explained that purchasing decisions are actions or behavior of a person in making a decision to choose a product both in terms of the type and quantity of the product itself. The decision process itself has at least five stages including need recognition, information seeking, evaluating alternatives, determining purchases and buying behavior which are generally satisfaction with the choice of decisions taken. Factors that influence purchases are generally related to feelings and emotions. Kotler and Keller (2013) explain that the decision-making process is always related to unexpected situations and attitudes toward purchasing.

2.6 Online Shopping Attitude

Attitude is a form of feeling that is favorable or unfavorable. Thus, the attitude basically shows a mental condition or certain rationality that reflects a personal view of an object or concept. This view can be a positive view (useful) and a negative (destructive) view. Online shopping attitude here is a very important factor in the process of making online purchasing decisions.

Breckler (1984) identifies three dimensions of attitude, namely the cognitive dimension, the affective dimension and the conative dimension. Cognitive dimension is a dimension that refers to an individual's belief in an object. Affective dimension is a dimension that involves feeling by a stimulus from the individual's heart. Meanwhile, the conative dimension relates to the tendency of an individual to behave on an object.

This attitude of online shopping is basically a person's response to a purchase transaction activity. This response may be beneficial or even harmful. Keller (1993) further adds that the attitude towards online shopping is to reflect consumer responses to the online shopping system offered. The strong or not desire of someone to shop online will depend on the size of the benefits received when shopping online compared to the risks that might be experienced (Yu & Wu, 2007). From this explanation a hypothesis can be put forward with regard to the attitude of online shopping with the reliability of online purchasing decisions.

2.7 Internet Users based on Housewife Work

APJII (Indonesian Internet Service Providers Association) has announced the results of a survey of Indonesian Internet User Statistics in 2016. Most internet users are either Workers or Self Employees of 82.2 million or 62%. The next order of internet users is housewives (IRT) of 22 million or 16.6%.

Online shop is actually similar to an offline shop or a real world shop in general. The trend of online stores is indeed an alternative business choice in the internet era, people are very interested and have online stores on the internet. The process of buying and selling transactions in the online shop is carried out by giving requirements to prospective customers, namely registration as a member who can then order products. After that consumers pay for products purchased using bank transfers or credit cards. Owners or providers of online stores will send these products to consumers (Wicaksono, 2008).

The survey results from APJII (Indonesian Internet Service Providers Association) showed that in 2016 internet users who were housewives were 16.6%. According to indotelco.com (2018) In this all-digital era, mothers are increasingly getting various conveniences. Not only looking for info about health and child development, through the internet, today's mothers can buy various needs with just one click or click. Of the many online shopping platforms, Shopee is the main choice for mothers (73% of respondents

selected), followed by Tokopedia (54%), Lazada (51%), and although they cannot fully enter the e-commerce category, Instagram is also explored. mothers for online shopping (50%).

From the survey above it is seen, mothers choose to shop online, one of the biggest reasons is to avoid the hassles of shopping outside the home with children. In addition there are 3 other main reasons mothers shop online, which can be done anytime and anywhere, save time, and compare prices easily. Besides comparing prices, I also like the ease of comparing the quality of goods through reviews on the internet. As many as 94% of respondents made a purchase after seeing recommendations online, and 28% made a purchase after seeing reviews from the parenting site, indotelco.com (2018). Shopping online also has several risks. According to Turban et al. (2004) there are 5 risks faced by consumers. First, the incompatibility of the product ordered with the photo or picture displayed, both the damage to the item received, the third mistake in the packing that raises the order error, the fourth item is not sent because it is damaged or lost, the fifth appearance of fraud. To minimize the risk that there are sellers and buyers need to check the security of existing online businesses.

Based on the explanation above, there are many factors that influence buyers in making decisions in online shopping. Shim, Shin & Nottingham (2002) explained that online buying behavior is very dependent on the availability of information, the attractiveness of website design, and the ease of transaction. This attitude will lead to someone's decision to make an online purchase. In this study the formulation of the problem proposed is how online shopping behavior among housewives, and the influence of the use of e-commerce web contained in it which includes the completeness of the website, vendor selection and customer satisfaction.

The focus of the problem taken in this study was online shopping behavior among housewives aged 25-40 guardians of Al Huda Surakarta kindergarten students, most of whom were waiting for their son or daughter in the school environment. They spend their free time using their gadgets to shop online or just look - see promos.

3 GENERAL DESCRIPTION OF RESPONDENTS

Respondents in this study were those who had done online shopping transactions that were consumed /

used alone in this year. Online products purchased are products offered by sites from Indonesia. Distribution of questionnaires using People-Assisted-Method ie respondents assisted in filling out questionnaires, so that there were no questionnaires that were missed or returned. The number of online buyers is 30 respondents. From these 30 questionnaires, it can then be detailed based on demographic aspects (gender, age, educationand work) as well as motive aspects of buying reasons and methods of purchase).

Table 1: Respondents According to Demographics

Gender	Ammount
Female	30
Age	
17-25	10
26-35	15
36-45	5
>=46	0
Education	
SD/SMP	3
SMA/SMK	8
Diploma III	10
S1	8
S2/S3	

Table 2: Results According to Products Purchased

Types of products	Amount
Household appliances	10
Clothing, accessories	12
Electronic equipment	2
Computer equipment	3
Others	3

Table 3: Buying Behaviour

Equipment used	Amount
Handphone	27
Laptop	3
Purchase Reasons	
Vendors are known	5
Cheaper price	18
More choices	5
More information	2
Others	
Payment method	
Internet banking	12
ATM	15
Credit card	3
Others	

4 METHOD

This research under study is an online product offered by sites originating from Indonesia. Suppose shopee, tokopodia, olx and many more. The population of this study is everyone who has made an online purchase transaction.

This study in data collection using survey methods. In this survey information was collected from respondents through questionnaires. Questionnaires are designed for housewives who have made transactions at least twice.

In filling out this questionnaire using a Likert scale to determine the level of student assessment which consists of choices (optional) and scores, namely: 4 (strongly agree), 3 (agree), 2 (disagree), and 1 (strongly disagree). Distribution of this questionnaire is people assisted survey, in this case the researcher waits in filling out the questionnaire, the purpose of this technique is if there is no clarity in the filling, even the questions submitted in the questionnaire can be immediately informed according to instructions.

This study uses a survey method. In this survey information was collected from respondents through questionnaires. This sampling technique is based on several criteria, namely; 1) Housewives among guardians of Al-Huda Surakarta kindergarten students aged 25-40 years, 2) Willing to fill out the questionnaire provided, 3) have done online shopping transactions. Respondents taken in this study amounted to 30 people, they filled out the questionnaire provided.

5 RESULT

After obtaining the results of the questionnaire, then the data is processed and analyzed. All data has been recapitulated in Ms Excell then saved with CSV format. After the data is stored then it is imported into the SmartPLS program that has been installed on the computer. Then the paperwork storage will appear by creating a folder to create data related to activities that are run with smartPLS.

After the questionnaire data along with the indicators that have been determined appear on the PLS worksheet, the next step is to create a research model that displays the variables, each of which is illustrated by each indicator. The indicator here is symbolized by x and y, while the variable consists of complete website (KW), complete website (KP), and shopping attitude (SB).

Construction or variable KW are each measured using 3 indicators namely X11, X12, X13. KP variables are measured using indicators X21, X22, X23. The variable SB is measured using the indicator X31, X32, X33. The direction of the arrow between the indicators and the construct shows that research uses reflective indicators that are relatively appropriate to measure perception.

Testing with PLS begins with testing the measurement model to test the construct validity and reliability.

After the data were analyzed through validity and reliability tests using the Structural Equation Modeling (SEM) model and the results of its processing with the help of SmartPLS, the results obtained are as follows.
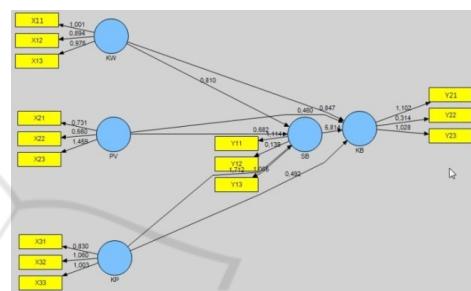

Figure 3. Results of the SEM model

Based on the results of the model, the results of the analysis are as follows:

Table 4. Analysis results

Symbol	Results
PV→SB	0,810
PV→KB	0,847
KW→SB	0,660
KW→KB	0,680
KP→SB	0,712
KP→KB	0,942
SB→KB	1,814

Based on the table shows that the online shopping behavior of housewives in the Al-Huda kindergarten environment shows that vendor selection (PV) e-commerce or market place has a very direct effect on online shopping decisions, namely 0.847. As for the completeness of the website (KW), the online shopping decision is 0.680. Customer satisfaction (KP) also affects shopping decisions (KB) with a value of 0.942 so that the attitude to shop online (SB) is 1.814.

The results of this analysis attitudes towards online shopping are more influenced by vendor

selection and consumer confidence in the vendor. For that, online business people need to introduce their web trust to various social media such as Instagram, Twitter, Facebook, WhatsApp and so on. Besides that, it can also be equipped with blogging so that the marketing strategy can be broadly reached by various groups. Likewise, the completeness of information and an attractive web design also have a very significant impact on consumers.

The consumers will see the first time from the web design, how the tool is used, the writing on the website. Besides that in the marketing strategy how to maintain reputation, the quality of a product is also very influential in the trust in a web provider. The completeness of the website design, and the information and convenience in it is a marketing strategy so that it can be a determinant in making online shopping decisions.

6 CONCLUSIONS

After this research was held, conclusions can be drawn from the attitude of online shopping for consumers among housewives in the Al-Huda kindergarten environment as follows:
1. The choice of e-commerce vendors has a high value, related companies must make a lot of improvements in various things, because it influences the shopping decisions.
2. Complete website design along with the ease and information in it. Web designers make it as attractive as possible to face competition in various vendors
3. Customer satisfaction also shows someone's attitude in shopping online.

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