

Behavioral Accounting Model of Online Shopping Behavior, Risk Perception and Entrepreneurial Orientation of Micro Small and Medium Enterprises (MSME) Creative Economy in Indonesia

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Keywords: Behavioral Accounting, Online Shopping Behavior, Risk Perception, Entrepreneurship Orientation, Micro Small and Medium Enterprises (MSME), Creative Industry, Jambi Province.

Abstract: This study aims to develop a behavioral accounting conceptual model as a study of Behavioral Accounting Model on Online Shopping Behavior and Risk Perception on Entrepreneurial Orientation of creative industry entrepreneurs in minimizing the risk of facing the development of information technology progress so that they have the competence in managing existing resources to face the open markets and strengthen the entrepreneurial ecosystem from a behavioral accounting perspective. The target of the findings and implementation of this study, namely as input for relevant agencies and for Micro Small and Medium Enterprises (MSME) in the creative industry where Behavioral Accounting as the basic concept of the model of development and improvement of innovation and creativity, assess the stability of industrial culture based on the risks faced, increase the functional value of products and services and increasing the entrepreneurial orientation and creative economy of the community and internet-based business actors in Jambi Province from the standpoint of behavioral accounting. And placing Jambi Province as one of the drivers of the national creative economy and increasing the competitiveness of Indonesian local products on the world market. Incoming respondents' answer data indicates that respondents' Online Shopping Behavior is in the medium category, Risk Perception is very high category and low Entrepreneurship Orientation.

1 INTRODUCTION

Your Some time ago, Agus Martowardojo as Governor of Bank Indonesia reminded each province should be able to produce Regional Original Income (PAD) from Natural Resources (SDA) in supporting regional development. As it is known that 60% of the level of dependence of Jambi Province on natural resources that makes the regional economy is more vulnerable to being affected by fluctuations in world commodity market prices (Bernard, 2017).

BPS (2017) stated in the press conference that the economy of Jambi Province in 2016 experienced a growth of 4.37%. Growth occurs in all business fields. Financial services and insurance are the business fields that experienced the highest growth, namely 10.38%, followed by information and communication at 8.51%, and transportation and

warehousing at 8.29%. While the economic structure of Jambi Province according to the business field in 2016 was dominated by three main business fields, namely: agriculture, forestry and fisheries (29.79%); mining and quarrying (16.59%); and wholesale and retail trade; car and motorcycle repair (12.15%). But if we look at the development of the creative industry or in the creative economy, Jambi Province is still very low.

The potential of the creative economy is not playing games, moreover, the tourism industry is now being boosted by the government. And, the creative economy sector is closely related to tourism. From the data presented, there are 3 sub-sectors of creative economics which contributed the most namely culinary 41.6%, clothing 18.1%, and craft 15.7%. Its economic value ranges from 7.3 percent to 7.6 percent nationally. Of the 14 creative economy sub-sectors, the Jambi Provincial Government from now must be keen to focus on

what sectors can be more appropriately applied in the community to encourage large PAD (Bernard, 2017).

With many travelers, Micro, Small and Medium Enterprises (MSMEs) will start to stretch. Not only 3 sub-sectors, this will also stimulate other tourism activities commonly known as MICE (Meeting, Incentive, Convention, Exhibition). Such activities will be more or less a positive impact in absorbing a large workforce such as hotels, transportation, travel agents, printing and others. The potential of human resources in Jambi Province is now experiencing a peak, since 2015 which is at 47.3% and in 2020 around 46.4%. This figure shows, the population is more productive than the unproductive population. This means that the population structure of the people in Jambi Province who in productive age are workable aged 15-64 years is greater or in simple terms, there are 10 people of productive age who are eligible to work only to bear 3-4 unproductive people. Therefore, it is not surprising that the open unemployment rate in 2017 in Jambi Province is in the range of 109.4 thousand people (Bernard, 2017).

Online shopping or better known as e-shopping is a growing trend in many developing countries. Consumers and companies have recently experienced a shift in business by developing purchases and sales via the internet. E-shopping is a new way for retailers to accelerate the pace of economic growth. According to Babar, Rasheed, and Sajjad (2014) one reason for this growth is that many people use PCs, laptops and smartphones that have access to the internet.

However, changes in public spending behavior from conventional shopping to online shopping in Indonesia have several problems. According to YLKI, one of the problems currently being faced by the public is the lack of control over e-commerce. Based on YLKI data, problems related to e-commerce ranked third out of a total of 781 direct complaints and 1,038 by telephone, jumping to the top three in Indonesia and becoming a major obstacle in other countries (Julianto, 2017). Therefore, it needs to be reviewed in relation to policies related to perceptions of online shopping perceived by consumers or market participants.

Based on the research of Hassan et al., (2006) described the perceptions of risk that must be faced by the community and business actors who conduct online buying and selling transactions. According to Hassan et al. (2006) the average risk perception of the community in dealing online must be faced, namely financial risk (13.8%), performance (16.01%), time (12.81%), social (8, 22%),

psychology (9.14%), physical (8.01%), and resources (14.95%). If this is not done immediately, concrete and effective steps will be taken to cause economic disaster. The momentum of the creative economy and tourism is the time to become the new prima donna in regional economic development that has been spoiled by SDA. If this is to be realized immediately, it will not only reduce unemployment but also increase PAD.

2 LITERATURE REVIEW

2.1 Behavioral Accounting

The Kuang and Tin (2011) stated that the field of behavioral accounting research in Indonesia is still relatively new when compared to other accounting studies. At Gadjah Mada University Jogjakarta introduced research in this field starting in 1995, where the field of behavior was the main study in the department of psychology, so that its current existence is still debated by the accountants themselves.

Behavioral accounting is part of the accounting science family that applies the relationship between human behavior, accounting systems and information as an output. The accounting and information systems intended are a unit of management aids in supporting the functions of control, budgeting, accountability and cost collectability, performance appraisal, or financial statements (Siegel and Ramanauskas-Marconi, 1989). The approach often used to understand human behavior is as follows:

1. The cognitive approach, which is more inclined to emphasize the mental aspects of the internal side such as ways of thinking and weighing. Then individual interpretation of the environment is considered more important than the environment itself.
2. Reinforcement is emphasizing the role of the environment in human behavior. So that the environment is seen as a source of stimulation (stimulus) that can produce and strengthen behavioral responses.
3. Psychoanalytic approach is an approach that emphasizes the role of the personality system in determining something behavior itself.

2.2 Online Shopping Behavior

Online shopping or better known as e-shopping is a growing trend in many developing countries.

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Referring to the definition of Shahzad's research (2015) that online shopping behavior is a type of perception and evaluation of a person for a product or service during online shopping that can be bad or good. This definition is not much different from that of Li and Zhang (2002). Many scientists have measured consumer behavior through different dimensions. According to Gozukara, Ozyer, and Kocoglu (2014)

2.3 Risk Perception

The service of buying and selling transactions on the internet today is increasingly easy to find, both for consumers who want to buy and business people who use the internet as a medium to expand the range of transactions. However, little is known about how consumers and businesses evaluate the potential risks associated with buying and selling online (Featherman & Pavlou, 2003).

Cunningham (1967) defines risk as the amount of material that will be lost as a consequence of unfavorable actions, and or the subjective feeling of an individual related to the action he will take in the future will bring harm. Risk is also defined by Mitchell (1992) as a variation of possible losses from the distribution of results from one's subjective thinking.

Risks have an impact on one's attitude and behavior or business actors in conducting transactions with other parties. According to Featherman and Pavlou (2003) that the level of risk is the dominant factor in the form of attitudes and

behavior in various business transactions. A high transaction risk level will make consumers uncomfortable in buying and selling activities, both online and offline. To determine the right measurement for risk perception, according to Mitchell (1992) it is necessary to review the nature of the construct itself. Mitchell (1992) argues that there are three reasons underlying the importance of studying consumer risk perceptions or online-based business actors. First, perceived risk perception theory has intuitive power and plays an important role in facilitating businesses in seeing the world from the customer's point of view. Second, it can be applied to a variety of marketing applications. Third, risk perception is more influential in explaining consumer behavior because consumers are more often motivated to avoid mistakes than to maximize utility in purchasing decisions.

Consumers feel the risk in most purchasing decisions in store, whether for personal use or resale, and the higher risk of shopping is an ordering via telephone or internet (Forsythe and Shi, 2003). Since 1964 until now the main reason is the concern that the product purchased is not in accordance with the wishes. Online buying and selling transactions are still considered a high-risk strategy because consumers are not given the opportunity to check the product before making a purchase transaction, difficulty returning the wrong merchandise; and high rates of misuse of customer data.

2.4 Entrepreneurship Orientation

Pioneering businesses or companies that have been operating for a long time continue to race in pursuit of business opportunities to encourage business expansion, by maximizing technological advances and intellectual property creation. Entrepreneurial activity is one of the main engines of the current creative economic growth besides creating employment and important features of high-performing businesses (Lumpkin and Dess, 1996)

Lumpkin and Dess (1996) use the concept of the literature strategy-making process for enterprise-level entrepreneurship models, according to Lumpkin and Dess (1996) entrepreneurship orientation there are five dimensions, namely autonomy, innovation, risk taking, proactive, and competitive aggressiveness

2.5 Creative Economy

When we enter the era of globalization where all activities mutually change the way people exchange

information, transact, and products and technology itself in various parts of the world. The developing world is very dynamic and complex in producing something invaluable products or services in the nation's competition and economy. Creative economy is a concept by placing creativity and knowledge as the main assets in driving the economy.

The definition of creative economy according to Howkins (2002) is an economic activity in society that most of the time is spent producing ideas, routinely and repeatedly. UNCTAD (2010) defines the creative economy as a concept that develops based on creative assets that have the potential to generate economic growth and development. Whereas in the 2009-2015 National Creative Economy Development Blueprint, the definition of creative economy is an activity by intensifying information and creativity by relying on ideas and knowledge from human resources as the main production factors in its economic activities (Bekraf, 2016).

The creative economy is further elaborated as an effort to encourage increased income, job creation and export income while promoting social care, cultural diversity and human development by including social, cultural and economic aspects in technology development, Intellectual Property Rights, and tourism as a collection Knowledge-based economic activities with cross-sectoral dimensions of development and connectivity at the level of the micro and macro economy as a whole and a development strategy choice that requires innovative and multidisciplinary cross-ministerial and policy actions.

3 METHODS

This study uses quantitative methods to express symptoms holistically online shopping behavior, risk perception and entrepreneurial orientation in Indonesia, research data obtained directly from the first party (primary) using survey techniques by distributing questionnaires sent directly. The population of the study are all SMEs, especially the creative industries who are registered in the Disperindag office and the Department of Cooperatives and SMEs in Jambi Province, who come from various creative industries in Jambi Province. The minimum sample number required for research that uses data analysis with structural equation models is 5 (five) times the number of

research indicators. (Hair Jr., Black, Babin, & Anderson, 2010).

This research instrument uses closed question types. The research instrument used the previous research questionnaire. The stages in data processing used were data quality tests and statistical descriptions. The proposed research is directed to explore and develop behavioral and risk management accounting that is expected to produce contributions for creative industry players to have a good entrepreneurial orientation to support the creative economy, especially in Jambi Province or the wider community.

4 RESULTS AND DISCUSSIONS

4.1 Reliability Test

Reliability testing in this study is used to measure the consistency of answers to a question from time to time (Ghozali, 2013) or indicate the extent to which a measuring instrument (indicator) can be trusted or reliable. The measurement used in this study is the Alpha Cronbach statistical test, where according to Nunnally (Ghozali, 2013) a construct is said to be reliable if the Alpha Cronbach value is greater than 70% (> 0,7). The reliability test results for each variable can be seen in Table 1.

Table 1: Reliability Test Results

Variable	Number of items	Cronbach's Alpha Standardized	Conclusion
Online Shopping Behavior	18	0,913	Reliable, High Enough
Risk Perception	24	0,945	Reliable, High
Entrepreneurship Orientation	15	0,915	Reliable, High

Source: Results of data processing, 2018

From Table 1. it can be seen that the standard Alpha Cronbach value of all variables in this study is above 70%. This shows that respondents in this study answered questions in the questionnaire consistently with high reliability.

4.2 Validity Test

Validity test is used to measure the ability of a questionnaire to reveal a construct (Ghozali, 2013). The measurement of validity used in this study is to

do a bivariate correlation between each indicator score and the total construct score. If the correlation between each indicator against the total construct score shows significant results, it can be concluded that each question indicator is valid.

Table 2: Validity Test Results

Online Shopping Behavior			
Indicator	Pearson correlation	Significance	Conclusion
X1 1	0,793	significant at the level 0,01	Valid
X1 2	0,657	significant at the level 0,01	Valid
X1 3	0,691	significant at the level 0,01	Valid
X1 4	0,702	significant at the level 0,01	Valid
X1 5	0,272	significant at the level 0,01	Valid
X1 6	0,373	significant at the level 0,01	Valid
X1 7	0,130	significant at the level 0,01	Valid
X1 8	0,699	significant at the level 0,01	Valid
X1 9	0,739	significant at the level 0,01	Valid
X1 10	0,606	significant at the level 0,01	Valid
X1 11	0,649	significant at the level 0,01	Valid
X1 12	0,666	significant at the level 0,01	Valid
X1 13	0,741	significant at the level 0,01	Valid
X1 14	0,759	significant at the level 0,01	Valid
X1 15	0,822	significant at the level 0,01	Valid
X1 16	0,764	significant at the level 0,01	Valid
X1 17	0,573	significant at the level 0,01	Valid

		0,01	
X1 18	0,732	significant at the level 0,01	Valid
Risk Perception			
Indicator	Pearson correlation	Significance	Conclusion
X2 1	0,560	significant at the level 0,01	Valid
X2 2	0,478	significant at the level 0,01	Valid
X2 3	0,345	significant at the level 0,01	Valid
X2 4	0,710	significant at the level 0,01	Valid
X2 5	0,700	significant at the level 0,01	Valid
X2 6	0,708	significant at the level 0,01	Valid
X2 7	0,669	significant at the level 0,01	Valid
X2 8	0,697	significant at the level 0,01	Valid
X2 9	0,316	significant at the level 0,01	Valid
X2 10	0,628	significant at the level 0,01	Valid
X2 11	0,720	significant at the level 0,01	Valid
X2 12	0,763	significant at the level 0,01	Valid
X2 13	0,787	significant at the level 0,01	Valid
X2 14	0,836	significant at the level 0,01	Valid
X2 15	0,757	significant at the level 0,01	Valid
X2 16	0,726	significant at the level 0,01	Valid
X2 17	0,540	significant at the level 0,01	Valid
X2 18	0,615	significant at the level 0,01	Valid

X2 19	0,597	significant at the level 0,01	Valid
X2 20	0,721	significant at the level 0,01	Valid
X2 21	0,719	significant at the level 0,01	Valid
X2 22	0,662	significant at the level 0,01	Valid
X2 23	0,731	significant at the level 0,01	Valid
X2 24	0,645	significant at the level 0,01	Valid
Entrepreneurship Orientation			
Indicator	Pearson correlation	Significance	Conclusion
Y 1	0,599	significant at the level 0,01	Valid
Y 2	0,582	significant at the level 0,01	Valid
Y 3	0,573	significant at the level 0,01	Valid
Y 4	0,585	significant at the level 0,01	Valid
Y 5	0,610	significant at the level 0,01	Valid
Y 6	0,638	significant at the level 0,01	Valid
Y 7	0,730	significant at the level 0,01	Valid
Y 8	0,754	significant at the level 0,01	Valid
Y 9	0,787	significant at the level 0,01	Valid
Y 10	0,688	significant at the level 0,01	Valid
Y 11	0,711	significant at the level 0,01	Valid
Y 12	0,792	significant at the level 0,01	Valid
Y 13	0,664	significant at the level 0,01	Valid
Y 14	0,670	significant at	Valid

		the level 0,01	
Y 15	0,727	significant at the level 0,01	Valid

Source: Results of data processing, 2018

From Table 2. shows that the correlation between each indicator against the total construct score of each variable shows a significant result at the 0.01 level.

4.3 Descriptive Statistics

The following are descriptive statistics of the variables used in this study using the range, mean and standard deviation. This descriptive statistic explains the tendency of central tendency or tendency of respondents' answers to questions submitted in the questionnaire.

Based on *measure theory* (Gupta, 2006), Likert scale is arbitrary, so the set value is subjective, because it is adjusted to the wishes of the researcher. Therefore, in this case, the researcher determines the range of categories for the average of the indicators as follows:

Table 3: Range of Likert Scale Categories

Range	Category
0,714 - 0,888	Low
0,889 - 1,063	Medium
1,064 - 1,238	High
1,239 - 1,958	Very high

Source: developed for this study, 2018

Table 4: Description of Statistics

Variable	n Item	Actual Range	Actual Average		Standard Deviation	Average Standard Deviation	Category
			Variable	Theoretical Indicator			
Online Shopping Behavior	18	54 - 126	106,60	5,92	17,123	0,951	Medium
Risk Perception	24	48 - 168	128,00	5,33	30,313	1,263	Very high
Entrepreneurship Orientation	15	45 - 105	86,18	5,75	12,991	0,866	Low

Source: Results of data processing, 2018

Online Shopping Behavior variables were measured by thirteen items of questions/ indicators (out of 18 items that were filtered using confirmatory factor analysis) which showed respondents' acceptance of Online Shopping Behavior. The measurement scale using a 1-7 point

Likert scale produces a theoretical range for idealism variables between 18 (acceptance of low online shopping behavior) to 126 (acceptance of online shopping behavior). The measurement results of all respondents' answers indicate that the real score turns out to be between 54-126 with an average score of 106.6 and a standard deviation of 17,123. The results of the mean standard deviation calculation of 0.951 from the Likert scale range indicate that the respondent's acceptance of Online Shopping Behavior is in the **medium** category.

Perception Variables Risk is measured by 17 questions (from 24 items of questions that have been filtered using confirmatory factor analysis) which indicate the high and low professional commitment of respondents. The measurement scale using a 1-7 point Likert scale produces a theoretical range for the Risk Perception variable between 24 (low auditor professional commitment) to 168 (High Risk Perception). The measurement results of all respondents' answers indicate that the real score turns out to be between 48-168 with an average score of 128 and standard deviation of 30.313. The results of the mean standard deviation calculation indicate that the respondent's Risk Perception is **very high** when categorized in the Likert scale range.

The Entrepreneurship Orientation variable was measured by 8 questions (out of 15 questions that had been filtered using confirmatory factor analysis) which showed the high and low performance of respondents. The measurement scale using a 1-7 point Likert scale produces a theoretical range for the Entrepreneurship Orientation variable between 15 (Low Entrepreneurship Orientation) to 105 (high Entrepreneurship Orientation). The measurement results of all respondents' answers show that the real score ranges from 45-105 with an average score of 86.18 and standard deviation 12.991. The results of the calculation of the mean standard deviation indicate that the Entrepreneurship Entrepreneurship orientation is **low** if categorized in the Likert scale range.

5 CONCLUSIONS

Incoming respondents' answer data indicate that respondents' Online Shopping Behavior is in the medium category, Risk Perception is in the very high category and Entrepreneurship Orientation is low. These conclusions provide practical implications for improving Entrepreneurship Orientation.

Online Shopping Behavior is the main cause (critical issue) of the High Perception of Entrepreneurship Risk Orientation in Indonesia which needs to be handled properly. Thus the MSME creative economy is aware of the risks that occur that can harm its users and also the survival of the MSME creative economy in Indonesia in particular. We hope you find the information in this template useful in the preparation of your submission.

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