

Determinant of Online Shopping Behavior in Indonesia

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Abstract

In this instant era, the people usually want to get things easily and in a simple way. For examples in shopping, the buyers no longer need to come to the physical stores where the products they want are sold. More than 3.8 billion people worldwide use the internet where the number has increased by 38 million since January 2017. This huge increase indicates that internet penetration worldwide has reached 51%, or arguably more internet users than those who do not use the internet. Of 3.8 billion people, 2.9 billion actively use social media. Of a total of 2.9 billion social media users, around 2.6 billion access their social media through mobile phones. In connection with online shopping practices in Indonesia and previous researches, the purpose of this study was to get an idea on the extent to which customer attitudes may serve as the causes of customer satisfaction and trust and the impact on customer online repurchase intention. The data were collected by non-probability sampling. The sampling was done by a combination of purposive sampling and convenience sampling. The data were analyzed using Structural Equation Modeling (SEM). The results showed that customer attitude had a significant effect on customer satisfaction; customer attitude had no significant effect on customer trust; customer satisfaction produced a significant effect on customer trust; customer satisfaction generated a significant effect on customer repurchase intention; and customer trust had a significant effect on customer repurchase intention.

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I. INTRODUCTION

The increasing number of internet users has attracted various business ventures to market products via the internet. The internet can provide channels for marketing products and services online. In this instant era, someone usually wants to get things easily and in a simple way. For example in shopping, buyer does not have to come to the physical shop that sells the desired products.

The buyer only needs to access the internet and then choose an online shopping site that sells

the desired product. More than 3.8 billion people worldwide use the internet where the number of internet users increased by 38 million since January 2017. This huge increase indicates that internet penetration worldwide has reached 51%, or arguably internet users are greater than those who do not use the internet.

In addition, the number of affordable smartphones released by various brands makes the distribution of smartphones increase considerably. This automatically makes internet users on mobile devices also increase. At present, the number of

smartphone users has reached 3.4 billion worldwide. Thus, 93% of overall internet users now "go online" via mobile devices.

Of the 25 (twenty-five) countries in the world, Indonesia ranked 6th as internet users in 2013 to 2018. While based on data from the Indonesian Internet Service Provider Association (APJII), internet users in Indonesia at 2016 were 132.7 million or around 51.8% of Indonesia's total population of 256.2 million. Most internet users are in Java accounting for 86,339,350 users or about 65% of the total internet users. When compared with Indonesia's internet users of 88.1 million in 2014, there was an increase by 44.6 million within 2 years (2014 – 2016). Out of 132.7 million, the biggest internet users are aged 35-44 years by 29.2% while the fewest users are aged 55 years and over only by 10%. Based on their occupations, the most internet users are workers/entrepreneurs by 82.2 million or 62%. The next internet users are housewives by 22 million or 16.6%. Of the 132.7 million internet users in Indonesia, the most frequently visited commercial content is online shop web by 82.2 million or 62%, and the most frequently visited social media content is Facebook with 71.6 million users or 54%, while the second is Instagram with 19.9 million users or 15% (isparmo, 2016).

Data and facts indicate that online business transactions are quite high at 62%. This shows that some business people begin to shift to the online business world. The great potential e-commerce is expected to create technopreneur (Sidharta & Sidh, 2013) and can encourage the growth of MSMEs in accordance with the characteristics of its respective businesses (Machmud & Sidartha, 2014) to exploit the existing potentials. This is a challenge for companies to be able to meet the consumers' needs and desires through changes in community behavior. However, some online consumers are afraid to make online transactions

due to various considerations such as high computer crime, namely the rise of credit card burglary, poor protection to consumers who make online purchase, and online fraud. Consumer trust to shop online is an obstacle that is difficult to control because it deals with consumer attitude and behavior. The measurement of consumer's attitude and behavior may be done with social behavior approach that assesses the factors affecting the consumer's attitude and behavior in online shopping.

With respect to the online shopping practice in Indonesia, an interesting phenomenon to be studied is to which extent the customer attitude affects customer satisfaction and trust as well as to which extent this affects customer intention to repurchase at online shopping site in Indonesia. Based upon the research background, this study will investigate some determinants of online shopping behavior in Indonesia. The objective of this study was to analyze online shopping behavior in Indonesia.

II. LITERATURE REVIEW

Bolisani, E., & Bratianu, C. (2018) suggested that an attitude essentially refers to favorable or unfavorable feeling. Thus, attitude basically represents certain mental or rationality condition that reflects personal view of an object or concept. This view can be positive (useful) and negative (destructive). Shim, Eastlick, Lotz, & Warrington (2001) further explained that online shopping attitudes are an incredibly important factor in online purchasing decision making process.

How strong a person's desire to shop online will depend on the extent of benefit received when shopping online compared with the risk that may be experienced (Yu & Wu, 2007). From this explanation, some hypotheses can be proposed relating to online shopping attitude with the effectiveness of online purchasing decision.

The definition of customer satisfaction/dissatisfaction according to Day (Spreng, R. A., 1996) is customer's response to the evaluation of perceived disconfirmation between previous expectation (or other performance norm) and actual performance of a product perceived after the use of product. Engel (1990) said that customer satisfaction is an after-purchase evaluation where the alternative chosen at least gives the same outcome or exceeds customer expectation, whereas dissatisfaction may arise when the outcome obtained does not meet customer expectation. an emotional response to the evaluation of consumption experience on a product or service.

According to Kusumawardhani, Amie et al (2019) satisfaction is the level of the customer's perception after the customer does or enjoys something. Therefore, it can be interpreted that customer satisfaction represents the difference between what is expected by customer and the situation given by the company in meeting the customer expectation.

customer satisfaction or dissatisfaction constitutes the customer's response to the evaluation of perceived disinformation between previous expectation and actual perceived performance of a product where in this increasingly fierce competition, more producers are involved in satisfying the customer needs and desires; thus causing most business entities to prioritize the customer satisfaction as their main goals. The organization can know the satisfaction of its customers through feedbacks given by customers to the organization, which can be used as valuable inputs for the development and implementation as well as for enhancing the customer satisfaction where satisfaction or dissatisfaction can be known when customers deliver their complaints. This is an opportunity for the organization to detect the organization

performance. With these complaints the organization can improve and upgrade its service in order to satisfy the unsatisfied customers.

Trust as perception of reliability from customers' point of view, based on experience, or something that refers to the step of transaction or interaction which is indicated by the accomplishment of product performance and satisfaction. Daud, Aet., al (2018) made a proposition that trust is built from customer satisfaction and it can be the initial indication of customer loyalty. The customer loyalty is a favorable achievement stage for company that shows the consistency of relationship between customers and company. This is because customer loyalty can reduce marketing costs and attract new customers. In addition, customer loyalty enables the company to survive in dreadfully strong industrial competition.

According to Howard (1994) repurchase intention is something related to the consumer's plan to buy a particular product and how many product units are needed in a certain period. Repurchase intention is a component of product consuming behavior that makes the purchase intention to become a tendency stage of consumer or respondent to act before the purchasing decision is actually made. Repurchase intention is an intention in purchasing products that has been done in the past.

According to Brayden, W. C (2018) the consumers get information about their preference or desire to make the final decision whether to buy repeatedly or not. Consumers have a need to look for certain benefits from a product attribute and product differentiation.

Based on previous research carried out by Pavlou and Gefen (2002), Corbit et al. (2003), Kim and Tadisina (2003), Mukherjee and Nath (2003) of many factors that can influence the

occurrence of transaction through e-commerce, the trust factor is a key factor. Only customers that have the trust will dare to make transaction through internet media. Without customer trust, it is impossible for e-commerce transaction to occur. In accordance with a survey done by Shopback, 62.9 percent of consumers feel that the products in the photo and those they have received are different. In 2016 various promotions carried out by online shops could generate satisfaction value of up to 98 percent. However, now there has been a decline in satisfaction by 86 percent. The reduced level of consumer satisfaction is expected to become a positive input for e-commerce in order to continue the innovation. Twenty one percent of consumers also feel fed up with promotions offered by a number of e-commerce. Moreover, in term of service and promotion, 43 percent of consumers shopping online said they have bad experiences. They find inconsistent products and the prices have been increased before the discount, inaccurate discount price, and products received are damaged.

The online shopping attitude is essentially a person's response to purchase transaction activity. This response may be favorable or unfavorable. Keller (1993) further added that the online shopping attitude reflects consumer's response to the online shopping system offered. How strong a person's desire to shop online will depend on the extent of benefit received when shopping online compared with the risk that may be experienced (Yu & Wu, 2007).

III. RESEARCH METHODOLOGY

The objective of this study was to get a description of the extent to which customer attitude affects customer satisfaction and trust and their impact on the customer online repurchase intention. Consequently, it was necessary to perform a survey on the customer behavior and attitude to online shopping sites in Indonesia.

Customers of online shopping sites were subjects of study who were asked to become respondents. The population chosen as the unit of observation and analysis in this study was all people who have made online purchase transactions on online shopping sites in Indonesia.

The research design focused on the behavior of buyers who have made purchases on online shopping sites. In line with its objective, this study used descriptive and verificative research approaches. The method or technique used in this study was a survey where this was a field research performed on several sample members of a particular population to determine the perception of such population to the research object to acquire actual data or information. The primary data were collected by research instrument of a questionnaire.

The data required in this study may be classified into 4 variables: 1) exogenous variable of customer attitude (ξ_1), 2) first endogenous variable (η_1) of customer satisfaction, 3) second endogenous variable (η_2) of customer trust, and 4) third endogenous variable (η_3) of online repurchase intention. The research framework is simply described below.

This study required 2 types of data namely primary and secondary data. Primary data were collected through survey method by distributing questionnaires offline. Secondary data were acquired and collected from numerous literatures, books, journals, theses, dissertations, and data from the internet that were considered relevant. Data measurement was done using a Likert scale.

The data were collected by the secondary data from relevant sources including journals, reference books, and other related publications as sources of literature. Primary data were obtained from the first sources individually where

this study used an interview method with a questionnaire.

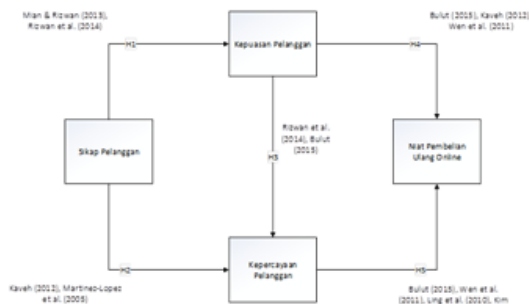


Figure1. Conceptual Framework

The population and samples of this study were all people who have made online purchase transactions on online shopping sites in Indonesia among others Bukalapak, Tokedia, Blibli, Lazada, Shopee, OLX, and other online shopping sites. Data in this study were collected by survey method. The primary data were collected by non-probability sampling as the research population was large enough. The sampling was done using the combination of purposive and convenience samplings.

Multivariate analysis applied here was Structural Equation Modeling (SEM). The SEM was used because this analysis represents an extension of several multivariate techniques including multi-regression and factor analysis that can explain the relationship of dependent variables simultaneously.

IV. RESULTS AND DISCUSSIONS

4.1 Perception of Respondents

The description of data on the results of respondents' responses can be used to enrich the discussion through the condition of each indicator variable under study. To make it easier to interpret the variables under study, categorization of

respondent response score was done. The principle of categorization is dependent upon the score weight by finding the interval of each category with the highest and lowest number of scales, resulting in the classification as follows.

Table 1. Score Interpretation Category

No.	Interval	Category
1	1.00 – 2.2	Very Poor/Very Low
2	2.2 – 3.4	Poor/Low
3	3.4 – 4.6	Fair
4	4.6 – 5.8	Good/High
5	5.8 – 7.0	Very Good/Very High

Respondents' Response regarding Customer Attitudes

Table 2. Respondents' Response regarding Customer Attitude

No.	Statement	Addition score (Answer)				Total Score	Average
		1	2	3	4		
1	Using online shopping site for online shopping is a good idea	98	256	28	9	325	3.18
2	Perceived excitement of shopping online	205	250	22	6	383	3.24
3	Perceived benefits of online shopping	223	300	16	8	364	3.31
4	Perceived enjoyment of online shopping	116	266	23	6	311	3.23
5	Perceived convenience of online shopping	240	302	43	30	415	3.45
	Total Average						3.25

The calculations made in the table above show the average score of 3.31. The question item having the highest response average is "perceived benefits of online shopping" and the lowest response average is 3.18 "Using online shopping site for online shopping is a good idea". Thus the respondents' response regarding customer attitude variable is within the range of fair category.

Respondents' Response regarding Customer Satisfaction

Table 3. Respondents' Response regarding Customer Satisfaction Variable

No.	Statement	Alternative Answer				Total Score	Average
		4	3	2	1		
1	Feeling very satisfied about online shopping site	61	162	61	7	859	2.95
2	Feeling very excited about online shopping site	68	172	45	6	884	3.04
3	Using an online shopping site surpassed expectation	32	144	99	16	774	2.66
4	Recommend online shopping site to friends, relatives and relations	77	159	45	10	885	3.04
Total Average							2.92

Of the calculation in the table above, the average score is 3.04. The question item having the highest response average is "feeling very excited about online shopping site" and "recommend online shopping site to friends, relatives and relations", as well as the lowest response average is "using an online shopping site surpassed expectation". Thus the customer satisfaction variable is within the range of poor or low.

Respondents' Response regarding Customer Trust

No.	Statement	Alternative Answer				Total Score	Average
		4	3	2	1		
1	Repurchasing through online shopping site	73	172	38	8	892	3.07
2	Revisiting online shopping site in the future	84	176	26	5	921	3.16
3	Recommend frequently visited online shopping site to others	70	164	51	6	880	3.02
Total Average							3.08

Table 4. Respondents' Response regarding Customer Trust Variable

Of the calculation in the table above, the average score is 2.94. The question item having the highest response average is "perceived reliability of online shopping site" and the lowest response average is "believing that online shopping site is honest". Thus the respondents' response regarding Customer Satisfaction variable is within the range of poor or low category.

Respondents' Response regarding Repurchase Intention Variable

Table 5. Respondents' Response regarding Repurchase Intention Variable

No.	Statement	Alternative Answer				Total Score	Average
		4	3	2	1		
1	Perceived security of online shopping site	54	163	68	6	847	2.91
2	Believing that online shopping site can maintain customer confidentiality	38	159	83	11	806	2.77
3	Believing that online shopping site is honest	26	160	97	8	786	2.70
4	Feeling that online shopping site serves well	47	178	64	2	832	2.93
5	Perceived reliability of online shopping site	50	181	53	7	856	2.94
Total Average							2.85

The calculation in the table above shows the average score obtained is 3.08. The question item having the highest response average is about "revisiting online shopping site in the future" and the lowest response average is about "recommend frequently visited online shopping site to others". Thus the respondents' response regarding repurchase intention is within the range of fair category.

4.2 Measurement Model Measurement Model Test

The stage in SEM analysis technique is measurement model. The measurement model is used to measure the dimension that forms a factor. The estimation technique used in SEM calculation is using *maximum likelihood*. However, before forming a full SEM model, the factors that make up each variable will be tested beforehand. The test will be done by examining the results of standardized regression weight in the Lisrel output table. If there are indicators that have estimate value < 0.5 then the indicators cannot describe the construct.

Measurement Model of Customer Attitude Variable

Measurement model for indicators that make up motivation variable in the model of this study is: using online shopping site for online shopping is a good idea (SK1), perceived excitement of

shopping online(SK2), Perceived benefits of online shopping(SK3), perceived enjoyment of online shopping(SK4), and perceived convenience of online shopping (SK5). The following is a path diagram of the confirmatory factor analysis (CFA) using Lisrel software.

Figure 2

Path Diagram of Customer Attitude Attribute Variable

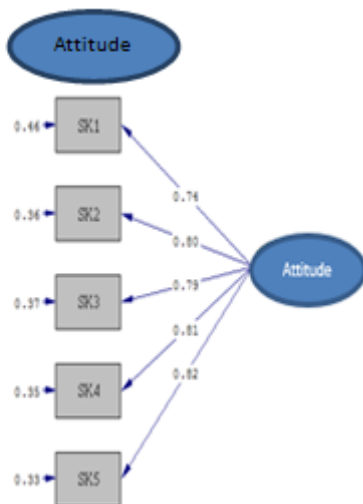


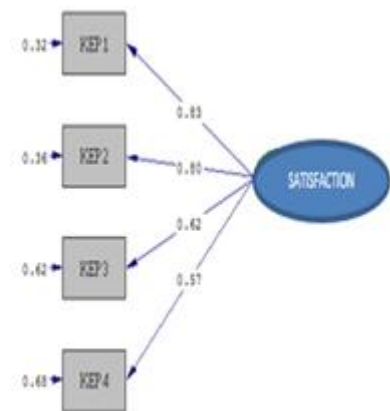
Table 6. Customer Attitude Measurement Model
Source: Lisrel Output, Primary Data 2018

Indicators	λ	λ^2	e	CR	VE
Using online shopping site for online shopping is a good idea	0.74	0.5476	0.45		
Perceived excitement of shopping online	0.80	0.6400	0.36		
Perceived benefits of online shopping	0.79	0.6241	0.38	0.89	0.63
Perceived enjoyment of online shopping	0.81	0.6561	0.34		
Perceived convenience of online shopping	0.82	0.6724	0.33		

The SLF model results illustrate that the processing results of each dimension and indicator of Motivation variable are declared valid, greater than 0.5. Then the CR (construct reliability) value of above 0.7 is met, hence it can be concluded that all indicators have good construct validity and reliability.

Customer Satisfaction Variable Measurement Model

Measurement model for indicators that make up Customer Satisfaction variable in the model of this study is: feeling very satisfied about online shopping site (KEP1), feeling very excited about online shopping site (KEP2), using an online shopping site surpassed expectation (KEP3), and recommend online shopping site to friends, relatives and relations (KEP4). The following is a path diagram of the confirmatory factor analysis (CFA) using Lisrel software.



Chi-Square=15.52, df=2, P-value=0.00043, RMSEA=0.153

Figure 3
Path Diagram of Customer Satisfaction Attribute Variable

Indicators	λ	λ^2	e	CR	VE
Feeling very satisfied about online shopping site	0.83	0.6889	0.31		
Feeling very excited about online shopping site	0.80	0.6400	0.36		
Using an online shopping site surpassed expectation	0.62	0.3844	0.62	0.80	0.51
Recommend online shopping site to friends, relatives and relations	0.57	0.3249	0.68		

Table 7. Customer Satisfaction Measurement Model

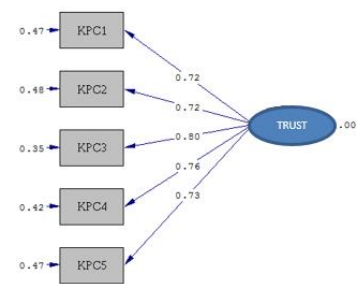
The SLF model results illustrate that the processing results of each dimension and indicator of Customer Satisfaction variable are declared valid, greater than 0.5. Then the CR (construct reliability) value of above 0.7 is met, hence it can be concluded that all indicators have good construct validity and reliability.

Customer Trust Variable Measurement Model

Measurement model for indicators that make up Customer trust variable in the model of this study is: perceived security of online shopping site (KPC1), believing that online shopping site can maintain customer confidentiality (KPC2), believing that online shopping site is honest (KPC3), feeling that online shopping site serves well (KPC4), and perceived reliability of online shopping site (KPC5). However, there are two indicators that do not meet the loading factor standard, they are: feeling that online shopping site serves well (KPC4) and perceived reliability of online shopping site (KPC5). Therefore the author does not include these indicators in the next data processing. The following is a path diagram of the confirmatory factor analysis (CFA) using Lisrel software.

Figure 4

Path Diagram of Trust Attribute Variable



Chi-Square=10.27, df=5, P-value=0.06784, RMSEA=0.060

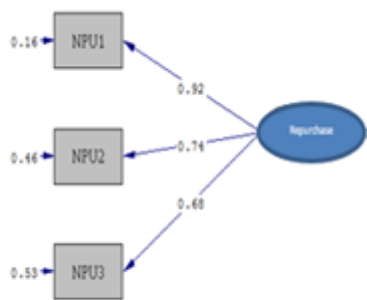
Table 8. Customer Trust Measurement Model

Indicators	λ	λ^2	e	CR	VE
Perceived security of online shopping site	0.72	0.5184	0.48		
Believing that online shopping site can maintain customer confidentiality	0.72	0.5184	0.48		
Believing that online shopping site is honest	0.80	0.6400	0.36	0.86	0.56
Feeling that online shopping site serves well	0.76	0.5776	0.42		
Perceived reliability of online shopping site	0.73	0.5329	0.4671		

The SLF model results illustrate that the processing results of each dimension and indicator of Satisfaction variable are declared valid, greater than 0.5. Then the CR (construct reliability) value of above 0.7 is met, hence it can be concluded that all indicators have good construct validity and reliability.

Repurchase Intention Variable Measurement Model

Measurement model for indicators that make up Repurchase Intention variable in the model of this study is: repurchasing through online shopping site (NPU1), revisiting online shopping site in the future (NPU2), and recommend frequently visited online shopping site to others (NPU3). The following is a path diagram of the confirmatory factor analysis (CFA) using Lisrel software.



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Figure 5

Path Diagram of Repurchase Intention Attribute Variable

Indicator	λ	λ^2	e	CR	VE
Repurchasing through online shopping site	0.92	0.8464	0.15		
Revisiting online shopping site in the future	0.74	0.5476	0.45	0.83	0.62
Recommend frequently visited online shopping site to others	0.68	0.4624	0.54		

Table 9. Repurchase Intention Measurement Model

The SLF model results illustrate that the processing results of each dimension and indicator of Intention variable are declared valid, greater than 0.5. Then the CR (construct reliability) value of above 0.7 is met, hence it can be concluded that all indicators have good construct validity and reliability.

Structural Model

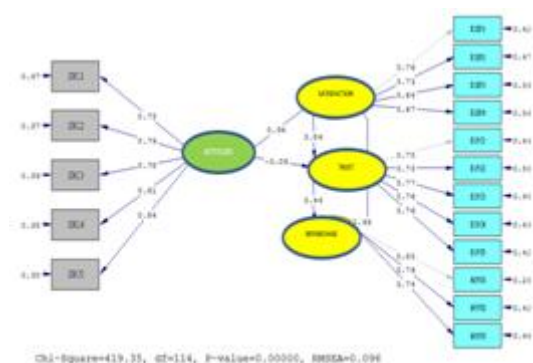
As explained earlier that this study made an analysis using Structural Equation Modeling (SEM) as an effort to test the hypotheses. The theoretical model in this study has been described in chapter II where the objective of research model is to test the influence among hypothesized variables.

In SEM analysis, there are two methods of input data matrix used, i.e. variance/ covariance matrix and correlation matrix. This analysis will use covariance matrix input for further estimation.

The covariance matrix input was chosen because the covariance matrix has the advantage of providing valid comparison between different populations or samples, which is sometimes impossible in a correlation matrix model.

Structural Equation Model Analysis

SEM analysis used Lisrel software. The structural modeling results can be seen in the figure as follows.



Chi-Square=419.35, df=114, P-value=0.00000, RMSEA=0.096

Figure 6

Structural Model Path Diagram

Based on the figure above, the structural equation is as follows:

1. $SATISFACTION = 0.94 \cdot ATTITUDE$, Errorvar.= 0.11, $R^2 = 0.89$
(0.068) (0.039)
13.93 2.91
2. $TRUST = 0.84 \cdot SATISFACTION - 0.081 \cdot ATTITUDE$, Errorvar.= 0.41, $R^2 = 0.59$
(0.33) (0.32) (0.075)
2.51 -0.25 5.50
3. $PURCHASE = 0.49 \cdot SATISFACTION + 0.44 \cdot TRUST$, Errorvar.= 0.23, $R^2 = 0.77$
(0.085) (0.085) (0.045)
5.82 5.19 4.99

The first equation explains that the direction of relationship between the customer attitude and customer satisfaction is positive with total influence of 89%.

In the second equation the direction of relationship of the Customer Satisfaction to Customer Trust is positive, while the direction of relationship of the Customer Attitude to Customer Trust is negative, with total influence of 59%.

In third equation, it is described that the direction of relationship of the Customer Satisfaction to Customer Trust in Repurchase Intention is positive, with total influence of 77%. The goodness of fit criteria of the structural equation model above is presented in the table below.

Table 10. Goodness of Fit for Research Model Testing

No.	Goodness of Fit Index	Cut-off Value	Result	Conclusion
1	Chi-Square	Expected to be	419.35 > 139.920	Bad Fit
		Small (under table value)		
2	Significant Probability	= 0.05	0.000	Bad Fit
3	RMSEA	= 0.08	0.096	Marginal Fit
4	GFI	= 0.90	0.85	Marginal Fit
5	AGFI	= 0.90	0.80	Marginal Fit
6	RFI	= 0.90	0.95	Good Fit
6	NFI	= 0.95	0.96	Good Fit
7	CFI	= 0.94	0.97	Good Fit

V. Hypotheses Testing

The next objective in structural model analysis is to estimate the parameters of influence between variables, which will also prove the research hypotheses. The summary of parameter estimation results of the SEM analysis that has been carried out is presented in the following table:

Table 11. Hypotheses Test

Variables	Standardize	t Count	Information
Attitude to satisfaction	0.94	13.93	Significant
Attitude to trust	-0.08	-0.25	Not Significant, Direction of Relationship is Negative
Satisfaction to trust	0.84	2.51	Significant
Satisfaction to repurchase intention	0.49	5.82	Significant
Trust to repurchase intention	0.44	5.19	Significant

Based on the coefficient values in the table above, it can be explained that the hypotheses testing result of the standardized regression weight coefficient value between Customer Attitude variable and Customer Satisfaction variable is

0.94 (positive) and has t count of 13.93 or greater than 1.96; then H_0 was rejected. This means the Customer Attitude variable significantly influences the Customer Satisfaction variable, thus hypothesis 1 was accepted. The coefficient of 0.94 indicates that if the Customer Attitude is raised by one unit, Customer Satisfaction will increase by 0.94 units. As this coefficient is positive, the higher Customer Attitude given, ideally, the more increasing Customer Satisfaction.

The standardized regression weight coefficient value between Customer Attitude variable and Customer Trust variable is 0.08 (negative) and has t count of 0.25 or smaller than 1.96; then H_2 was rejected. This means the Customer Attitude variable does not significantly influence the Customer Trust variable, thus hypothesis 2 was rejected. The coefficient of 0.08 indicates that if the Customer Attitude is raised by one unit, Customer Trust will increase by 0.08 units. As this coefficient is negative, the higher Customer Attitude given, ideally, the more decreasing Customer Trust.

The standardized regression weight coefficient value between Customer Satisfaction variable and Customer Trust variable is 0.84 (positive) and has t count of 2.51 or greater than 1.96; then H_0 was rejected. This means the Customer Satisfaction variable significantly influences the Customer Trust variable, thus hypothesis 3 was accepted. The coefficient of 0.84 indicates that if the Customer Satisfaction is raised by one unit, Customer Trust will increase by 0.84 units. As this coefficient is positive, the higher Customer Satisfaction given, ideally, the more increasing Customer Trust.

The standardized regression weight coefficient value between Customer Trust variable and Repurchase Intention variable is 0.44 (positive) and has t count of 5.19 or greater than 1.96; then H_0 was rejected. This means the Customer Trust variable significantly influences the Repurchase Intention variable, thus hypothesis

4 was accepted. The coefficient of 0.44 indicates that if the Customer Trust is raised by one unit, Repurchase Intention will increase by 0.44 units. As this coefficient is positive, the higher Customer Trust given, ideally, the more increasing Repurchase Intention.

The standardized regression weight coefficient value between Customer Satisfaction variable and Repurchase Intention variable is 0.49 (positive) and has count of 5.82 or greater than 1.96; then H_0 was rejected. This means the Customer Satisfaction variable significantly influences the Repurchase Intention variable, thus hypothesis 5 was accepted. The coefficient of 0.49 indicates that if the Customer Satisfaction is raised by one unit, Repurchase Intention will increase by 0.49 units. As this coefficient is positive, the higher Customer Satisfaction given, ideally, the more increasing Repurchase Intention.

The Effect of Customer Attitude and Customer Satisfaction on Customer Trust

To test the hypotheses simultaneously, F test is used with the following formula:

$$F = \frac{(n-k-1) R^2_{x1x2y}}{k (1 - R^2_{x1x2y})}$$

If F count value is greater than F table, there is significant influence between Customer Attitude and Customer Satisfaction on the Customer Trust. The following is the F count calculation result based on the formula above. According to the calculation result, the F count value obtained is 207,219. This value will be compared with the F table value with total samples of 291; F table of 3,027 is obtained. Therefore F count > F table, Customer Attitude and Customer Satisfaction significantly influence the Customer Trust simultaneously.

The Influence of Customer Trust and Customer Satisfaction on Repurchase Intention

If F count value is greater than F table, there is significant influence between Customer Trust and Customer Satisfaction on the Repurchase Intention simultaneously. The following is the F count calculation result based on the formula above. According to the calculation result, the F count value obtained is 482,081. This value will be compared with the F table value with total samples of 291; F table of 3,027 is obtained. Therefore F count > F table, Customer Trust and Customer Satisfaction significantly influence the Repurchase Intention simultaneously.

Direct and Indirect Influences between Customer Attitude and Customer Satisfaction Variables on Customer Trust

Table 12. Direct and Indirect Influences

Variables	Path	Total	Indirect Influence		Total
	Coefficient	Influence	Attitude	Satisfaction	
Attitude	0.08	0.01		0.06	0.06
Satisfaction	0.84	0.71	-0.06		0.64
Total Simultaneous Influence					0.59

The table above provides the following results:

1. Total Influence of Customer Attitude on Customer Trust is 6%.
2. Total Influence of Customer Satisfaction on Customer Trust is 64%.
3. Total Simultaneous Influence between Customer Attitude and Customer Satisfaction on Customer Trust is 0.59 or 59%.

Direct and Indirect Influences between Customer Trust and Customer Satisfaction Variables on Repurchase Intention

Table 13. Direct and Indirect Influences

Variable	Path	Total	Indirect Influence		Total
	Coefficient	Influence	Trust	Satisfaction	
Trust	0.44	0.19		0.17	0.36
Satisfaction	0.49	0.24	0.17		0.41
Total Simultaneous Influence					0.77

The table above provides the following results:

1. Total Influence of Customer Trust on Repurchase Intention is 36%.
2. Total Influence of Customer Satisfaction on Repurchase Intention is 41%.
3. Total Influence of Customer Trust and Customer Satisfaction on Repurchase Intention simultaneously is 0.77 or 77%.

VI. CONCLUSIONS AND SUGGESTIONS

The study results concluded that the respondents' response regarding customer attitude variable was in the range of fair category, this evidences that online shopping is fun. Respondents' response regarding customer satisfaction variable was in the range of poor category, this represents that online shopping does not exceed customer expectation. Respondents' response regarding customer trust variable was in the range of poor category, this testifies that the respondents do not trust in honest behavior of online shopping site. Respondents' response regarding repurchase intention was in the range of fair category, this indicates that customers will revisit the online shopping site.

Customer attitude variable significantly influenced the customer satisfaction, which means the higher customer attitude given, the more increasing customer satisfaction. Customer attitude variable did not significantly influence the customer trust variable.

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