

**THE EFFECT OF WEBSITE FACTOR TOWARD ONLINE BUYING DECISION
(A STUDY TO INDONESIA UNIVERSITY OF COMPUTER HIGHER STUDENTS
IN BANDUNG)**

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Abstract

Nowadays, online selling and buying is often done by many people. The online forums have also grown simultaneously. Many of them use the media buying and online selling as a place to conduct transactions. This phenomenon is now favored by many people, including to the higher students because involving the easiness to facilitate ongoing trading activities. The writer used quantitative research to know the effect of online website buying toward the online buying decision with Indonesia University of Computer as respondents. The correlation coefficient score between Web Design variable and Online Buying Decision was 0.231 which indicates a positive relationship. It can be concluded that the hypothesis H₀ can be accepted, which means the higher the score the higher Online Buying Decision. The correlation coefficient score between Website Reliability variable and Online Buying Decision variable was 0.223 which indicates a positive relationship. It can be concluded that the hypothesis H₀ can be accepted, which means the higher the score of Website Reliability, the higher the Online Buying Decision. The correlation coefficient score between Trust variable and Online Buying Decision was 0.537 which indicates a positive relationship to the higher the score of Trust, the higher the Online Buying Decisions

Keywords: *Online Transaction, Quantitative, Buying Decision*

Introduction

Internet is currently being used by millions of people that scattered all over the world. Internet helps to interact, communicate, learn and even trade with people from all over the world easily, quickly and cheaply. The use of Internet for various activities has been developed in such way. Since the internet came to the surface, there is a momentum of community lifestyle changing, especially in trade transactions.

The development of information technology or the Internet allows every company to be close to the consumer, even though it should also close with electronic media. One way that can be undertaken by companies to reach consumers is to utilize the information technology developments. The effective methods to reach potential customers in a very large number are using internet.

Nowadays, online selling and buying is often done by many people. The online forums have also grown simultaneously. Many of them use the media buying and online selling as a place to conduct transactions. This phenomenon is now favored by many people, including to the higher students because of involving the easiness to facilitate ongoing trading activities.

The development of Internet has influenced economy growth. Various trading transaction that previously done by face to face, mail or telephone has been changed by using Internet. This online transaction is known as e-commerce.

A recent data from Alexa company survey showed that Bukalapak.com is at the top of visited e-commerce site in Indonesia. The second position is occupied by Lazada.co.id, followed by Tokopedia.com, Olx.co.id and Elevenia.co.id. Here are the 10 most visited e-commerce sites in Indonesia:

1. Bukalapak.com
2. Lazada.co.id
3. Tokopedia.com
4. Olx.co.id
5. Elevenia.co.id
6. Blibli.com
7. Zalora.co.id
8. Alibaba.com
9. Bhinneka.com
10. Mataharimall.com

(Source: tekno.liputan6.com)

There are main advantages of online shopping at the largest communities' sites in Indonesia. The 3M advantages are easy, cheap and profitable. It is said easy because the buyer and seller just need to open the site, click on the desired item, get a transaction and then the stuff will be delivered. In addition, the seller can be easily marketed the goods and so does the buyers can find the goods they want easily. Secondly, online shopping is said to be cheaper because there is no energy spent on the way from one outlet to another, the time spent is also very less, and the price offered depends on how the buyer negotiate with the seller. It is cheap for the sellers because they do not need place, employees, and large amount of capital. For the

buyers, they can save time and energy to buy the goods they want. Thirdly, online shopping is very beneficial between sellers and buyers. The beneficial are lots of options or references to the imported products such as toys or trinkets funny, establishing networking, secure, payment system with joint account, many developed ideas, the information is always updated, latest lifestyle from abroad, and sharing the experience.

The reason factors for the consumers to make the online purchasing are low prices, wider range of markets, the operation of 24 hours Internet, comfortably shopping, able to do price, products and goods comparison. Meanwhile, Philip Kotler and Kevin L. Keller (2010: 166) said that the purchasing behavior of consumers affected by the factors such as cultural, social, personal and psychological.

The existence of online trading is an alternative to a business that is promising to be applied at this time, because selling online provides a lot of convenience for both parties, both from the seller (merchant) or from the purchaser (buyer) in trade transactions, although the parties are in two different continents though. With online trading each transaction does not require meeting the negotiation stage.

Bandung is selected by the researchers because of many renowned universities and most of the students are familiar with the use online trading. The high mobility in large cities led to an option of consumer purchasing decisions to do the online purchasing in order to save time and facilitate the easy way in searching for the items. Indonesia University of Computer is selected by the researchers which its vision and mission based with ICT. Each semester, students are required to take a course in computer and management that provided by the university.

Research Problem

How does the effect of website factor to the online buying decision?

Significance of the Study

The significances of this study are:

1. To know the effect of website design on online buying decisions.
2. To know the effect of website reliability on online buying decisions.
3. To know the effect of trust on online buying decisions.

Literature Review

E-Commerce

E-commerce or electronic commerce is the buying, selling and marketing goods and services through electronic systems such as television, radio, and computer networks or the Internet. E-commerce covers electronic funds transfer, exchange and data gathering. All are set in

automated inventory management systems. Electronic trading is already included in the category of the information technology industry. It is because all kinds of efforts involving the application and implementation of IT systems. (Wong, 2010: 33-34)

Online Shopping

The rise of online shopping appear on the shopping patterns of most human beings that generally wants to have the Easiness, Cheapness and Beneficial. It's a good thing if you include the people who desire easiness, cheapness and beneficial. The option to shop through this virtual world can be a smart and interesting choice for online shopping. Online shopping trend as Google Trends mention that most consumer behavior all over the world began to shift from traditional market to the online market. (Dervish, 2010: 2)

Consumer Behavior

Consumer behavior is the action that directly involved to get to, consume, and spent products and services, including the decision processes that precede and follow this act. The consumer behavior is one of the decision-making process. It is the decision-making process that requires individual activities to evaluate, acquire, use, or set of goods and services. Kotler and Armstrong interpret consumer behavior as the final consumer buying behavior, both individuals and households, which buy products for personal consumption. (Simamora, 2008: 1-2)

Buying Decision

According to Philip Kotler (1998: 170), the buying decision process consists of five stages: recognition of needs, information search, evaluation of alternatives, buying decision and post-purchase. Buchari Alma asserts that, "...after assessing then it takes the decision to buy or not to buy" (2002: 59). The basic concept of the decision is view by Setiajatnika (1999: 31) that includes four components:

1. Ground state, a set of events that affect the outcome of the decision
2. Opportunities associated with the ground state
3. Set of activities carried out by decision makers
4. Combination set of benefits and costs of the basic decision. Based on the experts opinions, the term of buying decisions represent the meaning of the conclusions which drawn by prospective customers to purchase.

Operating Variable

It needed a prior to the variable operational research to determine which variables, dimensions, indicators and scale involved in this research so that it can be done properly and correctly. According Sugiyono (2010: 58) said that variable research is an attribute or a trait value of people, objects or activities that have a certain variation put by the researchers to be

learned and concluded. There are several types of variables such as the independent variable, dependent variable, intervening variable, moderator variables, and control variable. There are only two types of variables in this study, namely the independent variable and the dependent variable.

a. Independent Variable is the variable whose value is not affected by changes in other variables. The independent variables affect the value of the dependent variable. In this study, the independent variable is the Website Factor.

b. Dependent Variable is a variable that the score changes with the change in the value of other variables. The dependent variable as the center of researcher attention indicates that these variables are sought to be established. In this study, the dependent variable is Online Buying Decision.

Variable	Indicator	Statement	Scale
Website Factor (X)	Web Design	<ul style="list-style-type: none"> - Has frequently accessed the internet - Able to use the Internet properly - Good displaying of site attractiveness 	Ordinal
	Reliability/ Fulfilment	<ul style="list-style-type: none"> - Always seeking information from various sources - Completed information provided - Offered items in accordance with the needs 	Ordinal
	Security/Pri vacy	<ul style="list-style-type: none"> - Ever done the online transaction - Knowing the system online transaction - Always use the online transaction media to look for the items I needed 	Ordinal
Buying Decision (Y)	Information Seeking	<ul style="list-style-type: none"> - I always look for the information about the items I needed before the online transaction - Looking for the information items I need on online trading forums - Always do price comparison between one forum to another 	Ordinal
	Buying Decision	<ul style="list-style-type: none"> - I feel matches to the purchased items - The price offered in accordance with the budget - The suggestion from others affect the buying decision 	Ordinal

	Post-Buying Decision	<ul style="list-style-type: none"> - Satisfied with the condition of my purchasing item. - The product is accepted as displayed in the trading forum - I am satisfied for doing online transaction 	Ordinal
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Research Methods

The method used to determine the influence of factors on consumer purchasing decisions website online is quantitative approach. This type of research aims to make a systematic description, factual, and accurate about the facts and the properties of the population or a particular object. Through the conceptual of theoretical framework, a researcher conducted operational concept which will result in a variable and its indicators. (Kriyantono, 2010: 69)

Population

Population is the generalization region set consisting of object or subject that has certain qualities and characteristics applied by researchers to learn and conclude (Sugiyono, 2010: 61). In this study, the research objects are 15,000 higher students of Indonesia University of Computer.

Sample

According Riduwan (2010: 56), the samples are part of the population that have the characteristics or circumstances to be studied. The formula to be used in this research is the formula of Yamane. It is because of its large population obtained from population proportion. (Kriyantono, 2010: 164)

$$N = \frac{N}{Nd^2+1}$$

The population of UNIKOM higher students is 15,000 (Unikom.ac.id). Thus, its numbered sample is

$$N = \frac{15.000}{15.000 \times 0,05 + 1}$$

So N= 266

In this study, the researchers used a leeway of 10%

Results

Based on the results of research and analysis that has been done, it can be concluded that:

1. The correlation coefficient score between Web Design variable and Online Buying Decision

was 0.231 which indicates a positive relationship. It can be concluded that the hypothesis H0 can be accepted, which means the higher the score the higher Online Buying Decision.

2. The correlation coefficient score between Website Reliability variable and Online Buying Decision variable was 0.223 which indicates a positive relationship. It can be concluded that the hypothesis H0 can be accepted, which means the higher the score of Website Reliability, the higher the Online Buying Decision.

3. The correlation coefficient score between Trust variable and Online Buying Decision was 0.537 which indicates a positive relationship to the higher the score of Trust, the higher the Online Buying Decisions

Conclusion

Based on the results of research and analysis that has been done, it can be concluded that there is a significant effect factor of website factor to the online buying decision.

Suggestion

As for the practical advice, web manager is expected to pay more attention to the quality of the web, ranging from the appearance and web content. In doing this, the consumers can develop their trust on the web. The testimony written columns should also be added for the consumers who have already done the transaction.

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