Analysis of the effect of consumer attitude and satisfaction on interest to buy online shopping at Zalora

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ABSTRACT

This study uses quantitative research aimed to find out and analyze the influence of consumer attitudes on interest in buying products at Zalora, to find out and analyze the effect of consumer satisfaction on interest in buying products at Zalora, to find out and analyze the influence of consumer attitudes and consumer satisfaction on the influence of the number of consumers who make online purchases at Zalora. In this study, researchers used multiple linear regression research methods using the SPSS program so that researchers could find out how the results of the significance level of the influence of consumer attitudes and consumer satisfaction on consumer spending interest in Zalora company. The data collection technique carried out by the researcher was using probability sampling with a random sampling of 54 respondents. This method uses a significance level of 5% or an alpha value of 0.05. The results showed that there was no significant effect between consumer attitudes towards online shopping interest in Zalora , and there was no significant effect between consumer satisfaction and online shopping interest in Zalora . Thus, it can be concluded that there is no significant effect between consumer attitudes and consumer satisfaction on online shopping interest in Zalora.

Keywords: Consumer attitudes, consumer satisfaction, consumer buying interest

1. INTRODUCTION

1.1 Background

The development of information and communication technology in Indonesia is growing and business competition is increasingly competitive. The company utilizes internet technology facilities to facilitate interaction, transactions, and communication with consumers. An example of internet technology is E-Commerce . According to Wong (in Mulyadi.A & Sutanto, Eddy Madiono, 2018) said E-Commerce is the buying, selling, and marketing of goods through electronic systems. By using the internet and websites can facilitate E-Commerce transactions. Zalora is one of the E-Commerce companies in Indonesia that sells fashion needs from various local and international products.

The online retail market in Southeast Asia and elsewhere in the region is maturing, but has enormous untapped potential. Zalora is well positioned to reap the rewards of the online retail boom in Southeast Asia and nearby markets. Founded in 2012, the business sells fashion, footwear and accessories to customers in Hong Kong, Indonesia, Malaysia, the Philippines, Singapore and Taiwan through its website and mobile app. Headquartered in Singapore, Zalora is part of the Zalora Group with The Iconic, an online retailer selling fashion to customers in Australia and New Zealand. By the end of 2017, Zalora had grown to support approximately 26 million users across the markets it serves.

Interested and increasingly favored by internet users in Indonesia because of the ease of service offered by online stores, because customers do not need to physically come to the store to see and buy what they need. Armed with a computer, laptop, and other devices connected to the internet, anyone can quickly make decisions about purchases through easy and fast transactions. Online stores come with a variety of products, including fashion products, gifts, electronics, and various types of processed foods. E-commerce systems, or online stores, are now more secure thanks to advances in transaction systems.

Table 1. Top Brand Index 2020 Phase 2
Online Shop Fashion (Clothing, Shoes, and Accessories)

Brand	Top Brand Index 2020	TOP
Zalora.co.id	23.9%	TOP
Berrybenka.com	14.1%	
Brandclozet.com	3.3%	
cottonink-shop.com	2.6%	
8wood.id	2.2%	

(Source: Top Brand Award , 2020)

Table 1 shows that Zalora was ranked first in 2020 for the online shop fashion category (clothing, shoes, and accessories) with a Top Brand Index percentage of 23.9 %. Zalora has successfully carried out the company's business strategy. Many E-commerce companies are competing to be number one by offering quality products and low prices. Attitudes can be a factor in making purchasing decisions (Iwan, 2013 in Adinata, K., & Yasa, N. (2018)). The motivation to buy a product starts from a positive attitude if you want to buy an item or service (Maima, 2012 in Adinata, K., & Yasa, N. (2018)).). Attitude is to respond to a pleasant or unpleasant object (Suprapti, 2010: 136). According to Imam B, J (2011 in Adinata, K., & Yasa, N. (2018)) there are factors that can influence consumer attitudes in online shopping, namely perceived website reputation, relative advantage (product or service benefits), perceived website image, trust (trust).

Customer satisfaction is an assessment or feeling from customers on the use of products or services where customer expectations and needs are met (Kotler, 1996 in Norhermaya, Y., & Soesanto, H. (2016)). According to Setyawan and Ihwan (2014 in Norhermaya, Y., & Soesanto, H. (2016)) customer satisfaction will create interest for customers to make purchases at the store. Customer satisfaction is an attitude to one's experience, in that experience can support customer trust and loyalty to keep buying at the company. According to Widiyanto (2003 in Norhermaya, Y., & Soesanto, H. (2016)) trust is a form of trust from customers to maintain customers. Customer satisfaction is a feeling of pleasure or disappointment that arises in someone after comparing the results of the selected product to the expected results (Kotler & Keller, 2009. P.177 in Mulyadi.A & Sutanto, Eddy Madiono, 2018).

According to Thamizhvanan and Xavier (2013 in Binalay , A., Mandey, S., & Mintardjo, C. (2016)) online shopping interest is the consumer's desire to make transactions online. Interest theory has developed namely the theory of reasoned action (attitudes and norms), planned behavior theory (attitudes, norms, subjective, and perceived behavioral control). Understanding how customers travel through the ecommerce conversion funnel transitioning from initial interaction with their digital properties to completing transactions is key to Zalora's business model . Zalora also wants to identify online retail trends early to capture new opportunities and adapt quickly to changing market conditions.

2. THEORETICAL BASIS

2.1. Consumer Attitude
2.1.1. Understanding Consumer Attitude
Attitude is an action taken by a person individually to respond to an object or things that are favorable or unfavorable, like it or not, agree or disagree so that emotions in a person will arise and shape a person's behavior. Consumer attitudes have a very important role because it is closely related to the buying and selling process. Every individual has a different attitude, therefore every consumer has a different attitude. When a company knows and identifies every consumer attitude, it will make it easier for the company to identify every consumer need and behavior.

2.1.2. Factors Affecting Consumer Attitude
The formation of a consumer's attitude can be influenced by internal factors and external factors. Internal factors are factors that come from within themselves and affect consumer attitudes and behavior. External factors are consumer attitudes that arise or arise because of encouragement from the surrounding environment.

Internal factors in the formation of consumer attitudes:
- Needs
  Needs are things that must be realized for one's survival in order to reach the stage of one's prosperity. Each individual certainly has different needs. The attitude of a consumer will be in accordance with his own needs.
- Consumer Personality and Characteristics
  Personality describes a person's attitudes, feelings, expressions, mentality and overall temperament. The characteristics are characteristics that can be explained verbally. In terms of personality and characteristics, consumer attitudes can be seen from how aggressive or even passive a person is, how introverted, introverted or ambivert is, which can later affect the attitude formed.

External factors in the formation of consumer attitudes:
- Social Influence
  Social influence is obtained from the closest connections or relatives such as friends, family, and the community in the surrounding environment. These social factors are the main external factors that influence consumer attitudes towards products or services through words, actions, and examples.
- There is Marketing
  With marketing, consumers will know whether the products or services offered are in accordance with their needs or not. Because of the closeness of the specific product to the unique customer needs, the customer forms a favorable attitude towards the product.
- Family
  The family is the smallest core group in community life. The family includes a father, mother and children. With this small group in people's lives, similar or different perspectives can be seen in determining a product to be purchased.

- Social Group

    With a social group consisting of several more people and having a more varied perspective, this group will be a measure to shape the personality and attitudes of everyone. This includes determining the purchase of a product that is referred by another individual or from that social group.

- Culture

    Everyone has a diverse and different culture. In this case, what can be used as a factor is a habit or result of the implementation of each individual's culture to shape consumer attitudes. Because every cultural factor has many influences, including broad in product selection on the grounds of following the culture of the place of origin.

2.2.   Consumer Satisfaction
2.2.1.   Understanding Consumer Satisfaction

Consumer satisfaction is a situation where consumers are satisfied with the results of the product and feel happy because the producer's work performance meets their expectations. According to DA Apriyani (2017), consumer satisfaction is a situation where a person or consumer feels that their desires have been fulfilled and are satisfied with the performance provided by the producer. Customer satisfaction is very important for a company, because customer satisfaction is a measure of the value of the performance of the workers in the company. One of the factors that influence consumer satisfaction is product quality. According to Marlina (2018), product quality must be based on customer perceptions. Because the consumer is the party who has the right to assess the quality of the product .

2.3.   Buying Interest
2.3.1.   Understanding Buying Interest

Purchase intention or willingness to buy is a part of people's behavior towards the ability to consume a product . . Purchase intention is the final stage of the decision process to consume or buy goods. The process of buying interest arises from the need for a product, then proceeds with the process of information about a product and the final process is to determine which product to buy. Meldarianda and Lisan (2010) concluded that what is meant by consumer buying interest is a process of planning the purchase of a product that will be carried out by consumers by considering several things, including the number of product units needed in a certain period of time, brands, and consumer attitudes in consuming the product. In today's digital era, people's buying interest is generally more interested in online sites, because online sites can make it easier for us to find an item we are looking for. On online sites, we only need to type the product we want, and the desired product display immediately appears along with the details of the price of the product. Buying interest made with online media is a person's desire to buy a product offered by producers to consumers through online media (Rubianti, 2014).

3. RESEARCH METHODOLOGY

3.1.   Material
3.1.1.   Population

Population is a generalization area, namely objects or subjects that have characteristics and qualities for researchers to study and draw conclusions. The population is not only the number of subjects or objects studied, but includes the characteristics possessed by certain subjects or objects (Sugiyono, 2013). According to iprice.com, the total visitors to the Zalora website in 2020 were 1,828,500 people.

3.1.2.   Sample

The sample is part of the number of traits possessed by a population. If the population is large due to limited time and energy, then a sample is needed to be used to represent the population for research (Sugiyono, 2013). The sampling technique or sampling technique used for research is non-probability sampling. According to Sugiyono (2013) non-probability sampling is a sampling technique that does not provide equal opportunities for each member of the population to be a sample. non-probability sampling consists of systematic sampling, quota sampling, incidental sampling, purposive sampling, saturated sampling, and snowball sampling. In this study will use a purposive sampling technique, namely a technique to determine the sample with a consideration. The sample used is as many as 54 respondents by examining Zalora customers.

3.2.   Research methods

In this study, researchers used multiple linear regression as a means of analyzing data from the variables involved. Regression analysis is an integral part of forecasting. The purpose of this forecast is based on data that is processed in a statistical way which then draws a conclusion. Regression analysis itself is used to determine to what extent a variable has an effect on other variables or several other variables (Sunyoto, 2007). Multiple linear regression test is used in research that has more than one independent variable which will affect the dependent variable. This method goes through several stages, namely significance test (t-test, F-test), ANOVA and hypothesis determination. The results presented from the multiple linear regression test are written in the form of a regression equation. The function of the regression equation in research is as a tool that predicts one variable with another variable. The multiple linear regression test equation is written with the following formulation:

$$Y = a + b_1 X_1 + b_2 X_2 + \ldots + b_n X_n$$

Information:
Y   = Dependent/bound variable (Response)
X   = Independent Variable (Predictor)
a   = constant value
b   = Regression Coefficient (Slope)

The value of the constant (a) and the coefficients of each variable (b) can be calculated using the formula:

$$a = \frac{(\Sigma Y) - (b_1 \times \Sigma x_1) - (b_2 \times \Sigma x_2)}{n}$$

$$b_1 = \frac{\left[(\Sigma x_2{}^2 \times \Sigma x_1 y) - (\Sigma x_2 y \times \Sigma x_1 x_2)\right]}{\left[(\Sigma x_1{}^2 \times \Sigma x_2{}^2) - (\Sigma x_1 \times x_2)^2\right]}$$

$$b_2 = \frac{\left[(\Sigma x_1{}^2 \times \Sigma x_2 y) - (\Sigma x_1 y \times \Sigma x_1 x_2)\right]}{\left[(\Sigma x_1{}^2 \times \Sigma x_2{}^2) - (\Sigma x_1 \times x_2)^2\right]}$$

4. RESULT AND DISCUSSION

4.1. Multiple Linear Regression Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,188[a]	,035	-,003	72,25306

a. Predictors: (Constant), kepuasan_konsumen, sikap_konsumen

Table 2. R Square

4.1.1. Coefficient of Determination
Based on the SPSS output display, the R^2 result is 0.035 , so it can be concluded that 3.5% of the variables of Consumer Attitude and Consumer Satisfaction can explain changes in the variation of buying interest variables, and the remaining 96.5% is explained by other variables.

4.1.2. Simultaneous Significant Test (F statistic test)

Table 3. ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.975	2	.487	.933	.400[b]
	Residual	26.625	51	.522		
	Total	27.599	53			

a. Dependent Variable: Minat_Beli

b. Predictors: (Constant), Kepuasan_Konsumen, Sikap_Konsumen

Interpretation of analysis results:
1. Hypothesis

Ho : There is no significant effect between Consumer Attitude and Consumer Satisfaction on Purchase Interest

Ha : There is a significant influence between Consumer Attitude and Consumer Satisfaction on Purchase Interest

2. Decision Making Basis

Sig → Ho accepted
Sig < → Ho rejected
F count F table → Ho accepted
F count > F table → Ho rejected

3. Decision

Sig 0.400 > 0.05 → Ho accepted
F 0.933 < 3. 18 → Ho accepted

4. Conclusion
Based on the results of the SPSS output, the calculated f value is 0.933 which is smaller than the f table of 3.18 and is supported by a sig value of 0.400 which is greater than the alpha value of 0.05 , so it can be concluded that there is no significant effect between Consumer Attitude and Consumer Satisfaction on Buying Interest.

4.1.3. Regression Equation
Table 4. Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.277	.779		4.205	.000
	Sikap_Konsumen	-.059	.174	-.047	-.339	.736
	Kepuasan_Konsumen	.188	.139	.187	1.352	.182

a. Dependent Variable: Minat_Beli

$y = 3.277 - 0.059x_1 + 0.188x_2$
Information:
y = Buying Interest
x_1 = Consumer Attitude
x_2 = Consumer Satisfaction

- If x_1 (Consumer Attitude) and x_2 (Consumer Satisfaction) increase by 1 point, then y (Purchase Interest) will increase by 0.059 points.
- If x_1 (Consumer Attitude) and x_2 (Consumer Satisfaction) decrease by 1 point, then y (Purchase Interest) will decrease by 0.188 point
- If x_1 (Consumer Attitude) and x_2 (Consumer Satisfaction) = 0 then y (Purchase Interest is 3,277 points.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion
Based on the results of the SPSS output obtained in the multiple regression test , it can be concluded that there is no significant influence between consumer attitudes and consumer satisfaction on buying interest. So it can be concluded that for Zalora consumer attitudes do not really affect the purchasing power of Zalora consumers so that it is something that Zalora is not too worried about to get buying interest. The findings show that the hypotheses supported by the relationship between purchase intention and online shopping behavior show a not very strong relationship

5.2. Suggestion

Zalora can turn a shopper into a shopper and if the app provides varied and useful product information, good customer service and an easily accessible website. Based on the analysis above, the desire to buy online will be low if the online store lacks ease in finding and comparing groceries, and product updates. Zalora must make its website easy for consumers to find products and services. Creating new and sophisticated and web atmosphere friendly web and portal designs is the key to attracting visitors. In addition, Zalora is advised to convert visitors into buyers by improving their website by offering a convenient, logical, attractive and hassle-free process for customers and an easy language by creating a fast website with a functional design as smooth as possible such as Online Services: Customer service equals The importance of online consumer quality reveals that customer service is a major factor in online shopping satisfaction which can affect a customer's buying interest. This study shows an increase in the explanatory power of purchase intentions and online shopping behavior compared to previous studies. It also provides guidelines for future research to concentrate on strengths and eliminate weaknesses.

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Appendix 1

The following below is a questionnaire data that has been collected by researchers through 54 respondents. There are two types of indicators to determine the validity and reliability of questions in the questionnaire, including the following:

SK 1, SK 2, SK 3: Consumer Attitude Indicators
KK 1, KK 2, KK 3: Consumer Satisfaction Indicators

Respondent	SK 1	SK 2	SK 3	KK 1	KK 2	KK 3
1	4	5	3	2	3	3
2	3	4	5	3	3	5
3	4	2	4	4	4	4
4	3	3	3	4	5	2
5	3	3	3	5	3	4
6	5	5	2	3	4	2
7	2	5	3	4	4	3
8	2	2	4	5	5	5
9	5	3	5	5	3	4
10	4	5	3	5	4	4
11	2	4	2	3	4	2
12	5	4	4	2	5	3
13	3	3	5	2	4	2
14	2	3	4	3	5	4
15	3	3	5	4	5	3
16	3	5	5	5	5	5
17	4	5	5	4	4	4
18	2	2	3	3	5	4
19	5	3	4	3	3	3
20	5	4	4	2	2	2
21	5	3	3	3	3	4
22	3	5	2	4	3	4
23	3	5	2	5	3	3
24	2	3	3	4	2	3
25	4	2	4	2	2	5
26	5	2	5	3	4	4
27	4	3	5	4	4	3
28	4	2	3	4	5	2
29	2	3	2	3	3	4
30	2	3	2	2	4	3
31	3	2	3	3	4	2
32	5	4	4	4	5	4
33	4	4	5	4	5	3
34	4	3	5	3	5	3
35	4	2	3	3	4	5
36	5	3	2	2	3	5
37	3	5	4	3	4	5
38	2	3	4	4	3	4
39	2	3	3	5	3	3
40	3	4	3	5	4	4
41	3	4	2	3	2	3
42	4	5	5	3	3	3
43	4	4	5	4	3	4
44	3	3	3	5	2	3
45	2	5	4	3	4	2
46	3	4	4	4	5	2
47	5	4	4	5	5	3
48	5	3	4	4	4	4
49	4	2	3	3	3	5
50	4	4	2	3	2	4
51	2	5	2	4	3	3
52	2	3	4	5	4	4
53	3	3	5	3	5	2
54	5	5	5	4	3	2

Appendix 2

The Influence of Consumer Attitudes and Consumer Satisfaction on Buying Interest in online shopping at the Zalora Company. The following is the data obtained:

Consumer Attitude	Consumer Satisfaction	Buying Interest
4.60	4.90	4.60
4.40	4.30	4.00
3.80	2.30	4.60
3.40	4.90	4.60
3.00	3.80	4.20
4.20	4.20	3.20
3.80	3.60	2.80
3.40	2.60	4.75
3.20	3.60	3.75
4.00	3.40	3.50
4.00	3.80	3.25
3.20	3.40	3.25
3.80	3.00	3.80
3.20	4.00	3.40
4.00	3.60	3.40
3.60	4.60	4.40
2.60	4.20	3.00
3.20	4.20	2.75
3.40	2.80	3.50
3.20	2.40	3.25
3.40	3.20	3.80
4.40	4.00	4.40
3.80	4.00	3.60
4.40	4.60	3.40
3.60	3.60	2.40
3.40	3.00	4.20
3.60	3.60	4.00
4.00	2.60	4.00
3.80	3.20	3.00
3.40	3.40	4.00
4.00	3.80	3.60
3.60	3.40	4.00
3.00	3.40	3.00
3.00	4.40	4.00
3.40	3.80	3.50
3.00	4.40	2.25
3.00	3.60	4.60
4.00	3.40	2.75
3.20	2.40	2.25
3.20	3.20	3.00
4.60	3.00	3.00
3.60	3.00	4.60
4.80	4.50	3.25
3.40	3.25	4.00
4.25	3.20	4.75
2.50	3.80	4.75
3.25	4.75	5.00
3.75	4.00	4.80
4.00	4.50	4.20
2.00	4.80	5.00
4.00	5.00	3.50
4.80	4.50	4.50
3.20	3.20	4.00
3.80	5.00	4.25

(Residual data is **normally distributed**)