176-Article_Text-480-1-10-20220331_6.pdf

by Lia Mazia

The Influence Of Consumer Decisions On The Desire To Shopping: Easy Of Use And Usefulness

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Abstract —This study examines the relationship between the desire to shop and consumer decisions. And for the focus of this research is how usability and convenience variables that directly affect the desire to buy and consumer buying decisions. In online purchases, the population is all consumers who have ever shopped online, therefore in the study the number of populations is large and the number is not known precisely, so the researcher decided to make a sampling using random sampling method which is part of the quota sampling technique using respondents aged over 19 years and resides in the Jakarta area. The sample taken amounted to 120 respondents. The results of this study indicate that usability and convenience have a significant and significant effect on consumer spending. Usefulness of use is a variable that has a contribution and influence on the decision to spend. While the desire to buy has a significant and significant effect on consumer decisions to buy. So that the usability factor of a better way and the convenience of the shopping system directly affect consumer decisions.

Keywords : Usefullness, Ease of use, Intention, Decision To Buy

I. INTRODUCTION

In the current era, it can be seen that consumers are more practical in shopping anywhere and anytime with the help of the internet, information is easily obtained (Dede Suleman, Sabil, et al., 2021) , (Dede Suleman et al., 2020c). Shopping is no longer an activity that must be done separately because the market has changed from traditional to digital (Kotler, 2017). as a result, the emergence of buying interest can come along with consumers carrying out their daily activities (Dede Suleman, Zuniarti, Marginingsih, et al., 2019) (Zuniarti et al., 2020). However, consumer interest in a product may be just an interest that does not necessarily enter the next process, namely deciding to buy due to several factors. so that the stage of the buying process in theory (Philip & Keller, 2016) may not be exactly the same as using the existing theory.

The desire to shop alone is important to be stimulated because after all this is the first step for consumers to enter the next stage (Dede Suleman et al., 2020e) (Dede Suleman et al., 2020a). in several studies the factors that influence interest include usefulness and convenience (Foster & Johansyah, 2019) and (Dede Suleman et al., 2020b). The usability of places for shopping transactions and selling products is crucial because consumers will make purchases in the area and the products they already want (Dede Suleman, 2018) (Zuniarti et al., 2020) and in some studies it is also stated that consumer religion is attracted to a product. what they expect (Dachyar & Banjarnahor, 2017), (Marriott & Williams, 2018).

Ease of use relates to how the shopping place chosen by the consumer to shop can get synchronous consumer orders using the products being sold (Nurhayaty et al., 2021). Marketers need to realize that consumers will make purchases where they can shop. because this simplicity can also mean determining which shopping area (Rusiyati et al., 2021) . This big impact makes the convenience factor much studied on consumer interest to buy products (Fortes & Rita, 2016). In this era, everything is simple in shopping, therefore the more practical it can increase consumer interest in buying a product. In the end, this research was made as an evaluation material for marketers who expect how efforts can increase consumer interest which is one of the factors that make consumers decide to buy (D Suleman et al., 2021). Because purchasing decisions are sourced from a variety of alternative stimuli (Schiffman et al., 2010), the final result lies in decisions that become the main focus of marketers to be able to become a reference in the process of making the perfect marketing strategy.

The main purpose of this research is to provide an illustration of whether the high consumer interest factor ultimately influences consumer decisions which are influenced by the usefulness and ease of the buying process of a product.

II. LITERATURE REVIEW

A. Ease and Usability

This convenience and usability is part of the TAM (Technolgy accepted model) which is often used to measure between the old method and the new method (Ariwibowo et al., 2013) which this example was originally developed by (Ajzen, 1985), which combines the two factors, namely convenience and usability. for now convenience is a better way of comparing existing processes (Dede Suleman et al., 2020d). It was mentioned (Davis, 1989) in (Dede Suleman et al., 2020a) that there are three dimensions that are often used, including easy to learn, controllable, clear, practical to use. This is a determining factor for consumers to choose and enter the stages of the buying process (Zolait et al., 2018). As for usability, it is to compare how a new method will make an even better method (Dede Suleman, Rusiyati, et al., 2021).

B. The Desire To Shop

Interest is the initial process of 5 stages of purchase (Kotler, 2017) where the desire for shopping is a behavior that arises from a response to an object which is the original desire for consumers to make a purchase. There are five dimensions to buying intentions, including: Awareness, Knowledge, Like, Preference, Conviction. in research (Hamzah et al., 2019) desire is the taste and emotion of consumers when they will buy. Interest is also mentioned as an entry point for wanting to buy which begins using an assessment process where during this process consumers will form a series of choices for the product they will buy on the basis of initial interest (Young & Burgess, 2012).

C. Consumer Decision

The final condition of the various choices or other methods available is considered a consumer decision (Schiffman et al., 2010). Meanwhile (Philip & Keller, 2016) states that each consumer has different habits in the buying process where there are several dimensions of consumer decisions, including; choice of product, choice of brand, choice of dealer, choice of when, choice of amount and payment method. Consumers will spontaneously choose products that they are already interested in (Suleman, Zuniarti, Marginingsih, et al., 2019). as a result, the decision becomes the choice of consumers for various kinds of interest in the product (Utami et al., 2018).

D. Framework

This study will explain how the relationship between convenience and desire for shopping and usefulness on consumer decisions, and the desire for consumer spending on consumer decisions. The following is an overview of this research framework.

1. Ease of Purchase Desire

   Based on what will happen, previous research, as long as it is mentioned by (Zeba & Ganguli, 2016) explains that convenience is a factor that affects consumer desires and is also supported by several studies, including (CL Hsu et al., 2013) and (Dede Suleman, 2014) Therefore, the researcher produces the first hypothesis in this study which is as follows: H1: Ease of effect and significant on the desire to buy.

2. Usefulness of buying decisions

   In the current era, it is found that the best way will be chosen by consumers to carry out the buying process (CL Hsu et al., 2013), a technology cannot be avoided and this can be an opportunity that can be used by marketers to be able to sell their products. produce optimally. Based on several previous studies, it was found that usability is a factor that influences the decision to buy (Cho & Son, 2019), (Dede Suleman, Zuniarti, Setyaningsih, et al., 2019) , (Reyes-Mercado et al., 2017) ,(Fortes & Rita, 2016). Therefore, the researcher produces the second hypothesis in this study which is as follows: H2: Usefulness and significant effect on the decision to buy.

3. The desire to spend on consumer decisions

   Desire is a step before the buying process is mentioned in the five decision terms (Kotler et al., 2019). Therefore, interest in a product is an important initial process that needs attention. initiated using interests that can be raised so that they can migrate to become consumers (M. H. Hsu et al., 2014). Interest in buying is widely seen as a consumer's commitment to transaction applications (Ariwibowo et al., 2013). as a result of research (M. H. Hsu et al., 2014) it is stated that interest has an effect on consumer purchasing decisions.

Therefore, the researcher formed the third hypothesis in this study, which is as follows: H3: The desire to shop has a significant and significant effect on consumer decisions.
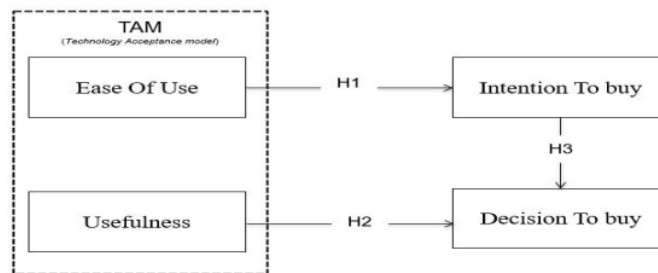

Figure 1 : Research Framework

III. METHOD

In this study, the total population of consumers who determine to buy fashion products is therefore not known in absolute terms because the number is relatively large. Therefore, the determination of the sample in this study is a non-probability sampling method, namely Quota sampling where the sample is up to an exclusive number using the sample criteria, namely respondents who have shopped for fashion products with a minimum age of 19 years and resides in Jakarta. The number of respondents who will be taken by 120 respondents using the required sample reference is 5 times the number of variables (Ferdinand, 2018). Each respondent will be asked 24 questions to be answered and the results will be tabulated. The collected data is processed using AMOS software version 23.00.

In this study using 4 variables and 12 dimensions, namely convenience with three dimensions with six indicators taken from research (Dede Suleman et al., 2020b) and (Al-Debei, Mamoun N. Akroush, Ashouri, 2015) have been adjusted. Meanwhile, usability with three dimensions with six indicators of use is taken from theory (Davis, 1989). For purchase intention with three dimensions with six indicators taken from (Schiffman et al., 2010) which has been adjusted and for the purchase decision variable using three dimensions with six indicators obtained from theory (Kotler & Armstrong, 2016). All 24 indicators were measured using a scale of 1 "Strongly Disagree to 5" Strongly Agree ".

IV. RESULT AND DISCUSSION

A. Sample Characteristics

With a total of n = 120 the following data were obtained, 45 percent were male and 55 percent female; 38 percent are under 21 years old, 42 percent are 22 years old - 41 years old and 20 are over 42 years old. 30 percent of respondents graduated from high school or equivalent, 47 percent graduated from a diploma or bachelor's degree and 23 percent of respondents graduated from postgraduate studies. With data such as there is Table 2 which summarizes the demographics of the respondents:

Table 1. Characteristics of the Sample.

	Category	Amount	Persen (%)
Gender	Men	54	45
	Women	66	55
Age	≤ 21 years	46	38
	22 years – 41 years	50	42
	≥ 42 years	24	20
Education	High school / equivalent	36	30
	Diploma and bachelor	57	47
	Postgraduate	27	23

B. Goodness Of Fit (GOF)

Testing with SEM AMOS 2.3 on the overall fit model test which in this test is carried out to compare the data entered with the standards owned by amos. The output data on the overall compatibility test can be seen in table 2 below:

Table 2. Goodness Of Fit (GOF)

Measure GOF	Measurement		Measurement Result	
	Good Fit	Marginal Fit		
Absolute fit Model				
Goodness of fit Index (GFI)	≥ 0.90	0.80 - <0.90	0.823	Marginal Fit
Root Mean Square Error (RMSEA)	< 0.08		0.046	Good Fit
Incremental Fit Model				
Comparative Fit Index (CFI)	≥ 0.90	0.80 - <0.90	0.921	Good Fit
Normal Fit Index (NFI)	≥ 0.90	0.80 - <0.90	0.862	Marginal Fit
Increamental Fit Index (IFI)	≥ 0.90	0.80 - <0.90	0.940	Good Fit
Relative fit Index (RFI)	≥ 0.90	0.80 - <0.90	0.852	Marginal Fit
Parsimonious Fit Model				
Parsimonious normed fit index (PNFI)	≥ 0.90	0.80 - <0.90	0.801	Marginal Fit

Source: Processed Data (2022).

It can be seen in Table 2 where the figure is the result of the SEM AMOS 23 output where the absolute fit size model data aims to determine the level of prediction of the overall model (structural and measurement models) to the suitability of the data consisting of RMSEA 0.046 < 0.08 (model fit).) and a GFI value of 0.823. It can be concluded that all of the tested models are close to the absolute fit model testing criteria at a fairly good level of testing criteria. And for other fit model criteria, the Incremental Fit Model consists of several conformity test instruments, namely the CFI value = 0.921; NFI = 0.862; IFI = 0.940 and RFI = 0.852 the results state that the structural equation model is said to be good because it is at a fairly good level of testing criteria and has met the requirements of the Incremental Fit Model. On the fit size of the stingy fit model, it can be seen in the results of PNFI = 0.801; From these outputs it is concluded that the model is said to be at the level of the test criteria is quite good and meets the requirements of the parsimonious fit model.

C. Measurement Model Fit Analysis

The output results obtained from the results of the questionnaire given to the respondents were then tabulated and analyzed using a tool using SEM AMOS 23 (Structural Equation Modeling). According to (Ferdinand, 2018) the composite reliability of a measurement model is said to be good reliability for measuring each latent variable if the construct reliability value (CR) 0.7 or more than the extracted variance (VE) value is greater than 0.05. stated that in exploratory research the reliability between 0.5 - 0.6 was acceptable and then the AMOS SEM one-way test was carried out with a 95% usefulness level, the critical value commonly used (CR) > 1.96 which means the assumption of normality is rejected at the level of significance (P) < 0.05 (5%).

Tabel 3. Construct Reliability And Variance Extracted

Constructs	Item Code	Factor Loadings	(Error)	CR	VE
Ease of Use	PE1	0,82	0,74	0.85	0.50
	PE2	0,65	0,53		
	PE3	0,81	0,52		
	PE4	0,63	0,50		
	PE5	0,84	0,63		
	PE6	0,71	0,50		
Usefullness	EU7	0,70	0,52	0,86	0,50
	EU8	0,85	0,69		
	EU9	0,81	0,65		
	EU10	0,74	0,56		
	EU11	0,76	0,57		
	EU12	0,80	0,65		
Desire to buy	INT13	0,80	0,65	0,86	0,50
	INT14	0,76	0,60		
	INT15	0,78	0,59		
	INT16	0,75	0,61		
	INT17	0,75	0,59		

Constructs	Item Code	Factor Loadings	(Error)	CR	VE
	INT18	0,73	0,52		
Decision To buy	DTS19	0,80	0,63	0,86	0,50
	DTS20	0,81	0,62		
	DTS21	0,76	0,54		
	DTS22	0,82	0,64		
	DTS23	0,75	0,80		
	DTS24	0,80	0,60		

Source: Processed Data (2022).

D. Hypothesis Testing

In this study, further testing is seen from the output results with SEM AMOS testing which can be seen from the structural model or hypothesis testing in this case it can be seen how the conclusions of the hypothesis in this study can be seen in table 4 below:

Tabel 4. Hypothesis Test Result

No		Hypotheses	SLF1)	t-value	Conclusion
1	H1	Ease of use → Desire to buy	0.23	2.2	Supported
2	H2	Usefullness → Decision to buy	0.60	4.9	Supported
3	H3	Desire to buy → Decision to buy	0.55	2.8	Supported

Table 3 above shows that the output of the five H1-H3 is accepted by showing influential and significant results. Decision making is influential and significant if the results of t-value> t table (1.96) and <0.05. From the results of the hypothesis test above, it can be seen that the results of hypothesis testing in this study were obtained as follows:

1. The Effect of Ease on Consumer Purchase Desire

   In this study, it was found that the test results on H1 which stated that convenience had a significant and significant effect on consumers' buying intentions. It turned out to be the same as the results of this study where the output of the usability test (H1) had a positive and significant effect on consumer decisions. The t-value of 2.2 is obtained which is also greater than the t table (1.96) with a standard coefficient of 0.23.

2. The Effect of Usefulness on the Decision to Buy

   In this study, it was found that the test results on H2 which stated that usefulness had a significant and significant effect on purchasing decisions. It turns out to be the same as the results of this study where the output of the usability test (H2) has a positive and significant effect on the desire to spend. With a t-value of 4.9, the output value is greater than table 1.96 and the standardized coefficient is 0.60

3. Influence of the desire to buy on the decision to buy

   In this study, it was found that the test results on H3 which stated that the purchase intention had an effect and was significant on consumer decisions. It turns out to be the same as the results of this study where the output of the usability test (H3) has a positive and significant effect on consumer decisions. Obtained a t-value of 2.8 which is also greater than t table (1.96) with a standard coefficient of 0.55

V. DISCUSSION

Based on the results of this study, it can be observed that the factors that influence the desire to buy are the ease of shopping and usability are factors that influence consumer decisions to buy. And in the end, it can be seen that the desire to shop affects consumer decisions in buying products.

1. Ease of having a significant influence on shopping desires

   Convenience can be interpreted as a factor that can affect the desire to make consumers want to shop for a product. Where convenience means a factor that can also create a hypnotic effect to be able to realize consumer desires in buying. The results of the study can be one of the bases that strengthen previous studies which found results in accordance with this study where it was stated that convenience is a factor that influences consumer spending desires. When a consumer already has a sense of ease in the shopping process, there will tend to be a sense of wanting to start shopping and using viewing and selecting the products being sold. Without a sense of ease from consumers, the desire does not arise.

2. Usefulness has an effect and is significant on decisions for shopping

Usefulness and significant influence on consumer decisions. This usefulness can be caused by consumers who feel that this shopping place can make it easier for them to carry out these transactions which is the cause of consumer buying decisions. Consumers will like to make purchases at shopping places in which it has an easier way than before, both in the process and when the shopping can be done by consumers and consumers are able to get the products they have expected before.

3. The desire for shopping has a significant and significant effect on consumer decisions.

All consumers have hope for this shopping as the basis of consumer decisions that can be considered by marketers to be able to explore and generate desire for consumers to shop, so that it is easier to enter the next stage, namely the purchasing decision process. So, as researched in this study, if marketers can and are able to start using it to increase consumers' shopping desire, then this can be said to be close to buying decisions.

VI. SUGGESTION AND RESEARCH LIMITATIONS

In this study, the researcher realized that with the limited time and origin of the variables studied at the time of the study, they could become the basis for further research in conducting research. in this case is how the expansion of other variables forming the purchase intention can be included so that in future research it is able to develop and the scope of the research becomes wider. (Suleman, Suharyadi, et al., 2020) it is stated that there are other factors that influence the purchase intention, such as risk, which may be a consideration for consumers to choose to buy or not. So maybe in future research it can be concluded what risk has the greatest influence.

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