

**FACTOR INFLUENCING ONLINE SHOPPING BEHAVIOR
THROUGH E-COMMERCE:
AN EXTENSION OF TPB WITH PERCEIVED ENJOYMENT AND
TRUST**

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ABSTRACT

Facing the fierce completion in online shopping in Indonesia, this study aims to find out the drivers to increase online shopping behavior through purchase intention, attitude, subjective norms, perceived behavior control, perceived enjoyment, and trust. This study applied a quantitative approach with a survey as the method and gathered 373 samples in Greater Jakarta as the place of study. Looking at the complexity of the relationship, the data were analyzed using structural model. This study reveals that to increase the purchase intention of customers companies must consider perceived enjoyment, along with attitude, subjective norm, and perceived behavioral control. In addition, the purchase intention is the best driver to increase the shopping behavior through online among customers. However, trust was rejected in this study. This study also provides implications for managers and future directions based on the limitations of this study.

Keywords: *purchase intention, online shopping behavior, TPB, perceived enjoyment, trust.*

1. Introduction

Indonesia is one of the highest e-commerce growth countries in the world due to the increasing number of businesspeople who have expanded their business to digital in recent years (Widowati, 2019). Currently, Indonesia's e-commerce market share for the whole world is only 0.8%, but it is ensured that e-commerce in Indonesia continues to stretch (Jati, 2019). Indonesia's E-Commerce market is expected to experience growth of 31.3% and reach profits of up to \$3.8 billion or around IDR 2.5 trillion (Rahma, 2019). Hence, Electronic commerce or e-commerce based business opportunities in Indonesia are still wide open and the prospects are very promising. Data from the State Ministry of Secretariats Republic of Indonesia 2019, the digital economy has proven to be able to make a significant contribution to Indonesia's GDP in 2017, reaching 7.3% whereas Indonesia's economic growth is only 5.1% (Sugiarto, 2019). The contribution of e-commerce transactions to the Gross Domestic Product (GDP) is currently very small but, the Indonesian government estimates that e-commerce's contribution to GDP is 8% in 2025 (Sari, 2019). Competition in the national e-commerce industry is increasingly fierce. Hence, each online shopping platform competes to provide various attractive promos and innovations that pamper users in Indonesia (Triwijanarko, 2018). According to Ulya (2019), based on Deloitte's Indonesia research which is held once a year for the past 5 years, the 2018 E-commerce trend has decreased slightly by 1% compared to last year to 41% and meanwhile, in 2017 more than doubled by 42 percent compared to 2016. Further, she says that at present there are so many emerging e-commerce platforms competing to get buyers and E-commerce is

mushrooming. Hence, people will switch to other Ecommerce that will result in e-commerce trends goes down.

To increase consumer purchase behavior in buying products from e-commerce, it is argued that someone's attitude, along with their subjective norm, and followed by perceived behavioral control (TPB) plays a major role (Qi & Ploeger, 2019). Consumer attitude measures the way a person feels an object as something positive or negative, as well as beneficial or detrimental (Lim et al., 2016). The attitude of consumers is expected to accept or feel happy about the products purchased through e-commerce so that if the product is offered (Massoro & Adewale, 2019). According to Tamba (2017) subjective norms capture consumers' perceptions of significant other people's influence (for instance, family, close friends, and the media). It is because people always act upon their expectations of what other people think they should do (Tamba, 2017). Further, he added that perceived control of behavior is a condition in which people believe that an action is easy or difficult to do because it involves past experiences that someone experienced. Apart from attitude, perceived behavior control, and subject norms, there is a rise in perceived enjoyment to increase customer purchase intention (Akram, 2018). Due to some bad complaints regarding products received were not as they were displayed or frauds, hence, the importance of trust is highlighted by Dachyar and Banjarnahor (2017) to increase the purchase intention.

Thus, this study focuses to explore the influence of TPB, perceived enjoyment, and trust toward the intention to purchase which eventually change the behavior of customers to do shopping online. This study is organized as follows: following the introduction chapter, the next chapter contributes to the review of the literature and research gap. Not to forget, a step-by-step procedure of methods used in this study is elaborated thoroughly. Next, the findings and discussions following the conclusion and theoretical implications are stated.

2. Literature Review

The Theory of Planned Behavior

The TPB explores the customer behavior, and this framework was developed by Ajzen and Fishbein (1980). According to the TPB, there are three factors directly affect the intention to conduct certain behavior, such as behavioral attitude, subjective norm, and perceived behavioral control (Ham et al., 2015). Behavioral attitude is defined as an assessment of an individual's performance. Meanwhile, the subjective norm is the interpretation of the someone's social pressure to conduct the activity (Amaro & Duarte, 2016). Perceived behavioral control indicates the level of reduction of someone's perception involved in the particular activity (Han & Hyun, 2017). Attitude refers to a person's general experience of favor or disadvantage for the concept in (Ajzen, 1991; Guo et al., 2017). According to Lim et al. (2016), attitude is the positive or negative analytical assessment, motivation, and behavioral tendency of clients in transactions. Studies carried out on the adoption and use of information technology and the information system found that attitude has a necessary part in predicting the intention to use a particular technology (Massoro & Adewale, 2019). Ham et al. (2015) stated subjective norm is a belief that a specific behavior will be approved and supported by a significant individual or group of individuals. According to Kharde and Madan (2018), Subjective norms are the personal estimation of the social persuade to present the target behavior or not to present it. Raman (2019) stated that subjective norm is when a person decides to act in a particular way, he/she takes into account the moral perceptions of others, such as family friends, peers, etc., which he/she considers to be important to him/her. Perceived behavioral control means individuals' capacity to control particular conduct (Sun et al., 2020). Sembada and Koay (2019) stated that PBC refers to the determination of an individual's internal capacity to exert external control to conduct a particular behavior. Yunus et al. (2018) stated that perceived behavioral control is defined as a perception of an action whether it is easy or difficult to perform.

Trust

Trust is defined as customer readiness to depend on the business based on customer confidence Setiawan and Sayuti (2017). Moreover, trust is the main factor to construct and sustain friendly relations and loyalty

(Cheng et al., 2016). In online shopping, one of the important key drivers to reduce consumers' confusion and risk when buying online is trust (Mosunmola et al., 2019).

Perceived enjoyment

Perceived enjoyment is defined as the perceived enjoyment as pleasant to use technology except for any consequences that may arise from using the technology (Lee et al., 2013). Perceived enjoyment is also described as the degree of enjoyment of technology activity in itself, except for any anticipated performance consequences (Vallejo & Polo, 2019).

Purchase intention

According to Pavlou (2003), the willingness to buy products through a certain website in the final phase of the internet transaction is defined as online purchase intention. Purchasing intention should be considered as the consumer's willingness to buy through a mobile application (Martinsa et al., 2019). Jin et al. (2015a) said that consumer behavior includes all customer behaviors arising from the purchasing, the use and disposal of socially relevant goods and services, mental and behavioral actions of the consumer accompanying, deciding, or following these practices. According to Singh and Sailo (2014), online consumer behavior clarified that internet consumers have the most acceptable physical presence and check the way they search, connect, and infer information about goods.

This study modifies the TPB model of Ajzen, by adding two more variables, perceived enjoyment and trust. Previous studies, such as Jin et al. (2015a) investigated that subjective norms, perceived usefulness, and intentions to purchase online influence online shopping behavior. Besides, Bhatti (2018) and Redda (2019) found that normative beliefs, subjective norms, internet trustworthiness, attitude, self-efficacy, and perceived behavioral control influence online shopping behavior as well as Khilji (2016) who found that attitude and collectivist culture can influence online shopping behavior. Meanwhile, the study from Primabudi and Samopa (2017) analyzes what factors can influence online shopping behavior. The result is normative subjective; attitude and perceived behavioral control are significantly influencing online purchasing. Another modification of the TPB model by adding one variable, namely perceived usefulness, was conducted in Malaysia (Lim et al., 2016). Meanwhile, this research is also determined factors influencing online shopping behavior by adding two variables, perceived enjoyment, and trust, in Greater Jakarta.

Research conducted by Lim et al. (2016) stated that the subjective norm doesn't affect real purchasing via the internet, but only the willingness to purchase online. Research carried out by (Dakduk et al., 2017) shows that attitude and subjective norm significantly anticipated behavioral intent and there was no statistically significant distinction in the models' goodness of fit. Hasbullah et al. (2016) stated that subjective norm correlates significantly on the intention of online shopping. In other words, consumers tend to accept their trusted person's behavior and thus raise their willingness to perform the behavior.

H1: Subjective norm influences the purchase intention

A study conducted in China by Yang et al. (2014) found that attitude and purchase intention has a significant relationship. Purchase intention is essentially determined by three variables. One of the variables is the person's attitude towards engaging in conduct that is viewed as a buying attitude. This study is also supported by the findings by Abzari et al. (2014) in the Iranian context regarding the intention to purchase branded goods. A study in intention to purchase toward branded content in the Website format by Sinthamrong and Rompho (2015) also proved that the most influential factor for the purchase intention is attitude.

H2: Attitude influences the purchase intention

Zhang et al. (2018) indicated that perceived behavioral control influences the intention to purchase green housing in China. Another study found by Santy and Zulianti (2018) that the better perceived behavioral control, the higher the interest for buying. The perceived behavioral control variable has an important impact to increase the intention to buy goods at department stores in Bandung, Indonesia. Therefore,

H3: Perceived Behavioral Control influences the purchase intention

Enjoyment is an essential part of shopping online. Lau et al. (2016) indicated perceived enjoyment is positively related to the purchase intention of smartphones in Hong Kong. Akram (2018) indicated that the perceived enjoyment of the online shopping experience will enable customers to find and buy products online through the website of electronic commerce. Therefore,

H4: Perceived Enjoyment influences the purchase intention

Dachyar and Banjarnahor (2017) indicate that the biggest reason for the failure of consumers to participate in e-commerce is the lack of trust. Adiwijaya (2015) revealed a strong relationship between trust and intention to purchase in which trust is necessary for offline and online businesses. Hence,

H5: Trust positively influences the purchase intention

Bhatti (2018) show that the correlation among consumer intention to purchase and online shopping behavior is significant, and focus at the future on intensity among intention and behavior and minimize the weakness of this correlation. Rehman et al. (2019) revealed that, intention plays a foremost role in creating a consumer's actual behavior in carrying out the transaction. They also stated that consumer purchase intention positively influences online shopping behavior and supported hypotheses. Hence,

H6: Consumer Purchase Intention influences the Online Shopping Behavior

Based on the hypothesis development, this study proposes a theoretical framework as follow:

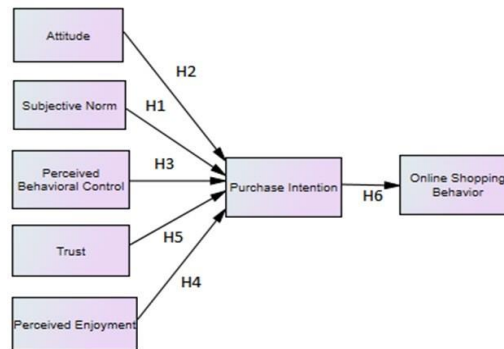


Figure 1. Theoretical framework.

(Source: Adjusted by the researchers, 2021)

3. Research Method

This study applied quantitative research with a survey instrument as the most widely used method to gather data (Queirós et al., 2017). The population in this study was individuals who have been shopping through e-commerce and 373 respondents as the sample. The purposive sampling technique was applied with the criteria consumers who have shopped through ecommerce and live in Greater Jakarta for the last 6 months (Adiwijaya, 2015). The survey consists of 30 item statements, taken from previous studies, divided into 4 item statements for attitude and 5 item statements for perceived behavioral control (George, 2004; Wong et al., 2018), 6 item statements for subjective norms (George, 2004; Raman, 2019; Yunus et al., 2018), 4 item statements for perceived enjoyment (Nysveen et al., 2005; Ramayah & Ignatius, 2005), 5 item statements for trust (Joko Wijoseno & Ariyanti, 2017; Sharma et al., 2019), 3 item statements for purchase intention (Amaro & Duarte, 2016; Cheung & To, 2017) and last 3 item statements for online shopping behavior (Amaro & Duarte, 2016). To measure the responses, Likert scale was used ranging from 1 until 7 (strongly disagree to strongly agree) (Joshi et al., 2015). The survey was made online using Google Form and distributed through WhatsApp, Line, and Instagram for 3 months, from August until October 2019.

Data gathered were then analyzed for its normality, a test managed purposely to evaluate the allocation of data in a cluster of data or variables, whether the distribution of data is normally allocated or not (Hair et al., 2018). The criteria used are based on skewness and kurtosis, not more than 3 and 10 (Kline, 2011). Then, the common method bias was tested with the criteria the variance value is below 50% (Eichhorn, 2014). Then, the data were checked for construct validity and reliability. The validity test (convergent and

discriminant) was applied to confirm the construct with the criteria Average Variance Explained (AVE) is greater than 0.05 and correlations among constructs are lower than the square root of AVE, respectively. Composite Reliability with the criteria greater than 0.7 is used to test the reliability (Alarcón & Sánchez, 2015).

This study applied structural model to test the hypothesis with the criteria p-value is less than 0.05, the decision is to accept the hypothesis. As the requirement in SEM, before testing the hypothesis, the data must pass the model fit with the criteria CMIN/DF (< 5), GFI, AGFI, CFI, IFI, and TLI (> 0.9) and RMSEA (< 0.08) (Ankush, 2008). To check whether the model has good strength, an r-square of less than 1 is applied (Hamilton et al., 2015).

4. Results and Discussion

The result showed that the majority of respondents came from the male (62.7%) compare to the female (37.3%) and mostly millennials (18-24 years old) which either students (61.7%) or full-time employees (27.4%). Hence, most monthly spending was under IDR one million for personal care such as skincare, makeup, shampoo, soap, and perfumes (31.4%) and apparel (23.9%) (Table 1.).

Table 1. Respondents' profile

Demographic	Count (N)	Sample(%)
GENDER		
Male	139	37.3
Female	234	62.7
AGE		
under 18 years old	15	4
18 to 24 years old	322	86.3
25 to 34 years old	31	8.3
35to 44 years old	5	1.3
EMPLOYMENT STATUS		
Students	230	61.67
full-time employee	79	21.2
part-time employee	23	6.2
self-employed	15	4.02
Unemployed	26	7
MONTHLY SPENDING ON ONLINE SHOPPING		
less than IDR 1,000,000	239	64
IDR 1,000,000 to 2,000,000	65	17.4
IDR 2,000,001 to 3,000,000	27	7.2
IDR 3,000,001 to 5,000,000	28	7.5
more than IDR 5,000,000	14	3.8
PRODUCT PURCHASED FROM ONLINE		
personal care (skin care, makeup, shampoo, etc.	117	31.4
Apparel	89	23.9
food and beverages	23	6.7
Books	9	2.4
Software	9	2.4
sport equipment	25	5.4
Accessories	45	12.1

Source: Primary Data, Processed with Google Survey Form, 2021

There is no normality problem since skewness values were less than 3 and all of the kurtosis values were less than 8. The data have no common method bias problems since the variance showed 38.86% (less than 50%). The model also shows good fit since the data passed the model fit criteria (CMIN/DF is 1.571; GFI = 0.915; AGFI = 0.890; CFI = 0.973, IFI = 0.973, TLI = 0.968, RMSEA = 0.039) (Table 2.).

Table 2. Model fit

Indicators	Initial	Modified	Decision
	Measurement Model	Measurement Model	
CMIN/DF	1.977	1.571	Good Fit
GFI	0.89	0.915	Good Fit
AGFI	0.864	0.89	Mediocre Fit
CFI	0.952	0.973	Good Fit
TLI	0.944	0.968	Good Fit
IFI	0.952	0.973	Good Fit
NFI	0.908	0.93	Good Fit
RMSEA	0.051	0.039	Good Fit

Source: Primary Data, Processed with AMOS 24, 2021

For convergent validity, all variables have passed the minimum requirement of higher than 0.05 (trust = 0.824; attitude = 0.772; perceived behavioral control = 0.665; perceived enjoyment = 0.746; subjective norm = 0.774; intention to purchase = 0.843; online shopping behavior = 0.733) (Table 3.). The reliability testing also shows good reliability where all the constructs are higher than 0.7 (trust = 0.885; attitude = 0.895; perceived behavioral control = 0.860; perceived enjoyment= 0.888; subjective norm = 0.850; intention to purchase = 0.863; online shopping behavior = 0.773) (Table 3).

Table 3. Construct validity and reliability

Latent Construct	Cronbach Alpha	AVE	CR
5. T	6. 0.885	7. 0.824	8. 0.885
9. ATT	10. 0.894	11. 0.772	12. 0.894
13. PBC	14. 0.86	15. 0.665	16. 0.86
17. PE	18. 0.888	19. 0.746	20. 0.888
21. SN	22. 0.85	23. 0.774	24. 0.85
25. PI	26. 0.863	27. 0.843	28. 0.863
29. OSB	30. 0.773	31. 0.733	32. 0.773

Source: Primary Data, Processed with AMOS 24, 2021

From discriminant validity testing, there is no issue found since all the correlations among constructs (between 0.038 – 0.711) were less than square root of AVE of each constructs (between 0.82 – 0.91) (Table 4).

The construct of purchase intention ($p < 0.001$, C.R. = 10,715) is a significant predictor of the participant's online shopping behavior. Perceived behavior control positively influences purchase intention ($p < 0.003$, C.R. = 2,949). Furthermore, attitude ($p < 0.001$, C.R. = 3.809), subjective norm ($p < 0.008$, C.R. = 2.646), perceived enjoyment ($p < 0.001$, C.R. = 3.998), significantly influence the purchase intention.

Table 4. Discriminant validity

	ATT	SN	PBC	PE	T	PI	OSB
ATT	0.88						
SN	0.473**	0.88					
PBC	0.711**	0.480**	0.82				
PE	0.577**	0.509**	0.693**	0.86			
T	0.142**	0.240**	0,038.	0.251**	0.91		
PI	0.708**	0.522**	0.759**	0.687**	0,002.	0.92	
OSB	0.443**	0.290**	0.484**	0.427**	-0.04	0.651**	0.86

Source: Primary Data, Processed with AMOS 24, 2021

However, the relationship between trust ($p < 0.001$, C.R. = -4.687) and Purchase Intention showed negative sign, hence it is rejected (Table 5.).

Table 5. Hypothesis testing

Hypotheses	Regression Path	Estimate	S.E.	C.R.	P	Conclusion
H1	SN → PI	0,091	0,035	2,646	0.008	Accepted
H2	ATT → PI	0,308	0,081	3,809	0.001	Accepted
H3	PBC → PI	0,348	0,118	2,949	0.003	Accepted
H4	PE → PI	0,306	0,077	3,998	0.001	Accepted
H5	T → PI	-0,179	0,038	-4,687	0.001	Rejected
H6	PI → OSB	0,672	0,063	10,715	0.001	Accepted

Source: Primary Data, Processed with AMOS 24, 2021

From the result, the R-square value of the intention to purchase was 0.807 and Online shopping behavior was 0.604 which means that the effective contribution of purchase intention to online shopping behavior is 80.7% and the effective contribution of Online shopping behavior to online Purchase Intention is 60.4%. Hence, the result of the purchase intention and online shopping behavior is strong because the value is more than 0.67.

The findings showed that all of the relationships were supported. The high effects of online shopping intentions were consistent with earlier studies by Lim et al. (2016) which say that purchase intention is a prominent predictor of actual behavior to do online shopping. The second higher was between perceived enjoyment and intention to purchase. Galib et al. (2018), found that perceived enjoyment positively influences the purchase intention because of the fun, excitement, flexibility, and pleasure associated with it that consumers get from online purchasing. The third higher was between attitude and purchase intention. Attitude is an overall concept evaluation carried out by consumers. Evaluations can be created by effective systems in the form of emotions, feelings, moods, and immediate and direct responses to certain stimuli. If the interests, likes, pleasures, and beliefs of consumers are positive, it will lead to an intention to buy a product (Anggelina & Japariato, 2014). The fourth higher was between perceived behavioral control and purchase intention. Rachbini (2018) stated A behavioral test applies to the understanding of individuals, which is easy or difficult to carry out, in keeping with an emphasis on factors directly linked to a certain action. Then, the relation between subjective norm and purchase intention is also significant. Hasbullah et al. (2016) stated that subjective norm influences the buying online behavior. However, the trust was rejected in this study which contrary to the previous study which shows a significant influence towards the purchase intention as stated in (Jin et al., 2015b).

5. Conclusion and Implications

The result shows that online behavior is strongly influenced by the intention to purchase which is strongly influenced by attitude, subjective norm, perceived behavioral control, and perceived enjoyment. However, due to the negative relationship between trust and purchase intention, this study rejected the hypothesis. Hence, this study contributes to the body of knowledge regarding online shopping behavior based on extended TPB with perceived enjoyment.

This study addresses some implications needed to be done by managers to increase purchase intention. To increase attitude towards purchase intention online marketers must maintain consumer opinion that buying goods over e-commerce is a good idea and the easiest. Hence, the markets need to address the safeness and easiness of shopping online. Some technologies might come in handy such as digital price tags, secure online payment systems, chatbots, artificial intelligence, and virtual reality. Digital price tags should contain not only the price of the goods but also the information regarding nutrition, country of origin, etc. A secure online payment system brings trust to customers, hence companies can start using the QR code, digital wallet, e-payment, etc. A chatbot is very useful not only for the companies but also for customers. If a customer has to wait for the customer service officer to respond to a question, it will take much time. However, with a chatbot, customers can directly ask either in texting or voice messaging and it can reply faster as if we were talking to a human in life. Not only it is faster but also it is fun to do for the customers. Artificial intelligence is useful because it can directly map the customers' needs and companies can offer products they might need and customers will also get options or choices of products to buy which in return will save much time for customers who are in a rush. Virtual reality will help a lot of customers, especially those who want to buy fashion clothes, make-up, etc., online without trying it on spot. Virtual reality will provide a projection of the goods we choose as if we were wearing it and hence it helps customers to decide to buy which clothes or make up for them at once. To increase subjective norms towards purchase intention online consumers in shopping online need opinions from people who have used products purchased through ecommerce. Hence, the website must take comments from buyers regarding their experiences and post them on the website as well. To increase perceived behavioral control, the online marketers should give some gifts or discounts to the consumers who give free testimonies on their social media about the product because the consumer needs testimonies of the product before buying. To increase perceived enjoyment towards purchase intentions marketers should give the best experiences while shopping, such as collecting badges, tickets, points, etc. which is considered fun while shopping.

This study is just like other previous studies with some limitations, and these constraints must be pointed out for future studies. The limitation of this study is that the location of this study was only in the greater Jakarta area whereas 15 big cities in Indonesia have cultural differences that have the most extensive and profound influence on consumer behavior. Besides that, hedonic motivation, electronic satisfaction, and awareness can be added as mediating or moderating variables between purchase intention and the theory of planned behavior.

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