

THE IMPACT OF PERCEIVED USEFULNESS AND SERVICE QUALITY TOWARD CONSUMER'S INTENTION TO SHOP ONLINE IN KASKUS

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Abstract

The purpose of this research is to understand the impact of perceived usefulness and service quality on consumer's intention to shop in Indonesia's largest online community: Kaskus. This research used a survey by distributing 86 questionnaires to respondents in Bandung, aged between 17-26. The questionnaire which is distributed to Kaskus users, is using Likert scale. There are two variables that are considered important in affecting consumer's intention to shop in Kaskus: perceived usefulness and service quality. The outcome of this research is that Kaskus users think that perceived usefulness and service quality are two variables that could affect their intention to shop in Kaskus.

Keywords:

Perceived Usefulness, Service Quality, Consumer's Intention to Shop, Kaskus

Abstrak

Tujuan dari penelitian ini adalah untuk memahami bagaimana pengaruh dari Perceived Usefulness dan Service Quality terhadap niat konsumen untuk berbelanja di Komunitas Online terbesar di Indonesia, yaitu Kaskus. Penelitian ini merupakan penelitian survey yang dilakukan dengan mendistribusikan sebanyak 86 kuesioner kepada responden di Bandung yang berusia antara 17-26 tahun. Kuesioner dibuat menggunakan skala Likert. Terdapat dua variabel yang diduga kuat berpengaruh terhadap niat konsumen untuk berbelanja di Kaskus. Kedua variabel tersebut adalah Perceived Usefulness dan Service Quality. Dari penelitian yang dilakukan, didapati hasil bahwa Perceived Usefulness dan Service Quality memiliki pengaruh positif terhadap niat konsumen untuk berbelanja di Kaskus.

Kata kunci:

Perceived Usefulness, Service Quality, Niat Belanja Konsumen, Kaskus

I. INTRODUCTION

In the last decade, internet has influence shifting in many aspect of human life. Internet make people across the world can communicate easier and give them a real time information. Previously, in order to trade, people have to meet face to face, but now, using internet, people across the world can trade without they have to meet each other. Trading or exchange using information technology or internet, are called e commerce.

E-commerce, that means buying and selling product using internet, is a small part of e-business. E-business according to Wikipedia is “may be defined as the application of information and communication technologies (ICT) in support of all the activities of business”.

Both e-commerce and e-business has grown rapidly. E-business make business processes more easier, and by using e-

commerce, people can easily find goods to fulfill their needs/wants, with a competitive price. In Indonesia, using internet to buy goods also become a new trend and many local website or forum become media to trade. Sometimes, when trading in those website or forum, people have to submit their personal data and this make web security become an important thing to be considered before deciding to shop in internet.

In 2001 W. David Salisbury, Rodney A. Pearson, Allison W. Pearson, and David W. Miller conducted a research about perceived security and world wide web purchase intention. The research built a three construct: the first one is the role of web’s ease of navigation to purchase intention, the second one is usefulness of web to purchase intention, and the last one is web’s security to purchase intention. Result showed that web security was the most influencing factor for people to decide whether to shop in

world wide web or not. After ten years, we did a similar research with different condition and different object. Because during this ten years the security of world wide web already increased, our recent research in Kaskus showed that perceived usefulness was considered more important than perceived ease of use and perceived security of a web in affecting buying intention in Kaskus. The outcome of our previous research is that consumer think Kaskus is a trustful site and they feel secure in giving their personal information to this site.

Hsiu-Fen Lin's research in 2007 was about the role of online and offline features in sustaining virtual communities. There are three online features considered in this research, they are information quality, system quality, and service quality. The result of this Lin's research was that system quality and service quality are affecting ease of use of virtual communities while all those three

online features are affecting perceived of use of virtual communities (Lin, 2007).

So, this research is an extended research about perceived usefulness and buying intention in Kaskus and also adopted from Lin's research about online features in virtual community. This research is going to identify factors that affect consumer's intention to shop in Indonesia's largest online community, Kaskus.

II. LITERATURE REVIEW

There's some factor that influence people in deciding whether to shop online or not. Many research has investigated factors that influence online purchase intention. Some researchers said that web security and trust are factors that influence online purchase intention. Hsin Hsin Chang and Su Wen Chen said that web site quality and website brand influence customer perceived risk and trust which at the end affect

customer purchase intention (Chang, Chen, 2008). According Yu-Hui Chen and Stuart Barnes (2007), online purchase intention are determined by perception to the website and online trust. Online trust means web security assurance, web searching, reputation, and interactions (Yoon, 2002). Salisbury research showed that increased level of perceived web security will lead to greater intent to purchase product online (W. David Salisbury, Rodney A. Pearson, Allison W. Pearson, and David W. Miller, 2001). When people shopped online, they have to submit their personal information, such as credit card number, or their bank account number. In this case, people have to be sure that their personal information will not go to other party. Avinandan Mukherjee and Prithwiraj Nath (2005) said that website has to gain customer trust and commitment by delivering promised they had made. In shopping through the internet, there's no physical interaction between seller and

buyer, so, trust is everything. Website have to fulfill what they promised to deliver to their customer, it is the only way to gain trust. They also said that privacy and web security are key antecedent of trust.

Other research said that product type, prior purchase, and gender are more likely to influence purchase intention (Mark Brown, Nigel Pope, Kevin Voges, 2001). Carla Ruiz Mafe' and Silvia Sanz Blas said that demographical factors influence internet dependency and at the end influence online buying intention. Eun Young Kim and Youn-Kyung Kim's research about online purchase intention for clothing products said that transaction/cost, incentive program, site design, and interactivity are factors that influencing online purchase intention.

Carla Ruiz Mafe' and Silvia Sanz Blas's research (2006) also said that to increase internet user's willingness to purchase, the website have to provide more and useful information on their product and

make their search engine to work faster, easier to access, and provide a right kind information and can be accessible in a right time. Mafe and Kim's research said that layout or web design affect the ease of navigation of a web and that the usefulness of information gathered from the website influence customer's intention to shop online. Useful and easily understood information on websites diminish asymmetric information, information behaviour, increase the degree of online trust, and positively effects purchase intention (Koufaris and Hampton-Sosa, 2004). Van der Heijder said that enjoyment of technology or surfing in internet motivate customers to transact online. Perceived usefulness states to belief that a particular system would improve job performance and generosity toward a website, perceived ease-of-use is the belief that a particular system would be free from effort (van der Heijden et al., 2003).

Many researchers use Technology Acceptance Model (TAM) as a model to see user's acceptance of new information technology. Lin said that perceived usefulness and perceived ease of use are the primary determinants of system use. In Lin's research, Davis said that Perceived usefulness is defined as "the prospective user's subjective probability that using a specific application system will increase his or her job performance" (Davis, 1989). This lead into first hypotheses:

H_{1a}. Perceived usefulness will favorably influence consumer's intention to shop in Kaskus

Another variable that contribute to consumer's intention to shop is service quality. As it was said before, that by doing online transaction, people didn't have to meet face to face, that's why online businesses and community providers should provide effective online support, such as trust mechanisms provided by the virtual

community, prompt customer service, and personalized information and attention (Lin, 2007). Therefore, the following hypothesis is put forward:

H_{1b}. Service quality will favorably influence consumer's intention to shop in Kaskus

In Lin's research it is said that online features will favourable influence perceived usefulness of a virtual community. Lin said that online features are the quality measure of web-based information systems or serviced provided by the web site (Lin, 2007). In his paper, Lin adopt DeLone and McLean's approach which said that information quality and system quality are important factors in making a successful information system. Also in Lin's paper it is said that Ahn research in 2004 mentioned that online quality factors have a potential affect to both perceived ease of use and perceived usefulness of web sites (Lin, 2007).

The first online features are information quality. Information quality measure dimensions such as information accuracy, completeness, currency and information presentation format (Nelson et al., 2005).

The second online feature is system quality. Lin said that system quality is a web-based information system which measures the functionality of a web site. Nelson and DeLone also said that dimension that included to system quality are system reliability, convenience of access, response time and system flexibility.

Literature review above provide the birth of the second hypotheses of this research.

H_{2a}. Information quality favorably influence perceived usefulness of Kaskus

H_{2b}. System quality favorably influence perceived usefulness of Kaskus

In Figure 1. below we can see the conceptual framework of this research.

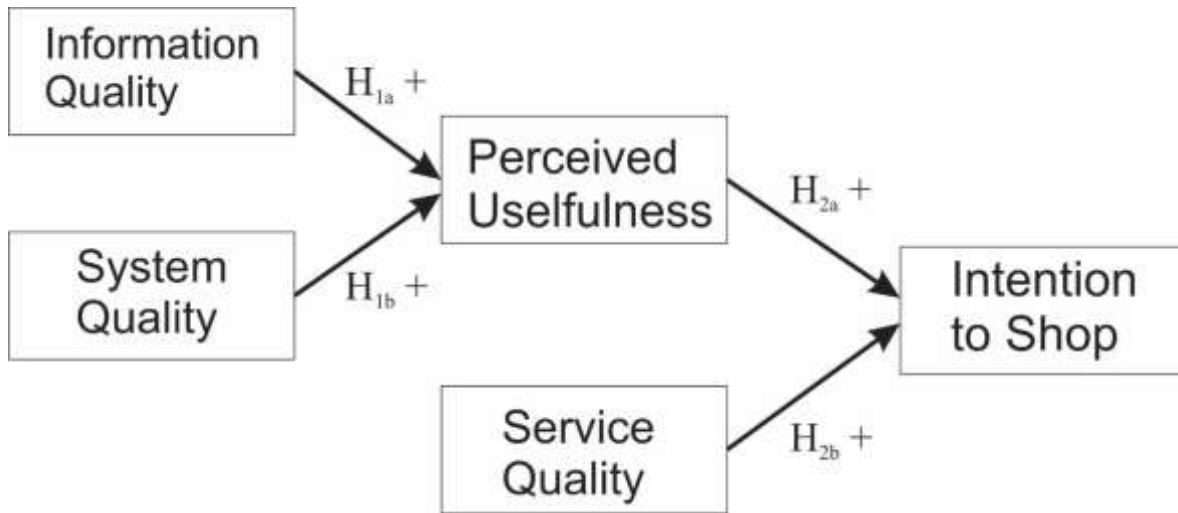


Figure 1.
Theoretical Framework

III. RESEARCH DESIGN

This research is a survey research. Twenty six number questions in a single questionnaire are distributed through the internet to Kaskus users. The questionnaire is assessing respondent point of view of Kaskus's performance in information quality, system quality, service quality, perceived usefulness, and consumer's intention to shop in Kaskus by using five point Likert scale (very agree – very disagree).

The validity is tested by using Pearson Correlation. Cronbach's Alpha is used to measure the questionnaire's reliability. The questionnaire item will be said as reliable if the Cronbach's Alphas score is greater than 0.7.

The hypotheses are tested by using multiple regression. All the statistical calculation are calculated using SPSS 17.

IV. RESULT/IMPLICATION

4.1 Descriptive Statistics

Through the distribution of questionnaire through internet to internet user who ever visited Kaskus, there are 86

questionnaires that are filled completely, with 77.9% respondent are male and 22.1% respondent are female. 64% of respondent who visited Kaskus are in the age between 21-30 years old.

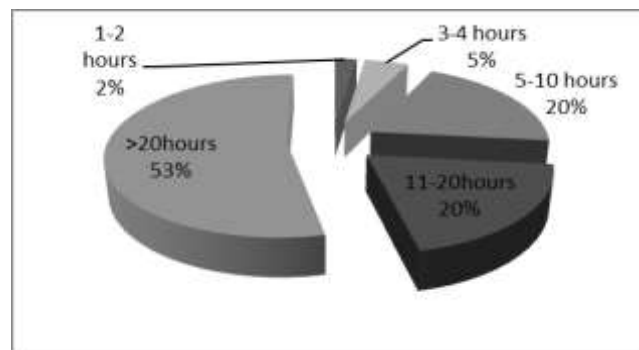


Figure 2.
Time Using Internet per Week

From the descriptive statistics, 10.5% respondent, never shop in Kaskus while the other 89.5% have ever shop in Kaskus. 53.5% of respondent spent more

than 20 hours a week using internet (Figure 2.) and 27.9% of respondent visit Kaskus more than 20 times a week (Figure 3.).

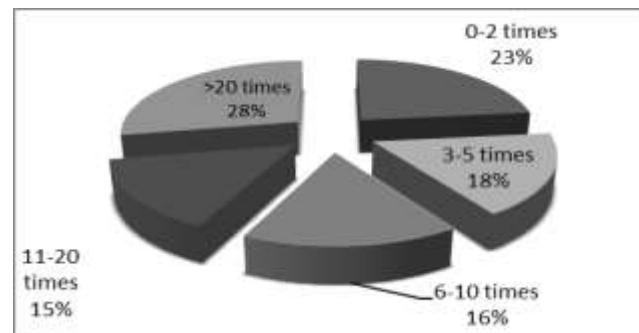


Figure 3.
Number of Times Access Kaskus in a Week

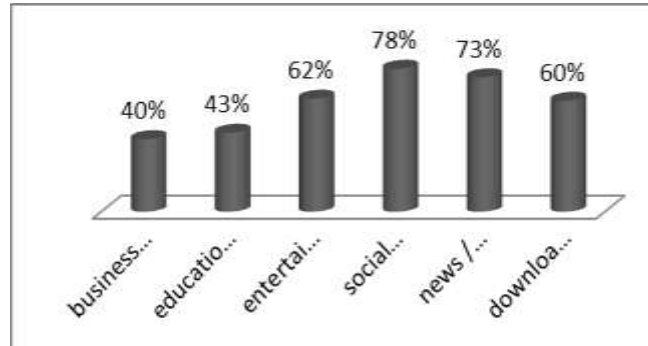


Figure 4.
Purpose in Using Internet

78% of respondent said that their purpose in using internet is for social networking purpose (Figure 4.). The following table represent respondent's

income per month (Figure 5.). More than 50% of them, who browse in Kaskus, have income above than 1,500,000 rupiah per month.

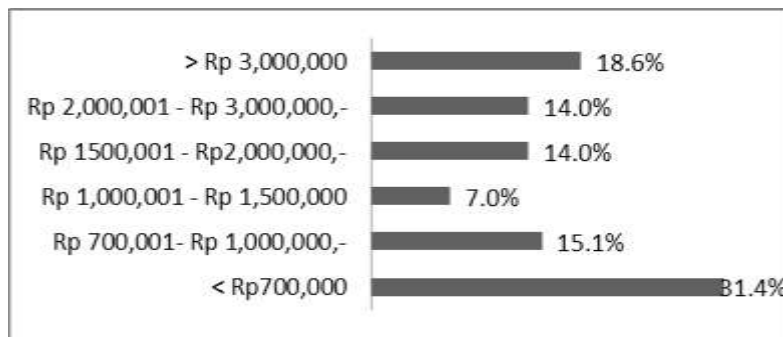


Figure 5.
Income

4.2 Validity and Reliability

To test the validity of the questionnaire, Pearson Correlation was used to check the correlation between each item with its total score for each variable: Information Quality, System Quality,

Service Quality, Perceived Usefulness, and Consumer's Intention to Shop.

The instrument could be declared valid if the significance value is lower than 0.05 and the correlation score is greater than 0.3 (Pallant, 2013). Based on that criteria, all

of the questionnaire are valid and the result can be shown in Table 1.

Table 1.
List of Questionnaire Items

Questionnaire	Label	Sig.	Pearson Correlation	RESULT
I think information being provided by Kaskus are accurate.	IQ ₁	< 0.001	0.72	VALID
I think information being provided by Kaskus are trustful.	IQ ₂	< 0.001	0.69	VALID
I think Kaskus provide a lot of information I need.	IQ ₃	< 0.001	0.70	VALID
I think Kaskus provide an uptodate information.	IQ ₄	< 0.001	0.65	VALID
I think information provided by Kaskus are in a good structure.	IQ ₅	< 0.001	0.60	VALID
I think product information in Kaskus are complete.	IQ ₆	< 0.001	0.68	VALID
I think the seller in Kaskus provide an accurate information about goods they sold.	IQ ₇	< 0.001	0.72	VALID
Kaskus can be accessed any time.	SQ ₁	< 0.001	0.83	VALID
When accessing Kaskus, I never get any hard error.	SQ ₂	< 0.001	0.81	VALID
I think categorization in Kaskus is good enough.	SQ ₃	< 0.001	0.73	VALID
Seller in Kaskus can patiently answer my request.	SVQ ₁	< 0.001	0.73	VALID
Product specification is suitable with the actual product.	SVQ ₂	< 0.001	0.72	VALID
Picture of the product is the same with the real goods.	SVQ ₃	< 0.001	0.81	VALID
I think seller are responsive in responding my question.	SVQ ₄	< 0.001	0.72	VALID
I think the goods are delivered in a short time.	SVQ ₅	< 0.001	0.63	VALID
In Kaskus, information about seller are easilly gathered so we can contact them easily.	SVQ ₆	< 0.001	0.74	VALID
I can contact seller in Kaskus anytime.	SVQ ₇	< 0.001	0.68	VALID
I can send my complaint to seller easily.	SVQ ₈	< 0.001	0.69	VALID

Questionnaire	Label	Sig.	Pearson Correlation	RESULT
I think Kaskus make me easier to shop.	PU ₁	< 0.001	0.86	VALID
I think Kaskus help me to find goods I need easier.	PU ₂	< 0.001	0.91	VALID
Sometimes I can find goods that rarely can be find in other convinient store in Kaskus easily.	PU ₃	< 0.001	0.80	VALID
I think Kaskus provide many kinds of goods that I need.	PU ₄	< 0.001	0.80	VALID
I want to use Kaskus to shop online.	PI ₁	< 0.001	0.86	VALID
I want to increase my frequency of transaction in Kaskus.	PI ₂	< 0.001	0.79	VALID
I want to shop in Kaskus if I found goods that suits my needs.	PI ₃	< 0.001	0.81	VALID
Kaskus is the first web that I will choose to shop online.	PI ₄	< 0.001	0.79	VALID

The reliability of the questionnaire is tested by using Cronbach's Alpha. All questionnaire are reliable because all the Cronbach's Alpha score is greater than 0.7 (Table 2.).

Table 2.
Cronbach's Alpha Score

Label	Cronbach's Alpha if Item Deleted	Cronbach's Alpha Score for Each Variable	RESULT
IQ ₁	0.76	0.80	RELIABLE
IQ ₂	0.77		RELIABLE
IQ ₃	0.77		RELIABLE
IQ ₄	0.78		RELIABLE
IQ ₅	0.80		RELIABLE
IQ ₆	0.78		RELIABLE
IQ ₇	0.76		RELIABLE
SQ ₁	0.91	0.70	RELIABLE
SQ ₂	0.91		RELIABLE
SQ ₃	0.91		RELIABLE

Label	Cronbach's Alpha if Item Deleted	Cronbach's Alpha Score for Each Variable	RESULT
SVQ ₁	0.84	0.86	RELIABLE
SVQ ₂	0.84		RELIABLE
SVQ ₃	0.83		RELIABLE
SVQ ₄	0.84		RELIABLE
SVQ ₅	0.86		RELIABLE
SVQ ₆	0.84		RELIABLE
SVQ ₇	0.85		RELIABLE
SVQ ₈	0.85		RELIABLE
PU ₁	0.82	0.86	RELIABLE
PU ₂	0.77		RELIABLE
PU ₃	0.85		RELIABLE
PU ₄	0.86		RELIABLE
PI ₁	0.74	0.82	RELIABLE
PI ₂	0.78		RELIABLE
PI ₃	0.77		RELIABLE
PI ₄	0.82		RELIABLE

4.3 Multiple Regression and Result Analysis

There are several hypotheses to be tested. Multiple regression is tested whether the independent variable are significant towards the dependent variable. If the significant level is smaller than 0.05, then the

independent variable are significant towards the dependent variable.

Using SPSS, the result of multiple regression is mentioned in Table 3. below:

Table 3.
Regression Model to Test Hypotheses 1

Variable	Coefficients (B)	Significant Level
(Constant)	-0.28	0.50
Perceived Usefulness	0.35	0.000
Service Quality	0.67	0.000

The R-square of the first regression model is 0.555, means that 55,5% of consumer's intention to shop in Kaskus could be explained by perceived usefulness and service quality. The significant level of perceived usefulness and service quality is smaller than 0.05, this means that perceived usefulness and service quality are significant in influencing consumer's intention to shop in Kaskus. The beta coefficient is positive show that perceived usefulness and service quality have positive influence to buying intention in Kaskus.

Based on the analysis, hypotheses one is significant. Now, also using SPSS we conduct a multiple regression to test hypotheses two (Table 4.).

The R-square for this multiple regression is 0.150, means that only 15% of dependent variable which is in this case is perceived usefulness can be explained by information quality and system quality. From table above can be seen that from the two independent variable, only information quality which have significant level lower than 0.05.

Table 4.
Regression Model to Test Hypotheses 2

Variable	Coefficients (B)	Significant Level
(Constant)	2.11	0.000
Information quality	0.47	0.000
System quality	0.04	0.710

This means that only Information Quality is significantly influence perceived usefulness in Kaskus. This research have almost similar result with Lin's research in 2007. In Lin's research it is said that information quality and system quality influence perceived usefulness of virtual communities. But in this research, system quality is said not significant in influencing perceived usefulness in Kaskus.

These differences might because of the nature of Indonesia's internet connection. Speed of internet connection in Indonesia is not as fast as other countries so the system quality of a website might not influence the perception of user about website's system quality.

V. CONCLUSION

Many previous researcher mentioned that many factors related to online purchase intention in world wide web. Carla Ruiz Mafe' and Silvia Sanz Blas's research (2006) evaluate demographical factors which might influence customer's online purchase intention. Other researcher mentioned about security and web trust and others mentioned about the web display which related to web ease of navigation and also web's utility.

In 2001, W. David Salisbury, Rodney A. Pearson, Allison W. Pearson, and David W. Miller done research in identifying factors that influencing customer to purchase online. Factors that they used are ease of

navigation, perceived usefulness, and perceived security.

Lin (2007) adopt DeLone and McLean's approach which said that information quality, system quality and service quality are important factors in making a successful information system and have a potential affect to both perceived ease of use and perceived usefulness of web sites (Lin, 2007).

Result of this research differ from previous research. In this research, system quality has no significant effect to perceived usefulness. only information quality that has positive influence on perceived usefulness of Kaskus. Perceived usefulness and service quality also have positive influence to consumer's intention to shop in Kaskus.

The R-square of the first regression model is 0.555, means that 55,5% of consumer's intention to shop in Kaskus could be explained by perceived usefulness and service quality. Based on interview,

researchers found that many respondents interested to buy product in Kaskus because sometimes they could find product with cheaper price in Kaskus. Future research might evaluate this variable in influencing customer's online purchase intention.

This research is not without limitation. The limitation is that this research only focus on Kaskus, with consideration Kaskus is Indonesia's largest online community. But actually, people do shop online not only on Kaskus, but also on other website or even from social network.

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