

The Impact of Advantages and Comfort on Consumers' Desire to Continue Doing Business Online in E-Commerce

Sri Handayani

STIE Mahardhika Surabaya

Correspondence Email: srihandayani@gmail.com

Abstract

This research aims to examine the influence of benefits and convenience on interest in continuing online transactions. Research respondents were students from various universities in Surabaya who made online transactions in e-commerce. To test the proposed hypothesis, multiple regression analysis was used, with the independent variables benefit and convenience and the dependent variable interest in continuing online transactions. The research results show that benefits and convenience have proven to have a significant positive effect on interest in continuing online transactions in e-commerce. This shows that the greater the benefits of transacting in e-commerce, the greater the consumer's interest in continuing the transaction again, and the more comfortable the consumer is in carrying out transactions in e-commerce, the greater the consumer's interest in continuing the transaction again.

Keywords: technology acceptance model (tam), perceived benefits, perceived comfort, repurchase intention.

INTRODUCTION

The internet has now entered various segments of human activity, both in the political, social, cultural, as well as economic and business sectors. E-commerce is just one of the internet technologies that provides facilities for exchanging information. The benefits obtained with the internet include reduced costs, new capabilities in technology, advantages over competition, easier communication, and increased control over customer service. The internet is widely used in the field of commerce as a medium for business activities, particularly due to its contribution to efficiency. People popularly call the exchange of information via the internet electronic commerce (e-commerce). E-commerce is divided into two segments, namely business-to-business e-commerce (trade between business actors) and business-to-consumer e-commerce (trade between business actors and customers).

Online shopping is now emerging as a popular application in e-commerce, used by several types of businesses with different purposes, and as a tool for exchanging information. The online shopping application allows users to make purchases without being limited by location. Someone in one country can easily purchase goods in another country. The information provided to sellers in online shopping can influence customer behavior in making decisions (Kotler, 2003). Online marketers can influence customer decisions by involving traditional marketing methods, but the most important thing is to provide testimonials to online shopping customers regarding the company's experience in running online shopping because only by seeing good evidence provided by the company can customers trust and do not feel hesitant about doing online shopping (Gefen et al., 2003).

Consumers today have a variety of online and offline transaction options, and without a strong special reason, they will change transaction locations (Bhattacharjee, 2001). Apart from the very impressive increase in online purchases, real evidence shows that many consumers who search for various transaction sites are abandoning their purchase intentions. Nowadays, commercial sites strive to provide useful product information in order to attract potential online transaction consumers. Keeney (1999) states that only measuring actual purchases may narrow the assessment of e-shopping activities because collecting product information is also more essential for e-shopping activities. E-shopping is a combination of product information searches and purchasing activities.

Davis (1989) proposed the Technology Acceptance Model (TAM) as an adaptation of the Theory of Reasoned Action (TRA) to demonstrate user acceptance of information systems. This helps explain the factors that influence user acceptance of computer technology and can analyze user behavior on a wide scale in a population regarding the application of computer technology (Davis et al., 1992). The main determining factors are perceived usefulness and ease of use. Perceived usefulness significantly influences attitude formation (Moon and Kim, 2001). Ma and Liu (2004) stated that the effect of ease of use on acceptance depends on certain conditions. If the user is more experienced, the influence of ease of use on adoption interest will decrease.

Expectation Confirmation Theory (ECT) in turn helps predict consumer behavior before, during, and after purchase regarding repurchase of products and services (Dabholkar et al., 2000). According to ECT, consumers define repurchase intention by determining whether a product or service meets their initial expectations. Comparing consumers' perceived usefulness with their real expectations of benefits will influence their interest in making subsequent purchases (Bhattacharjee, 2001). If the benefits meet initial expectations and make consumers feel satisfied, then consumers will experience positive interest in making repeat purchases. However, ECT ignores potential changes in initial expectations from the consumption experience and the influence of changes in expectations on subsequent cognitive processes (Bhattacharjee, 2001). Pre-purchase expectations are generally based on the media or other people's opinions, while post-purchase expectations are influenced by usage

experience, which appears more realistic. Based on this, expectations will increase if consumers believe that the product or service is useful or has more value than their initial expectations. Therefore, transaction sites try to pursue consumer loyalty to their sites.

Venkatesh et al. (2003) stated that continued use and interest (continuance intentions) will depend on cognitive beliefs regarding perceived usefulness. Gefen et al. (2003) also stated that perceived usefulness will strengthen consumers' continued interest in online transactions, where when someone accepts a new information system, they are more willing to modify practices and spend time and energy using it. However, consumers who are not satisfied with their previous use will continue to use e-commerce services if they consider them useful for them. According to Premkumar and Bhattacharjee (2008), perceived usefulness is a strong predictor of TAM and also remains a strong predictor of continued interest (continuance intentions) when TAM is combined with ECT. The perceived usefulness factor plays an important role in influencing sustainable decision-making.

Because many online transaction sites offer the same services or products, retaining existing customers is difficult and important. Attracting and retaining consumers by providing a convenient transaction site needs to be considered by the vendor who owns the site. According to Moon and Kim (2001), comfort and convenience play a crucial role in the acceptance and continued interest of users, particularly for entertainment purposes, thereby influencing total site usage. Moon and Kim (2001) indicated that comfort and convenience are intrinsic motivation factors in acceptance and continued interest. Furthermore, Childers et al. (2001) also revealed that convenience can predict e-shopping behavior in addition to usefulness. Therefore, integrating perceptions of convenience can enhance understanding of individual e-shopping interest or interest in subsequent visits.

METHOD

This research uses a quantitative approach that focuses on hypothesis testing. The data used is measurable and will produce conclusions that can be generalized. This research is causal because it will examine the influence between variables. The research approach starts with hypotheses and theories; the next step is to create an analytical model, identify variables, create operational definitions, collect data based on populations and samples, and conduct analysis. University students in Surabaya who made transactions in e-commerce were the focus of this research. The sampling technique used in this research is an accidental sampling method, namely a sampling procedure that selects samples from people or units that are easiest to find or access. The measurement scale used to operationalize variables is a Likert scale with five (five) scale levels: strongly agree (Score 5), agree (Score 4), quite agree (Score 3), disagree (Score 2), and strongly disagree (Score 1).

RESULT AND DISCUSSION

To test the first hypothesis, which states that perceived usefulness has a significant positive effect on consumer interest in continuing to transact online, testing was carried out using the t test. If the significant value of t is smaller than the significant level of α (5%), then it can be said that the independent variable has a significant influence on the dependent variable. The results of the t test with a significant level of α (5%) show that the significance value of t for the benefit variable is 0.000, which is smaller than the significance level of 0.05 and has a standardized beta value of 0.280. This shows that the benefit variable has a significant positive influence on interest in continuing to transact online. So the first hypothesis, which states that perceived usefulness has a significant positive effect on consumer interest in continuing to transact online, is accepted.

The second hypothesis states that comfort (enjoyment) has a significant positive effect on consumers' interest in continuing to transact online. The results of the t test with a significance level of α (5%) show that the significance value of t for the comfort variable is 0.000, which is smaller than the significance level of 0.05 and has a standardized beta value of 0.662. This shows that the convenience variable has a significant positive influence on consumers' interest in continuing to transact online. So the second hypothesis, which states that comfort (enjoyment) has a significant positive effect on consumer interest in continuing to transact online, is accepted.

The research results show that the benefits and convenience factors each have a positive influence on interest in continuing online transactions in e-commerce. Apart from that, the results of the regression analysis also show that the comfort factor has a dominant influence on interest in continuing online transactions, which can be seen from the standardized beta value of the comfort variable, which is higher than the benefit variable. This shows that the convenience factor in online transactions really determines consumers' interest in continuing to transact online.

Consumers really pay attention to the convenience factor of online transactions when carrying out online transaction processes. If consumers feel pleasant things during the transaction process, they will evaluate the transaction site positively. A transaction process that involves consumers in determining their purchasing decisions will make the process more interesting and less boring, so that consumers feel more comfortable making transactions. Consumers will feel comfortable spending more time on the transaction site, and the possibility of making more transactions will also be greater. Consumers will express positive attitudes towards the transaction site both online through various existing media and directly by telling people, and they will recommend the transaction site to other people if they are looking for references about representative transaction sites. Consumers who feel comfortable making transactions will have a stronger interest in making transactions and tend to behave impulsively. Comfortable consumers will feel positive emotions during transactions, so they tend to increase their commitment and repurchase at a higher rate. The results of this research are in line with research by

Mahkota et al. (2014), which found that convenience has a significant positive effect on online purchasing decisions.

Research has proven that the perceived benefit factor significantly enhances interest in continuing online transactions. Consumers who experience positive benefits from online transactions will have greater interest in making transactions again on the same transaction site. The main thing that consumers pay attention to when making online transactions is the search and purchasing process. If consumers feel that the transaction site can carry out product searches and purchase processes more quickly, they will feel the benefits of making transactions on the site. Because consumers think that these transaction sites can increase the effectiveness and productivity of their transaction processes, they can feel the benefits. The ease of the product search and purchase process will increase the possibility for consumers to make more product transactions, so that their interest in continuing online transactions on the site will also be greater. Because you experience positive benefits, your tendency to recommend the transaction site to other people will also be greater. Consumers' hope is that technological advances can help make their lives easier, including the transaction process. Transaction sites are considered useful if they can provide good service according to consumer expectations. If consumers can improve their transaction performance, interest in returning transactions on the transaction site will be higher because its use is considered to provide benefits. The results of this research are also consistent with the results of Sanjaya's (2005) research, which found that perceived benefits have a significant positive effect on interest in using the internet.

CONCLUSION

The analysis results indicate that benefits significantly influence consumer interest in continuing online transactions in e-commerce. The more positive the benefits felt by consumers, the higher their level of interest in continuing online transactions in e-commerce. Similarly, convenience has also been proven to significantly influence consumer interest in continuing online transactions. If the comfort that consumers feel when making transactions on e-commerce increases, then their level of interest in continuing online transactions on the platform will also be higher. Thus, understanding and paying attention to benefits and convenience can be a key factor in increasing consumer interest in remaining loyal to transacting on e-commerce sites.

Based on the research results, we can provide several suggestions. The research results show that convenience is the dominant factor influencing consumer interest in continuing online transactions on the platform. Therefore, companies should prioritize increasing convenience in e-commerce transactions. Increasing ease of navigation, fast payment processes, and good accommodation for difficulties that consumers may experience can be important steps. The ease of purchasing and payment processes needs to be improved, even

with consideration of allowing consumers to make purchases without having to have an account first. Apart from that, you can consider increasing the benefits of online transactions by adding various facilities. Evaluation of the benefits that can be provided to consumers, such as competitive prices, quality products, or ease of obtaining products that are difficult to obtain offline, can be an effective strategy. Additionally, consider simplifying site navigation and transaction procedures to enhance consumer understanding, while also providing virtual tour facilities to engage consumers unfamiliar with online transactions.

REFERENCES

- Hidayat W.G.P.A, H Tannady. Analysis Of Organizational Citizenship Behavior (OCB) Variables, Work Stress, Work Communication, Work Climate Affecting Employee Performance and Turnover Intention at PT. Bank Tabungan Negara (Persero) Tbk. Cabang Gresik. *International Journal of Science, Technology & Management*, 4(3), 688-696
- Ardhanari, M. (2008). Customer Satisfaction Pengaruhnya Terhadap Brand Preference dan Repurchase Intention Private Brand. *Jurnal Riset Ekonomi dan Bisnis*, 8(2), 58-69.
- Barnes, S. J. and Vidgen, R. (2000). Information and Interaction quality: Evaluating Internet Bookshop Websites with SERVQUAL. In *Proceedings of the 13th International E-Commerce Conference, BLED*.
- Gefen, D., Karahanna, E. and Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51-90.
- Josephine Chu-chi, L. and Chen, J.-S. (2006). Virtual Experiential Marketing on Online Purchase Intention. In *Proceedings of the 11th Annual of Asia Pacific Decision Science Institute Hongkong*.
- Ma, Q. and Liu, L. (2004). The technology acceptance model: A meta-analysis of empirical findings. *Journal of Organizational and End User Computing*, 16(1), 59-72.
- Pikkarainen, T. et al. (2004). Consumer acceptance of online banking: an extension of the technology acceptance model. *Internet Research*, 14(3), pp. 224-235. doi: 10.1108/10662240410542652
- Setyawan, A. A. and Ihwan, S. (2004). Pengaruh Service Quality Perception Terhadap Purchase Intentions: Studi Empirik Pada Konsumen Supermarket. *Usahawan*, 33(7), 37-39.
- Solomon, M. R. *Consumer Behaviour: Buying, Having and Being*. 8th Edition. New Jersey: Pearson-Prentice Hall.
- Venkatesh, V., Speier, C. and Morris, M. G. (2002). User Acceptance Enablers in Individual Decision Making About Technology: Toward an Integrated Model. *Decision Sciences*, 33(2), 297-316.