

## THE IMPACT OF PERCEIVED BENEFITS, PERCEIVED WEB QUALITY AND TRUST ON ATTITUDE TOWARDS ONLINE SHOPPING ON FEMALE CONSUMER WHO USE SHOPEE APPLICATION IN JAKARTA

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### ABSTRACT

*The purpose of this research is to investigate the effect of perceived benefits, perceived web quality and trust on attitude towards online shopping on female consumers who use shopee apps in Jakarta. Two research designs used are descriptive research and causality research. Variables are measured on a Likert scale with 5 points. Primary and secondary data are used in this study and online questionnaires are used to collect them by utilizing purposive sampling. As many as 150 respondents were collected and those who met the criteria were 133 respondents. The research data was processed using PLS 7.0 Warp software. The study result is, all independent variables give significant effects on dependent variable. There is an effect of perceived web quality on perceived benefits, there is an impact of perceived benefits on attitude towards online shopping, there is an impact of perceived web quality on trust and there is an impact of trust on attitude towards online shopping.*

*Keywords:* Perceived Web Quality, Perceived Benefits, Trust, Attitude Towards Online Shopping

### INTRODUCTION

Currently, many e-commerce stands in Indonesia with very tight competition. Gradually consumers are starting to switch to online shopping via e-commerce rather than shopping offline. The development of online shopping sites is very high. Many online shopping sites from abroad have penetrated Indonesia. One of them is Shopee. This e-commerce originating from Singapore has grabbed the attention of Indonesian consumers.

**Table 1**  
**The Number of Monthly Web Visitors to Online Shopping Applications in Indonesia 2019**

Online Shop	Monthly Web Visitor			
	Quart 1	Quart 2	Quart 3	Quart 4
Shopee	74,995,300	90,705,300	55,964,700	72,973,300
Tokopedia	137,200,900	140,414,500	65,953,400	67,900,000
Bukalapak	115,256,600	89,765,800	42,874,100	39,263,300
Lazada	52,044,500	49,620,200	27,995,900	28,383,300
Blibli.com	32,597,200	38,453,000	21,395,600	26,863,300

Source: Iprice 2020

**Table 2**  
**The Number of Monthly Web Visitors to Online Shopping Applications in Indonesia 2020**

Online Shop	Total of Monthly Web Visitor
Shopee	71,533,300
Tokopedia	69,800,000
Bukalapak	37,633,300
Lazada	24,400,000
Blibli.com	17,600,000

Source: Iprice 2020

Based on iPrice's 2019 data about the number of monthly web visitors (see table 1), Shopee always ranks below Tokopedia. In the 3<sup>rd</sup> quarter, Shopee experienced a significant decrease in the number of monthly web visitors. For the first time, Shopee was ranked first and beat its competitors, namely Tokopedia in the 4th quarter of 2019 (see table 1).

However, the difference in Shopee's monthly web visitors is not too different from Tokopedia. This shows the stiff competition between Shopee and Tokopedia. Therefore, Shopee must establish a strong strategy to increase the number of visitors in order to maintain its competitive position. This encourages researchers to know the variables that are related.

**Table 3**  
**Percentage of Users Using Online Transactions Based on Gender**

Note	Female	Male
Users use online transactions (%)	13	9,4

Source: Data Reportal 2020

Table 3 shows the number of users who make online transactions for women are 13% and men are 9.4%. It can be seen that more female consumers conduct online transactions than male consumers.

**Table 4**  
**E-Commerce Usage Trends Based on Gender (In Percent)**

<i>Online Shop</i>	<i>Female</i>	<i>Male</i>
Blibli	38	62
Bukalapak	23	77
Jd.id	44	56
Lazada	43	57
Shopee	58	42
Tokopedia	24	76

Source: EcommerceIQ 2018

Based on table above, the percentage of users based on gender in e-commerce shows that Shopee has the highest number of female users, which is 58% compared to other e-commerce. A positive attitude towards certain products will allow consumers to repurchase. Meanwhile, negative attitudes will prevent consumers from repurchasing (Sutisna, 2001). Due to various factors, attitudes towards online shopping also often differ among women and men. It is interesting to study female consumers attitude towards online shopping.

The researcher took attitude towards online shopping as a dependent variable in the study. Other variables, namely perceived benefits, perceived web quality, and trust, are taken from the researcher's theory, namely Al-Debei et al. (2015) which states that the driving factors for attitude towards online shopping are perceived benefits, perceived web quality, and perceived trust. These related variables are supposed to be the right solution for the company to be able to attract more consumers and retain these consumers as well as maintain a competitive position.

Researcher is attracted in conducting study with the title "The Effect of Perceived Web Quality, Perceived Benefits, and Trust on Attitude Towards Online Shopping in female consumers using the Shopee application in Jakarta".

## LITERATURE REVIEW

### Convenience

Clow and Back (2018, 249) argue that "The convenience and speed of purchasing online merchandise drives many customers to e-retailers". Consumers highly consider convenience in service, and a lot of service interactions through person-to-person are being replaced by technologies based on self-service purposed to give that convenience (Kotler and Keller 2016, 443). Clow and Back (2018, 249) demonstrate that "Making the shopping process easier creates a convenience incentive that encourages the customer to visit a website".

### Price

According to Kotler and Armstrong (2014, 313), price is the amount of value that customers exchange for the use of products and services or the benefits of having, or the amount of money for a product or service. Reibstein (2002) in the journal Arora et al. (2017) states that the average online customer affirms and behaves as if price is the most important component in attracting them to a website of e-commerce. Sanjaya and Prasatyo (2016) argue that price is often used as an indicator of value when the price is associated with the perceived benefits of a good and service from a consumer's point of view.

### Product

According to Kotler and Keller (2016, 794), "Product anything that can be offered to a market to satisfy a want need, including physical goods, services, experiences, events, person, places, properties, organizations, information, and ideas". Arora et al. (2017) stated that online stores offer a very large variety of products with one click in a short time which consumers cannot feel when shopping in a traditional format. Mallapragada et al. (2016) in the journal Arora et al. (2017) argue that more than retailers with a narrow variety will tend to be benefitted by online retailers with a variety of product categories

### Perceived Benefits

Kim et al. (2008) in the journal of Arora et al. (2017) argues that perceived benefit as "As a consumer's belief about the extent to which he or she will become better off from the online transaction with a certain website". According to Wu (2003), the benefits gained are the total benefits and satisfaction that consumers get for online shopping to meet their needs and desires. Consumers' perceptions of what they get after making online transactions. Pekerti and Briliana (2016) state that perceived benefits are the degree to which e-commerce technology can help consumers while shopping, such as convenience in transactions, saving time, efficiency so that consumers can experience the benefits directly.

In their previous study, Al-Debei et al. (2015) found that Perceived Benefits has positive impact on Attitude Towards Online Shopping, thus the hypothesis is:

H2: Perceived Benefits gives positive impact on Attitude Towards Online Shopping

**Perceived Web Quality**

Perceived web quality defines website quality as a measure of website excellence, based on users' evaluations of features in meeting their needs (Habibi et al. 2014). Al-Debei et al. (2015) argue that the quality of perceived web refers to the performance as well as quality of the overall online shopping website, a measure of how far website designs and processes are smooth, simple, effective and reliable. Search facility refers to the speed, simplicity and effectiveness of the process in collecting information and data about attribute, prices, performance, and other product aspects (Al-Debei et al. 2015).

In their previous study, Al-Debei et al. (2015) revealed that Perceived Web Quality has positive impact on Perceived Benefit and Trust, thus the hypotheses are:

H1: Perceived Web Quality gives positive impact on Perceived Benefit

H3: Perceived Web Quality gives positive impact on Trust

**Trust**

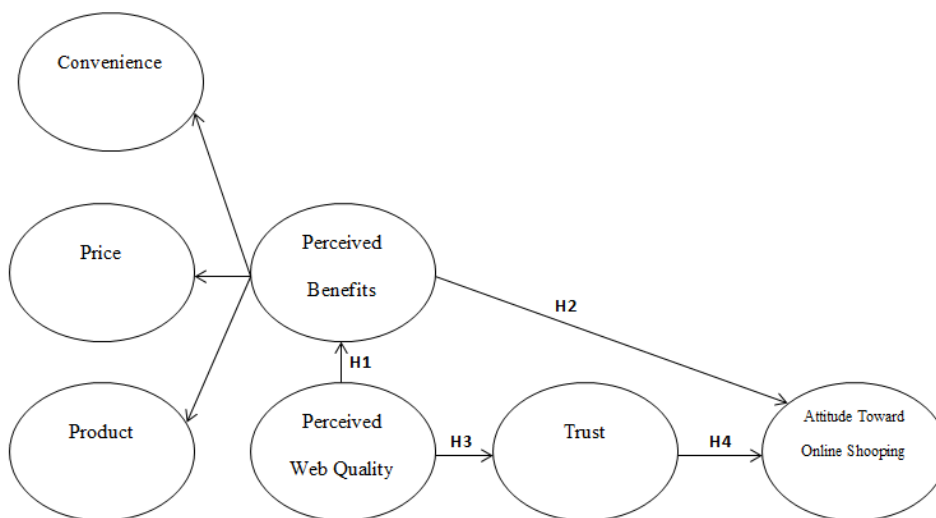
One of some ways companies can increase trustworthiness is by publishing a reputation and a seller based on the feedback from each transaction. The highest-ranking sellers appear at the top of the results of search (Kotler and Keller 2016, 511). According to Schiffman (2015, 43), trust is relying on merchants to complete purchase transactions, trusting the performance of sites so that consumers feel that merchants are reliable and honest. In the consumer purchasing process through online shopping, trust plays an important role such as providing a sense of trust to consumers both in terms of privacy and the quality of the products offered (Rajalie and Briliana, 2014). Boonlertvanich (2019) in journal of Triandewo dan Yustine (2020) said that trust is what customers feel of sure towards producer who will satisfy their need and do not do unpredicted action that will cause negative impact.

In their previous study, Al-Debei et al. (2015) revealed that Trust has positive effect on Attitude Towards Online Shopping, therefore the hypothesis is:

H4: Trust gives significant positive impact on Attitude Towards Online Shopping.

**Attitude Towards Online Shopping**

Conner and Armitage (1998) argue that component of attitude is a function of beliefs of a person's behavioral, that represents the perceived results of behavior. In addition, Soediono (2016) argues that "Attitude is a behavior about something that is seen or felt and causes a positive or negative reaction". A positive attitude towards certain products will allow consumers to repurchase. Meanwhile, negative attitudes will prevent consumers from repurchasing (Sutisna, 2001).



**Figure 1**  
**Research Framework**

Research framework in this study was established from two sources, first Arora *et al.* (2017) and second Al-Debei *et al.* (2015).

**RESEARCH METHOD**

The design of research utilized is causality and descriptive research. The object used in this study is the Shopee online shopping application. Collecting data in this study uses an online questionnaire using Google survey, while measurement uses the Likert scale. The criteria of respondents are:

1. Domiciled in Jakarta.
2. Respondents have used the online shopping application at Shopee for at least 6 months.
3. Respondents make online purchases on the Shopee application at least once a month.

**Table 5**  
**Variable and Measurement**

No	Variable	Indicator	Scale
1.	Convenience Dimension of Perceived Benefits (X1)	<ol style="list-style-type: none"> <li>1. With the Shopee app, I can shop online whenever I want</li> <li>2. With the Shopee app, I can shop online without leaving home</li> <li>3. With the Shopee application, I can save on the effort of visiting the shop (offline shop)</li> <li>4. With the Shopee application, I can shop online with a greater sense of privacy at home</li> </ol>	Likert
2.	Price Dimension of Perceived Benefits (X1)	<ol style="list-style-type: none"> <li>1. When I do shopping at Shopee, I search pricing information</li> <li>2. Free gifts and discounts of sales are provided at Shopee</li> <li>3. Shopping by online at Shopee gives the best prices</li> <li>4. Shopping by online at Shopee saves my money</li> </ol>	Likert
3.	Product Dimension of Perceived Benefits (X1)	<ol style="list-style-type: none"> <li>1. I love shopping by online at Shopee because it has various of products provided in each category</li> <li>2. Shopping by online at Shopee provides a wider product selection.</li> <li>3. Shopping by online at Shopee provides access to a lot of retailers and brands</li> </ol>	Likert
4	Perceived Web Quality (X2)	<ol style="list-style-type: none"> <li>1. The product catalog at Shopee fulfills my needs</li> <li>2. The ordering process at Shopee is simple</li> <li>3. Web pages on Shopee load fast / fast loading</li> <li>4. The product search feature in Shopee fulfills my needs</li> <li>5. Search for products and information on Shopee is easy</li> <li>6. Overall, this Shopee app is well designed</li> </ol>	Likert
5	Trust (X3)	<ol style="list-style-type: none"> <li>1. Secure payment processing at Shopee</li> <li>2. The Shopee app protects my financial information from leakage / piracy</li> <li>3. The Shopee application is guaranteed / safe because it uses a digital certificate</li> <li>4. I trust that the Shopee application won't share my personal information (email, number of phone, name) to other people for commercial purpose.</li> </ol>	Likert
6	Attitude Toward Online Shopping (Y)	<ol style="list-style-type: none"> <li>1. Shopping by online is easy</li> <li>2. I prefer shopping online at Shopee to shopping in direct / offline stores</li> <li>3. I am happy with internet usage idea for shopping</li> <li>4. Online shopping at Shopee is better than shopping in direct / offline stores</li> <li>5. It is a good idea to buy from online shopping sites at Shopee.</li> </ol>	Likert

Source: Arora *et al.* (2017); Al-Debei *et al.* (2015)

In this study, data used are primary and secondary. This research uses SEM method with data processing using WarpPLS 7.0 software.

## FINDING AND DISCUSSION

## Respondent Criteria

**Table 6**  
**Criteria of Respondent Based on Age**

Age	Frequency	Persent
15-19	7	4,7
20-24	140	93,3
25-29	3	2
>30	-	-
Total	150	100

Source: Data Processing

Table 6 above reveals respondents aged 20-24 years dominating the use of the Shopee application in Jakarta. It is known that student respondents dominate the use of the Shopee application in Jakarta.

**Table 7**  
**Criteria of Respondent Based on Usage Duration of Online Shopee Application**

Usage Duration	Frequency	Percent
≥6 months	19	12,7
1 year	17	11,3
> 1 year	114	76
Total.	150	100

Source : Data Processing

Table 7 above reveals that the duration of using the Shopee application > 1 year dominates the respondents in Jakarta. It can be seen that respondents who dominate using the Shopee application on average use the Shopee application 2-4 times a month.

## Outer Model Test

## Validity Test

**Table 9**  
**Loading Factor, P-value dan AVE: First Order**

Variable	Indicator	Factor Loading	AVE
<i>Convenience</i>	C 1	(0.858)	0.687
	C 2	(0.824)	
	C 3	(0.838)	
	C 4	(0.794)	
<i>Price</i>	PE 1	(0.754)	0.656
	PE 2	(0.862)	
	PE 3	(0.833)	
	PE 4	(0.785)	
<i>Product</i>	PT 1	(0.895)	0.812
	PT 2	(0.895)	
	PT 3	(0.914)	

Source: Data Processing Using WarpPLS 7.0

Based on table above, all loading factors in first-order are > 0.7. The conclusion is that the measurement of the first-order construct has met the requirements of convergent validity.

**Table 10**  
**Loading Factor, P-value dan AVE: Second Order**

Variable	Indicator	Loading Factors	AVE
<i>Perceived Benefits</i>	C	(0.825)	0.739
	PE	(0.856)	
	PT	(0.897)	
<i>Perceived Web Quality</i>	PWQ1	(0.820)	0.638
	PWQ2	(0.770)	
	PWQ3	(0.859)	
	PWQ4	(0.859)	
	PWQ5	(0.822)	
<i>Trust</i>	T1	(0.830)	0.709
	T2	(0.872)	
	T3	(0.857)	

	T4	(0.807)	
	ATOS1	(0.795)	
	ATOS2	(0.855)	
<i>Attitude Towards Online Shopping</i>	ATOS3	(0.850)	0.703
	ATOS4	(0.846)	
	ATOS5	(0.844)	

Source: Data Processing Using WarpPLS 7.0

Based on table above, all loading factors in second-order are > 0.7. It is known that the value of AVE of second-order of each variable indicator is > 0.50. The conclusion is that all variable indicators have met the convergent validity requirements.

**Discriminant Validity**

**Table 11**  
**Combined Loadings and Cross Loadings: First-Order**

Indicator	C (Covenience)	PE (Price)	PT (Product)	P-value
<b>C1</b>	<b>(0.858)</b>	0.112	-0.253	<0.001
<b>C2</b>	<b>(0.824)</b>	-0.105	0.326	<0.001
<b>C3</b>	<b>(0.838)</b>	0.040	-0.010	<0.001
<b>C4</b>	<b>(0.794)</b>	-0.055	-0.055	<0.001
<b>PE1</b>	-0.096	<b>(0.754)</b>	-0.038	<0.001
<b>PE2</b>	0.112	<b>(0.862)</b>	-0.063	<0.001
<b>PE3</b>	-0.045	<b>(0.833)</b>	0.092	<0.001
<b>PE4</b>	0.017	<b>(0.785)</b>	0.007	<0.001
<b>PT1</b>	0.073	0.053	<b>(0.895)</b>	<0.001
<b>PT2</b>	-0.113	-0.036	<b>(0.895)</b>	<0.001
<b>PT3</b>	0.039	-0.017	<b>(0.914)</b>	<0.001

Source: Data Processing Using WarpPLS 7.0

From table above, it can be seen that the value of the first-order loading factor, between each indicator and its latent variable is higher than the indicators of other latent variables, so the indicators of each latent variable are better than the other indicator block variables and have good discriminant validity based on a cross loading approach.

**Table 12**  
**Combined Loadings and Cross Loadings: Second-Order**

	Perceived Benefits (PB)	Perceived Web Quality (PWQ)	Trust (T)	Attitude Towards Online Shopping (ATOS)	P-value
<b>C</b>	<b>(0.825)</b>	-0.125	0.004	0.061	<0.001
<b>PE</b>	<b>(0.856)</b>	0.097	0.031	-0.007	<0.001
<b>PT</b>	<b>(0.897)</b>	0.022	-0.034	-0.049	<0.001
<b>PWQ1</b>	0.127	<b>(0.820)</b>	0.202	0.234	<0.001
<b>PWQ2</b>	-0.105	<b>(0.770)</b>	0.018	0.250	<0.001
<b>PWQ4</b>	0.209	<b>(0.859)</b>	-0.165	-0.173	<0.001
<b>PWQ5</b>	-0.142	<b>(0.859)</b>	-0.091	-0.157	<0.001
<b>PWQ6</b>	-0.099	<b>(0.822)</b>	0.049	-0.123	<0.001
<b>T 1</b>	0.098	0.004	<b>(0.830)</b>	0.193	<0.001
<b>T 2</b>	0.083	-0.026	<b>(0.872)</b>	0.013	<0.001
<b>T 3</b>	-0.111	0.027	<b>(0.857)</b>	-0.082	<0.001

<b>T 4</b>	-0.073	-0.004	<b>(0.807)</b>	-0.125	<0.001
<b>ATOS1</b>	0.158	0.276	0.048	<b>(0.795)</b>	<0.001
<b>ATOS2</b>	-0.192	-0.236	-0.009	<b>(0.855)</b>	<0.001
<b>ATOS3</b>	0.198	0.014	-0.067	<b>(0.850)</b>	<0.001
<b>ATOS4</b>	-0.135	-0.115	-0.083	<b>(0.846)</b>	<0.001
<b>ATOS5</b>	-0.018	0.081	0.114	<b>(0.844)</b>	<0.001

Source: Data Processing Using WarpPLS 7.0

From table above it can be seen that the value of the first order loading factor, between each indicator with its latent variable is higher than the indicators for other latent variables, so the indicators of each variable are better than the other indicator block variables that exist and have discriminant validity, both based on a cross loading approach.

**Table 13**  
**Square Roots of Average Variance Extracted (AVE): First-Order**

	C	PE	PT
C	(0.829)	0.524	0.619
PE	0.524	(0.810)	0.681
PT	0.619	0.681	(0.901)

Source: Data Processing Using WarpPLS 7.0

From table above, it is known that the value of the square roots AVE for the first-order is bigger than the correlation between latent variables in the same column (both above and below it). It indicates that the constructs in this model have met discriminant validity.

**Table 14**  
**Square Roots of Average Variance Extracted (AVE): Second-Order**

	PB	PWQ	T	ATOS
PB	(0.860)	0.822	0.721	0.782
PWQ	0.822	(0.827)	0.680	0.761
T	0.721	0.680	(0.842)	0.690
ATOS	0.782	0.761	0.690	(0.838)

Source: Data Processing Using WarpPLS 7.0

From table above, it is known that the value of the square roots AVE for the second-order is bigger than the correlation between latent variables in the same column (both above and below it). It indicates that the constructs in this model have satisfied discriminant validity.

#### Reliability Test

**Table 15**  
**CR and Cronbach's  $\alpha$ : First-Order**

Test	C	PE	PT
<i>Composite Reliability (CR)</i>	0.898	0.884	0.929
<i>Cronbach's Alpha (CA)</i>	0.848	0.824	0.884

Source: Data Processing Using WarpPLS 7.0

Table 15 above shows that the value of composite reliability in the first-order of each dimension has values of > 0.70. The conclusion is that all dimensions have satisfied the reliability requirements.

**Table 16**  
**Composite Reliability dan Cronbach's  $\alpha$ : Second-Order**

Test	PB	PWQ	T	ATOS
<i>Composite Reliability (CR)</i>	0.895	0.915	0.907	0.922
<i>Cronbach's <math>\alpha</math> (CA)</i>	0.823	0.884	0.863	0.894

Source: Data Processing Using WarpPLS 7.0

Table 16 above shows that the value of composite reliability on the second-order of each variable has values of > 0.70. The conclusion is that all variables have met the reliability requirements.

**Inner Model Test**

**R-Square Test**

**Table 17**  
**R-Square Value**

Variable	R <sup>2</sup>
<i>Perceived Benefits</i>	0.692
<i>Trust</i>	0.496
<i>Attitude Towards Online Shopping</i>	0.651

Source: Data Processing Using WarpPLS 7.0

1. The R-square value on the variable perceived benefits is 0.692. This states that the variable perceived benefits can be explained by 69.2% of perceived web quality while the remaining 30.8% is described by others.
2. The R-square value on the trust variable is 0.496. This states that the trust variable can be explained by perceived web quality of 49.6% while the remaining 50.4% is described by others.
3. The R-square value for the attitude towards online shopping variable is 0.651. This suggests that the attitude toward online shopping variable can be explained by perceived benefits, 65.1% of perceived web quality and trust while the remaining 34.9% are explained by other factors.

**Prediction Relevance Test (Q2)**

**Table 18**  
**Q-Square Value**

Variable	Q <sup>2</sup>
<i>Perceived Benefits</i>	0.692
<i>Trust</i>	0.496
<i>Attitude Towards Online Shopping</i>	0.653

Source: Data Processing Using WarpPLS 7.0

The estimation result of the model shows good predictive validity because they are > 0.

**Fit Model and Index of Quality**

**Table 19**  
**Fit Model and Quality Index**

No	Fit Model and Quality Index	Fit criteria	Analysis Result	Description Result
1	APC	P < 0.05	0.599, P < 0.001	Accepted
2	ARS	P < 0.05	0.613, P < 0,001	Accepted
3	AARS	P < 0.05	0.609, P < 0,001	Accepted
4	AVIF	Accepted if ≤ 5, ideal ≤ 3.3	2.170	Ideal
5	AFVIF	Accepted if ≤ 5, ideal ≤ 3.3	3.251	Ideal
6	Tenenhaus GoF	Small ≥ 0.1 Medium ≥ 0.25 Large ≥ 0.36	0.659	Large
7	SPR	Accepted if ≥ 0.7, ideal = 1	1.000	Ideal
8	RSCR	Accepted if ≥ 0.9, ideal = 1	1.000	Ideal
9	SSR	Accepted if ≥ 0.7	1.000	Ideal
10	NLBCDR	Accepted if ≥ 0.7	1.000	Ideal

Source: Data Processing Using WarpPLS 7.0

Table 19 above shows that the model in this research has met the criteria. The conclusion is, this model is fit.



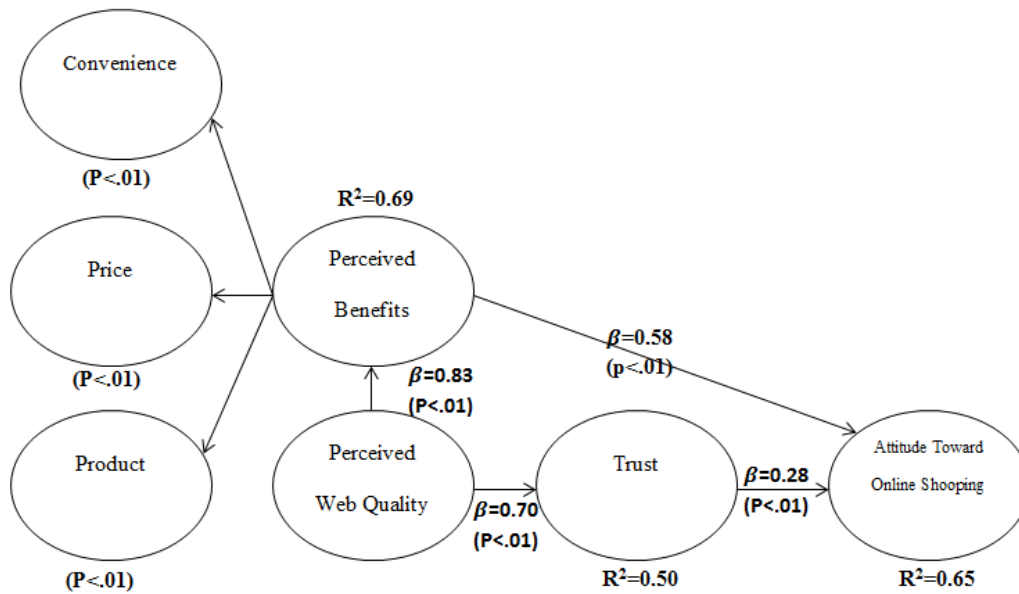


Figure 2  
Full Structural Model

Hypothesis Test

Table 20  
Path Coefficient, P-value and T-value

Independent Variable	Dependent Variable	Path Coefficients	P-Value	T-value	High Significance
Perceived Web Quality	Perceived Benefits	0.832	< 0.001	11.669	Yes
Perceived Benefits	Attitude Toward Online Shopping	0.577	< 0.001	7.624	Yes
Perceived Web Quality	Trust	0.705	< 0.001	9.593	Yes
Trust	Attitude Toward Online Shopping	0.282	< 0.001	3.473	Yes

Source: Data Processing Using WarpPLS 7.0

From table above it can be concluded:

1. There is a significant impact of Perceived Web Quality on Perceived Benefits (H1), seen from the t-statistic > t-table (11,669 > 1.96) meaning that there is rejection on H0 while acceptance on Ha.
2. There is a significant impact of Perceived Benefits on Attitude Towards Online Shopping (H2), seen from the t-statistic > t-table (7,624 > 1.96) meaning that there is rejection on H0 while acceptance on Ha.
3. There is a significant impact of Perceived Web Quality on Trust (H3), seen from the t-statistic > t-table (9,593 > 1.96) meaning that there is rejection on H0 while acceptance on Ha.
4. There is a significant impact of Trust on Attitude Towards Online Shopping (H4), seen from the t-statistic > t-table (3.473 > 1.96) meaning that there is rejection on H0 while acceptance on Ha.

All results show p - value (<0.001) < α (0.05). The conclusion for all hypotheses is that there are rejections on H0 while acceptance on Ha and the independent variable has a high significance for the dependent variable. All results show that the path coefficients are close to +1 indicating a positive relationship.

## CONCLUSION

### Managerial Implication

Based on the analysis that has been stated in the previous chapter, it can be concluded that there is an impact of Perceived Benefits, Perceived Web Quality, and Trust on Attitude Towards Online Shopping among female consumers using the Shopee application in Jakarta. All variables show significant role to Attitude Towards Online Shopping meaning that all indicators in those variables give important contribution to purchasing in online shopping using Shopee application. While the competition position is tight enough with Tokopedia, the main competitor, this study suggests to improve more on things such as convenience in using Shopee application, competitive price compare to others, variety of sold products, easiness and fast in downloading, safety in using this application and so on. By improving them, it is hoped that Shopee position in online shopping application can be kept to be number one and even more performance.

### Limitation and Future Research

There are several limitations in the study, first is limited number of variables. This research only uses four variables and three dimensions. To explore more, putting more variables is suggested in order to get more sight. Second, the object of this research is Shoppe online application, thus by changing with other object can be good alternative to extent the research in which male respondent also can be used to enrich research outcome. And to improve generalizability, the number of respondents should be increased, not only 133 respondents like in current study. Last but not the least, coverage area of research is limited in Jakarta city only, thus expansion to other areas such as Jakarta province and West Java province or others, is suggested to get broader scope of research are.

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