

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
“Nurturing Business and Banking Sustainability”
Surabaya, 14th - 15th August 2020

Proceeding Book of
The 2nd International Conference on Business and Banking Innovations
(ICOBBI) 2020
“Nurturing Business and Banking Sustainability”
Surabaya, 14 - 15th August 2020

**Master of Management of Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
Indonesia**

Collaboration with
Magister Manajemen Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
Universitas 17 Agustus 1945 Surabaya
Universitas Surabaya
Universitas Dr. Soetomo Surabaya
Universitas Dian Nuswantoro Semarang
Sekolah Tinggi Ilmu Ekonomi 66 Kendari

Published by :
Magister Manajemen Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya Indonesia
Jalan Nginden Semolo 34th - 36th Surabaya
Phone : 082247845434
Website : <http://pascasarjana.perbanas.ac.id/>

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

“Nurturing Business and Banking Sustainability”

Surabaya, 14th - 15th August 2020

Proceeding Book of The 2nd International Conference on Business and Banking Innovations (ICOBBI) 2020 “Nurturing Business and Banking Sustainability”

Steering Committee

Dr. Yudi Sutarso, S.E., M.Si.
Dr. Drs. Emanuel Kristijadi, M.M.
Dr. Basuki Rachmat, S.E., M.M.

Organizing Committee

Manager	: Prof. Dr. Dra. Tatik Suryani, Psi., M.M.
Vice Manager	: Dr. Ronny, S.Kom., M.Kom., M.H.
Secretary and Treasury	: Dewi Aliffanti, S.E. Tanza Dona Pratiwi, S.E.
Publication and Proceeding	: Munawaroh, S.S., M.Si, Dio Eka Prayitno, S.Sos.
Journal Networking	: Tri Suhartuti, S.S.
Technology Supporting	: Hariadi Yutanto, S.Kom., M.Kom. Risky Andriawan, S.T. Sumantri, S.Kom.
Supporting	: Riska Friski

Graduate Student Union

Steering Committee	: Farhan Hisyam, S.M.
Manager	: Nanda Diah Syarifah, S.M.
Secretary	: Lidya Aviolitta, S.I.Kom
Sponsorship	: Citra Putri Ramadani, S.M. Gibson Randy Prathama, S.M. Atikah Resiana Fildzah, S.M.
Event Program	: Much. Zakariya Rosyid, S.Kom.I Uvy Dian Rizky, S.Sos. Ponta Dewa Saktiawan Amilia Jasmin Nabila Mochamad Arya Seta
Publication and Documentation	: Chowal Jundy Kumoro, S.M. Yesica Lola Arlinda, S.E.

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

"Nurturing Business and Banking Sustainability"

Surabaya, 14th - 15th August 2020

Reviewers :

1. Prof. Angelica M., Baylon, Ph.D (Maritime Academy of Asia and the Pacific, Philippines)
2. Associate Prof. Dr. Ellisha Nasruddin (Universitas Sains Malaysia, Malaysia)
3. Prof. Reevani Bustami, Ph.D. (Universitas Sains Malaysia, Malaysia)
4. Associate Prof. Pallavi Paathak, Ph.D. (School of Management Sciences, Varanasi, India)
5. Chonlatis Darawong, Ph.D. (Sripatum Chonburi University - SPU Graduate School Bangkok, Thailand)
6. Prof. Dr. Dra. Tatik Suryani, Psi., M.M (STIE Perbanas Surabaya, Indonesia)
7. Dr. Soni Harsono, M.Si (STIE Perbanas Surabaya, Indonesia)
8. Prof. Abdul Mongid, Ph.D. (STIE Perbanas Surabaya, Indonesia)
9. Dr. Lutfi, M.Fin. (STIE Perbanas Surabaya, Indonesia)
10. Burhanudin, Ph.D. (STIE Perbanas Surabaya, Indonesia)
11. Mohammad Shihab, Ph.D. (Universitas 17 Agustus 1945 Surabaya, Indonesia)
12. Dr. Yudi Sutarso, M.Si (STIE Perbanas Surabaya, Indonesia)
13. Dr. Ronny., S.Kom., M.Kom (STIE Perbanas Surabaya, Indonesia)

Editor and Layout :

1. Dr. Ronny, S.Kom., M.Kom., M.H.
2. Dewi Aliffanti, S.E.
3. Tanza Dona Pratiwi, S.E.
4. Munawaroh, S.S., M.Si.
5. Dio Eka Prayitno, S.Sos.

Published 14th & 15th August 2020

Magister Manajemen Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya Indonesia
 Jalan Nginden Semolo 34th - 36th Surabaya, East Java 60118
 Telpn 082247845434
 Website : <http://pascasarjana.perbanas.ac.id/>
 Indexed by google scholar

ISBN : 978-623-92358-1-9

The originality of the paper is the author's responsibility

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

“Nurturing Business and Banking Sustainability”

Surabaya, 14th - 15th August 2020

FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 2nd International Conference on Business and Banking Innovations (ICOBBI) with the topic “*Nurturing Business and Banking Sustainability*”. This proceeding contains several researches articles from many fields in Marketing, Management Technology, Finance, Banking, Human Resources Management, Information System Management, and Islamic Economics.

The 2nd International Conference on Business and Banking Innovations was held on 14th – 15th August 2020 by virtual (online) meeting and organized by the Master Management Study Program of STIE PERBANAS Surabaya in Collaboration with six Higher Education Institutions in Indonesia and five Universities from Asia countries. Keynote speakers in this conference were: Prof. Angelica M..Baylon, Ph.D (Director of the Maritime Academy of Asia and the Pacific, Philippines), Chonlatis Darawong, Ph.D. (Head of the Master of Business Program Sripatum Chonburi University - SPU Graduate School Bangkok, Thailand), Prof. Madya Dr. Reevany Bustami (Director of Centre for Policy Research and International Studies Universiti Sains Malaysia), Associate Prof. Dr. Ellisha Nasruddin (Graduate School of Business Universiti Sains Malaysia), Associate Prof. Pallavi Pathak Ph.D. (School of Management Sciences, Varanasi, India) and Prof. Dr. Tatik Suryani (Head of the Master of Management Study Program of STIE Perbanas Surabaya, Indonesia).

I would like to give high appreciation to the Rector of STIE Perbanas Surabaya for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the six universities, namely Universitas 17 Agustus Surabaya, Universitas Surabaya, Universitas Dr. Soetemo Universitas Dian Nuswantoro Semarang, STIE 66 Kendari, Institut Institut Bisnis dan Keuangan Nitro Makassar which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <https://pascasarjana.perbanas.ac.id>.

Chair of the Master Management Study Program
STIE Perbanas Surabaya

Prof. Dr. Tatik Suryani, M.M.

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

"Nurturing Business and Banking Sustainability"

Surabaya, 14th - 15th August 2020

Tabel of Content

Cover.....	i
Committee.....	ii
Reviewers.....	iii
Foreword.....	iv
Table of Content.....	v

Marketing

Analyzing Competitive Strategies in Food SMEs Post Pandemic Covid-19 (Case Study in Madiun Municipality)	1 - 9
Tatik Mulyati; Saraswati Budi Utami; Hendro Susi	

Effect of Support Services And Relationship Quality on Customer Loyalty and Repurchase Intention on Johnson & Johnson Customers in Surabaya.....	10 - 21
Fеды Ardiansyah	

The Effect of Service Quality and Trust on Repurchase Intention Through Customer Satisfaction in Rollaas Cafe Mall City of Tomorrow Surabaya	22 - 31
Brahma Satrya	

Analysis of Logistics Services Quality Using SERVQUAL Method in Surabaya City: Literature Review and Research Suggestion	32 - 36
Andini Anastasia Novitasari	

Exploration of Factors Affecting Customer Satisfaction and Loyalty in Community Pharmacies in Thailand: A Qualitative Study	37 - 43
Ramida Maruay; Chonlatis Darawong; Boonkiat Wisittigars	

The Effect of Social Media Marketing Activities, Brand Image, Customer Satisfaction on Shopee Customer Loyalty in Surabaya City	44 - 49
Farhan Hisyam; Tatik Suryani	

Performance Analysis Through Intrinsic and Extrinsic Motivation with Work Satisfaction as Intervening Variables in Retail Company Employees in Surabaya (Case Study on Employees of PT. Lotte Mart Marvel Surabaya)	50 - 55
Firdaus	

Influence of Work Fatigue, Unclear Tasks and Management Career on Employee Turnover at PT. Sulselbar Bank.....	56 - 64
Rosnaini Daga; Armi Pasampang; Aminuddin Hamdad	

Performance of Service In General Hospital City of Surabaya Era Covid-19.....	65 - 71
Feliks Anggia B.K. Panjaitan; Hwihanus; Adiati Trihastuti; Hotman Panjaitan	

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

"Nurturing Business and Banking Sustainability"

Surabaya, 14th - 15th August 2020

Workability and Self Awareness on Employee Engagement in Indonesian Manufacturing Industries	72 - 78
Siti Mujanah	
Increasing Performance through Motivation and Competence at 17 August 1945 University Surabaya.....	79 - 89
Sri Budi Kasiyati; Endang Setyowati; Ida Bagus Cempena	
Developing Brand Loyalty	90 - 97
Estik Hari Prastiwi	
E-Marketing Adoption As an Alternative Solution For Fight Back The Covid-19.....	98 - 105
Febrianur Ibnu Fitroh Sukono Putra	
The Approach of The Agility Social Innovation: A Dynamic Capability Strategy	106 - 112
Mufti Agung Wibowo	
Quality of Work Life and Work Stress on Employee Performance	113 - 117
Sumiati	
Word of Mouse: How e-WOM Influence Consumer Behavior (A Study of UNTAG Surabaya Student)	118 - 128
Nanis Susanti	
The Effect of Service Quality, Customer Trust, Brand Image and Electronic Word of Mounth on Online Purchasing Decisions on Shopee Customers in Surabaya	129 - 144
Anis Fitriyasari	
The Effect of Marketing Mix 7Ps, Customer Experience, and Customer Relationship Marketing on Customer Loyalty Mediated by Indomaret Customer Satisfaction in Surabaya.....	145 - 152
Citra Putri Ramadani	
The Impact Of Celebrity Endorser And Self-Connection Of The Brand On The Equity Of The Brand	153 - 166
Mahmud; Mia Dika Anggraini	
The Brand Loyalty Determining Factors: The Role of Self Brand Connection, Brand Love, Brand Trust And Brand Image (at PT. Eloda Mitra)	167 - 174
Budi Anandya; Ni Made Laksmi Oktavia	
The Effect of Website and Social Media on Customer Behavior Responses	175 - 182
Tatik Suryani; Abu Amar Fauzi; Mochamad Nurhadi	
What Makes Tencent Becomes a Successful Business? a Case Study Analysis of Tencent.....	183 - 190
Binsar Energia Pratama Napitupulu	

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

"Nurturing Business and Banking Sustainability"

Surabaya, 14th - 15th August 2020

The Effects of Social Media Marketing Activities on Brand Love and Brand Trust That Have an impact on Brand Loyalty of Visval Bags Consumers.....	191 - 196
Novian Navas Mahardhika	
Analysis the Effect of Marketing Mix on Consumer Decisions in Buying Paint Products ...	197 - 205
Febrianto Ramadhan	
Analysis of The Impact of The Development of Inolobunggadue Central Park (ICP) on Micro, Small And Medium Enterprises in Konawe Regency.....	206 - 212
Abdul Razak	
The Effect of Transformational Leadership and Work Commitment on Incentives and Disaster Preparedness for Southeast Sulawesi Province Disaster Preparedness	213 - 222
Bakhtiar Abbas	
The Effect of Service Quality on Civil Population Document Towards Society's Satisfaction and Trust for Population and Civil Registry Office of Kendari City.....	223 - 232
Nofal Supriaddin	
CRM Impact on Customer Satisfaction and Customer Loyalty at Garuda Indonesia: The Airline of Indonesia	233 - 240
Muhamad Reynaldi Adhyaksa	
The Implementation of Simple Form Gamification In Companies	241 - 246
Nathania Agatha Benita	
Social Entrepreneurship dan Peningkatan Ekonomi pada Siswa SMA Selamat Pagi Indonesia	247 - 254
Azwar Cholili	
Leaping Innovation Barriers For Business Longevity Purpose Based on Different Measurements of Innovation	255 - 261
Mia Novinda Mudjiono	
Business Model Analysis: A Study Case in Wood Pellet Industry.....	262 - 267
Kadek Budiadnyana Putra	
Drivers And Barriers Of Purchasing Groceries Online In Surabaya :Age, Gender, Educational Level And Experience As Moderating Variables	268 - 273
Diky Murdoyo Rahadiarto	
Optimization Services and Strategies Toward Satisfaction Value of Training Participants Held by Integrated Service Unit Surabaya	274 - 282
Sukesi	

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

"Nurturing Business and Banking Sustainability"

Surabaya, 14th - 15th August 2020

The Influence of Investment Knowledge, Investment Motivation, Investment Capital and Investment Risk Perception on Investment Interest in Capital Markets (Study On Feb Dr. Soetomo University Students)..... 283 - 288
Sri Handini

The Effects Of Human Capital And Strategic Partners On Strategic Planning And Organizational Performance (Study at PT. Segar Murni Utama) 289 - 296
JFX. Susanto Soekiman

The influenxe of Utilitarian Value, Hedonic Value, and Perceived Risk on Customer Satisfaction and Customer Loyalty to Shopee Customers in Surabaya..... 297 - 303
Nensi Laurence Nggai; Dudy Anandya

Unisfat The Pattern of Spatial Interaction of Workers in Central Java Province using the Explanatory Spatial Data Analysis (ESDA) Approach 304 - 315
Caroline; Achmad Nuruddin S.; Etty Puji Lestari; Ceasilia Srimindarti; Teguh Imam Rahayu

Analysis Web-Based Customer Relationship Management Strategy at PT. ABC 316 - 320
Alfred Turisnol

The Influence of Planned Behavior On The Level of Customer Trust And Satisfaction In Determining Loyalty In Green Hotels In Indonesia 321 - 328
Hayuning Purnama Dewi

Financial

Independence Financial Expertise in Audit Committee and Tax Avoidance: is business strategy moderate this relationship?329 - 337
Ms. Lisa Gabrielle; Devie; Juniarti

Effect of Asset Quality, Liquidity, Solvability, Efficiency and Good Corporate Governance (GCG) Towards Go Public Bank Profitability In Indonesia338 - 350
Ramlan

Credit Quality Stress Tests Based on Macroeconomics at Bank Persero in Indonesia in 2008 - 2016351 - 359
Elna Arlina Nandasari

Decision On The Utilization Of Digital Payment In Millennial Generation Based On Perceived Experience.....360 - 365
Karta Negara Salam; Muh. Imam Taufiq

Determining Factors of Thin Capitalization Practices in Indonesia366 - 381
Jepri Duwi Safrudin; Diah Hari Suryaningrum

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

"Nurturing Business and Banking Sustainability"

Surabaya, 14th - 15th August 2020

Factors That Become A Customer Considerations Become A Brachless Bangking Agent ..382 - 388 Novita Rosanti	
Going Concern and Liquidity Perspective in Indonesia Manufacture Industry.....389 - 394 Tri Ratnawati; Widi; Rahmiyati; Nekky	
Influence Of Debt Policy And Cash Ratio On Dividend Policy On IDX30 Index In Indonesia Stock Exchange.....395 - 400 Muhammad Ashary Anshar; Ichbal Warimin	
Performance Analysis Of Share And After Online Application On The Sector Registered Transportation In Indonesia Exchange401 - 406 Rachman Suwandaru; Hartina	
Measuring The Performance of the Surabaya City Regional Budget Value For Money Analysis.....407 - 414 Risanda Alirastra Budiantoro; Tito Aditya Perdana	
A Syestematic Literature Review of Liquidity, Asset Quality, Size, Solvability and Efficiency of Probability on National Private Commercial Banks Go Public415 - 421 Devinta Ayu Ramadhani	
The Effect of Multiple Role Conflict on Employees Performance Moderated By Self Efficac422 - 428 Awanis Linati Haziroh, S.M, M.M.; Amanda Dyla Pramadanti; Raden Ayu Aminah R.P.S; Febrianur Ibnu Fitroh Sukono Putra	
The Factors of Banking Capital Structure Determination in Indonesia.....429 - 434 Foza Hadyu Hasanatina; Amalia Nur Chasanah; Vicky Oktavia	
Identification and Analysis of Regional Economic Growth Patterns in the New Autonomous Region of Southeast Sulawesi Province.....435 - 448 H. Mahmudin A. Sabilalo	
Corporate Partnership of PT. SKLT with Crackers MSME in Sidoarjo As a Form Corporate Social Responsibility (CSR)449 - 463 Jimmy Herlambang	
Influencing Factors Safety Quality Cost Delivery People (SQCDP) on Lean Manufacturing Implementation at Directorate Production Indonesian Aerospace (IAe).....464 - 471 Niza Nurmalasari; Ida Aju Brahmasari; Ida Aju Brahma Ratih	
Increasing the Role Of Bank Financial Institutions and Non-Bank Financial Institutional in Providing Optimal Distribution For Communities During The COVID-Pandemic.....472 - 479 Matdio Siahaan	

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

"Nurturing Business and Banking Sustainability"

Surabaya, 14th - 15th August 2020

Utilization of Payment Gateway in Fundraising from a Management Perspective of Zakat, Infaq, and Alms: A Case Study of Baitul Maal Hidayatullah Surabaya	480 - 486
Sarah Lutfiyah Nugraha and Ika Yunia Fauzia	
The Impact of Capital Structure Towards Firm Performance Moderated by Corporate Governance in LQ-45 Company in BEI at 2013-2018.....	487 - 495
Gabby Markus Angkasajaya; Putu Anom Mahadwartha	

Drivers And Barriers of Purchasing Groceries Online in Surabaya : Age, Gender, Educational Level and Experience as Moderating Variable

Diky Murdoyo Rahadiarto

STIE Perbanas Surabaya, Nginden Semolo 34–36 Street, Sukolilo, Surabaya, 60118, East Java, Indonesia

ARTICLE INFO

Article history:

Received

Revised

Accepted

JEL Classification:

Key words:

Online, UTAUT

Innovation, Barriers, Technology

ABSTRACT

The development of technology is very fast, making internet users grow a lot, especially in Indonesia. One of the impacts of the massive development of technology is the change in people's lifestyles. One of the reasons why technology can change lifestyles is that technology makes the needs and wants of society easier to fulfill. People now want to make life easier, this is a great opportunity for the company. There are driving factors and constraining factors in the customer when he decides to use a technology. This literature review study aims to find out Drivers and barriers of purchasing groceries online, The review focused on Surabaya. The design of this research using literature review for many theory and previously research. The result found proposition that : Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price value, Habit, Usage Barrier, Value Barrier, Risk Barrier, Tradition Barrier and Image Barrier have positive effect on Online Shopping Intention. The last proposition, gender, age, education level and experience as mediating variable between drivers and barriers of purchasing groceries online

1. INTRODUCTION

The development of technology in the past five years when compared to ten years ago is very different, this indicates that technology is growing dynamically and fast. This dynamic and fast technological development also affects economic growth. According to data from the Indonesian Internet Service Providers Association (APJII), the results of the 2018 survey indicated that 171.17 million out of 264.16 million people were internet users. This figure increased from the previous 143.26 million internet users in 2017 (APJII, 2018).

Human personality factors, level of education, gender, and other personalities influence self-preference for shopping online. The younger generation is very interested in new technology. Men also use more new technology, but the frequency of spending is more for women compared to men. (Burke, 2002)

The most important factors for customers when deciding to shop online in India are time savings, competitive prices, safe delivery, regular offers and shipping options. This research also explains that the problems faced by customers are warranty problems, payment card requirements, late delivery, and the risk of hacking of personal and financial information. Makwana, et al. (2013). There is no significant difference for the driving factors and inhibiting factors between old customers and young customers. In other words, companies can focus on all ages if their products or services can reach all ages. (Lian & Yen, 2014)

Based on the background above, the researcher was interested in examining the influence drivers and barriers on shopping online intention at one of the start-up companies in Surabaya, so that this study was given the title "Drivers And Barriers Of Purchasing Groceries Online In Surabaya : Age, Gender, Educational Level And Experience As Moderating Variable".

Based on that background, the authors formulate the problem as follows:

1. Is there a significant positive relationship between Performance Expectancy and Online Shopping Intention?
2. Is there a significant positive relationship between Effort Expectancy and Online Shopping Intention?
3. Is there a significant positive relationship between Social Influence and Online Shopping Intention?
4. Is there a significant positive relationship between Facilitating Conditions and Online Shopping Intention?
5. Is there a significant positive relationship between Hedonic Motivation and Online Shopping Intention?

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

"Nurturing Business and Banking Sustainability"

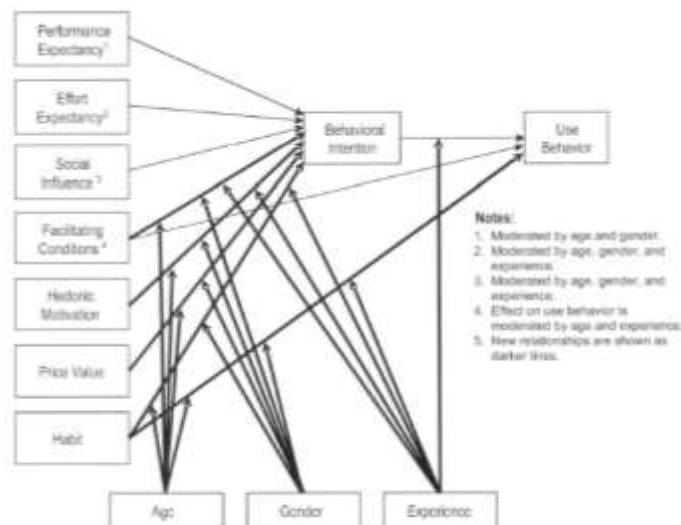
Surabaya, 14th - 15th August 2020

6. Is there a significant positive relationship between Price Value and Online Shopping Intention?
7. Is there a significant positive relationship between Habit and Online Shopping Intention?
8. Is there a significant negative relationship between Usage Barrier and Online Shopping Intention?
9. Is there a significant negative relationship between Value Barrier and Online Shopping Intention?
10. Is there a significant negative relationship between Risk Barrier and Online Shopping Intention?
11. Is there a significant negative relationship between Tradition Barrier and Online Shopping Intention?
12. Is there a significant negative relationship between Image Barrier and Online Shopping Intention?
13. Does Gender Moderate the Relationship between Drivers Factor and Online Shopping Intention?
14. Does Gender Moderate the Relationship between Barriers Factor and Online Shopping Intention?
15. Does Age moderate the relationship between Drivers Factor and Online Shopping Intention?
16. Does Age moderate the relationship between Barriers Factor and Online Shopping Intention?
17. Does Educational Level moderate the relationship between Drivers Factor and Online Shopping Intention?
18. Does Educational Level moderate the relationship between Barriers Factor and Online Shopping Intention?
19. Does Experience moderate the relationship between Drivers Factor and Online Shopping Intention?
20. Does Experience moderate the relationship between Barriers Factor and Online Shopping Intention?

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Unified Theory of Acceptance and Use of Technology (UTAUT)

According to (Venkatesh et al., 2003) there is four constructs that have an impact as direct variables, that is : performance expectancy, effort expectancy, social influence, facilitating conditions. After that, (Venkatesh et al., 2012) research again about this theory and plus three variable again which has been tested statistically to be significant on behavioral intention, these variables are Hedonic motivation, Price value, and Habit



Picture 2.1

Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) (Venkatesh et al., 2012)

Lian&Yen (2014) examined what are the driving factors that appear between older customers and younger customers when they forget to go online. The results obtained are the driving factors that are made online the same between older and younger customers, namely performance expectations and social influence. Kwateng, et al. (2018) who examined the factors driving the adoption of banking industry service adoption in Ghana, found that habits, price values, and trust were the main factors influencing the customer adoption process to use mobile banking. (Septiani et al., 2017) who researched users of the Gojek application found that use, subjective norms, perceived enjoyment and various services are factors that influence user intentions on online transportation in Indonesia. In this study also obtained innovative results are not important for customers gojek. Apart from being innovative, the trust factor also does not affect the

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

"Nurturing Business and Banking Sustainability"

Surabaya, 14th - 15th August 2020

behavioral intentions of Gojek users, this is based on the transparency that Gojek does to customers so that customers get sufficient information about the driver.

(Sobti, 2019) examined younger users explained that an important factor was the easy use of mobile payment services and were increasingly being influenced by colleagues and communities who formed their intention to use mobile payment services. Furthermore, behavioral intention, demonetization and facilitating conditions an important role in encouraging the users to adopt the mobile payment mode. In another research (Widodo et al., 2019), habit, performance expentancy, trust and facilitating conditions have a substantial influence on the behavioral intention to use the digital wallet in indonesia. Based on the unified theory of acceptance and use of technology and related researches this study proposed the following hypotheses:

- H1 : Performance Expectancy has a significant positive effect on Online Shopping Intention.
- H2 : Effort Expectancy has a significant positive effect on Online Shopping Intention.
- H3 : Social Influence has a significant positive effect on Online Shopping Intention.
- H4 : Facilitating Conditions has a significant positive effect on Online Shopping Intention.
- H5 : Hedonic Motivation has a significant positive effect on Online Shopping Intention.
- H6 : Price Value has a significant positive effect on Online Shopping Intention.
- H7 : Habit has a significant positive effect on Online Shopping Intention.
- H13 : Gender moderates the relationship between Drivers Factor and Online Shopping Intention.
- H15 : Age moderates the relationship between Drivers Factor and Online Shopping Intention.
- H17 : Educational Level moderates the relationship between Drivers Factor and Online Shopping Intention.
- H19 : Experience moderates the relationship between Drivers Factor and Online Shopping Intention.

Innovation resistance theory

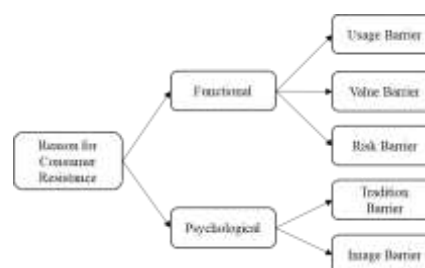
This theory was further developed by Ram&Sheth (1989) because there are still few studies that pay attention to negative effects on the innovation process. Theories use innovation, user recall, and marketing to understand the reasons why users cannot accept innovation. Ram&Sheth (1989) identified five obstacles that might be felt by customers when changing a service or product. These five obstacles are categorized into two types, namely:

1. Functional

These obstacles arise when customers are faced with big changes because of the process of adopting innovation in themselves. The functional group consists of barriers to use, barriers to value and barriers to risk.

2. Psychological

This obstacle arises when the customer has a conflict with the customer's past experience. The psychological group consists of traditional barriers and image barriers.



Picture 2.2
Innovation resistance theory Ram dan Sheth (1989)

Usage Barrier

According to Ram&Sheth (1989), usage barriers (Usage Barrier) occur if the innovation perceived by customers is not compatible with current habits. If the use of an existing innovation product is not in

accordance with experience, values and is not in accordance with work and habits, then the customer will take longer to accept the innovation.

Value Barrier

According to Ram&Sheth (1989), the value barrier (Value Barrier) is the willingness of the customer to change towards the innovation that occurs, the customer compares performance to price with substituted products. In other words, when there is a new innovation, the customer will try to assess the difference in value between the innovation product and the existing product. Customers will not accept change even if it is an innovation unless the product provides greater value than existing products.

Risk Barrier

According to Ram&Sheth (1989), Risk Barriers occur when customers do not adequately understand innovative technology in new products, customers cannot assess the risks and associated uncertainties that will arise after use. This situation will eventually lead to a situation of rejection of existing innovations. The risk barrier consists of four types of risk, namely physical risk, economic risk, functional risk and social risk. If the customer is aware of the risk, he will postpone the adoption of the innovation until he removes the risk first.

Tradition Barrier

According to Ram&Sheth (1989), Tradition Barriers in customers will arise if there is a change in the culture they feel due to an innovation. Each customer's resistance will be different, depending on the extent to which the customer deviates from the tradition he believes in. According to Egbue and Long (2012, p. 719) customers prefer to make choices that are closer to "tradition and familiarity" than with innovation.

Image Barrier

According to Ram&Sheth (1989), Image Barriers occur when a customer has an unfavorable impression of the country of origin, brand, industry, or side effects that can arise from an existing innovation. This obstacle is mostly caused by stereotypes that appear in the minds of customers.

In the research of Ram&Sheth (1989), it can be seen that barriers that can prevent customers from adopting an innovation are usage barriers, value barriers, risk barriers, tradition barriers, and image barriers. Where all these obstacles are factors that arise when customers reject an innovation. (Laukkanen et al., 2007) examined innovation resistance among older customers in the banking industry, more precisely mobile banking services compared to younger customers, the result is that value barriers are the strongest barriers felt by older customers related to information input and output mechanisms. , their fear that the PIN code will be lost and end up in the wrong hands. Lian&Yen (2014) examined the barriers that occur between older customers and younger customers when they shop online. The results show that the barriers to older customers are more than those of younger customers. If older customers perceive value barriers, risk barriers and tradition barriers as factors inhibiting them from accepting innovation, then younger customers only consider value barriers to their considerations of risk aversion.

If an innovation cannot offer the user a higher value, the value barrier will reduce the user's willingness to change and accept the innovation (Ram & Sheth, 1989). The value barrier is likely to negatively affect older adults intention to shop online. Further, innovations often entail a certain amount of risk. The higher the risk, the slower the rate at which the innovation is diffused (Ram & Sheth, 1989). In another research, psychological barriers had no statistically significant with dependent variable (intention to use) (Kaur et al., 2020).

There are two types of innovation resistance, active innovation resistance and passive innovation resistance. The former involves the formation of a negative attitude based on the functional and psychological barriers that are identified during the deliberate evaluation of a new product, whereas the latter is regarded as a tendency to resist innovations due to personality specific inclinations to resist change (Heidenreich & Handrich, 2015). Functional barriers appear when perceived functional attributes of an innovation do not fulfill consumer's ideal expectations, psychological barriers emerge when perceived attributes of an innovation bring about psychological conflicts or problem for consumers (Heidenreich & Handrich, 2015). Both the functional and psychological dimensions of barriers are considered important contributors to innovation resistance, complexity barriers emerge when a perception of innovation associated with unease regarding use and/or difficulty in comprehension (Talke & Heidenreich, 2014)

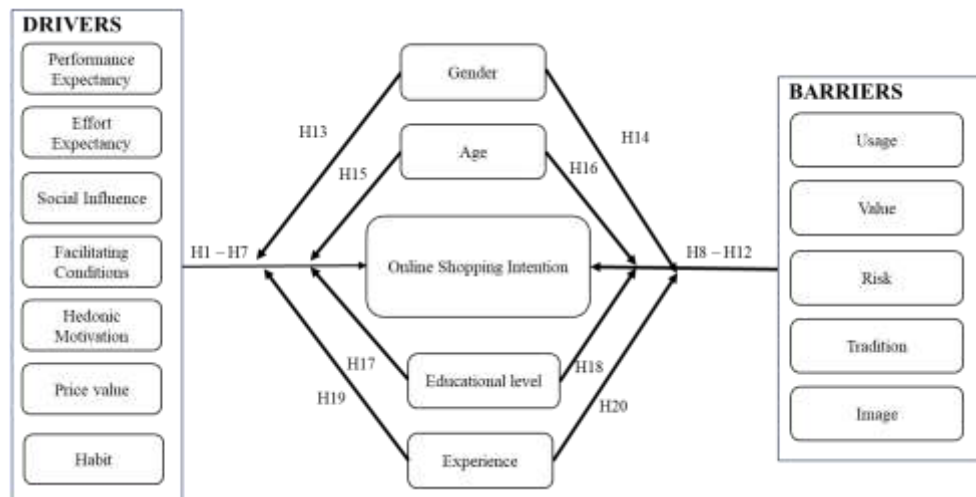
The 2nd International Conference on Business and Banking Innovations (ICOBBI)

"Nurturing Business and Banking Sustainability"

Surabaya, 14th - 15th August 2020

Since Ram&Shets (1989) propose this theory, it has been applied to the field of e-commerce. (Laukkanen et al., 2007) found that psychological barriers are even greater sources of resistance to internet banking than functional barriers. (Lee, 2013) discovered that the perceived of usefulness and the perceived ease of use are the main factors that affect consumer using intention and resistance. (Lian & Yen, 2013) found that main barrier for people refuse to shop online is value and tradition. Based on the innovation resistance theory and related researches this study proposed the following hypotheses :

- H8 : *Usage Barrier* negative significant effect on *Online Shopping Intention*.
- H9 : *Value Barrier* negative significant effect on *Online Shopping Intention*.
- H10 : *Risk Barrier* negative significant effect on *Online Shopping Intention*.
- H11 : *Tradition Barrier* negative significant effect on *Online Shopping Intention*.
- H12 : *Image Barrier* negative significant effect on *Online Shopping Intention*.
- H14 : *Gender* moderates the Barriers Factor relationship to *Online Shopping Intention*.
- H16 : *Age* moderates the Barriers Factor relationship to *Online Shopping Intention*.
- H18 : *Educational Level* moderates the Barriers Factor relationship to *Online Shopping Intention*.
- H20 : *Experience* moderates the Barriers Factor relationship to *Online Shopping Intention*.



Picture 2.2
Research framework

3. RESEARCH METHOD

This study is based on the conceptual model of UTAUT2 theory and Innovation resistance theory. According to previous literature, researchers have found several factors drivers and barrier for online shopping intention. Reference is taken from the study of several marketing books and journals. Therefore, to understand the factors that influence online shopping intention as seen from the benefits, secondary data is collected, compared and analyzed.

REFERENCES

- Burke, R. R. (2002). Technology and customer interface.pdf. In *Journal of the Academy of Marketing Science* (Vol. 30, Issue 17, pp. 411–432). <https://doi.org/10.1177/009207002236914>
- Heidenreich, S., & Handrich, M. (2015). What about Passive Innovation Resistance? Investigating Adoption-Related Behavior from a Resistance Perspective. *Journal of Product Innovation Management*, 32(6), 878–903. <https://doi.org/10.1111/jpim.12161>
- Kaur, P., Dhir, A., Singh, N., Sahu, G., & Almotairi, M. (2020). An innovation resistance theory perspective

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

"Nurturing Business and Banking Sustainability"

Surabaya, 14th - 15th August 2020

- on mobile payment solutions. *Journal of Retailing and Consumer Services*, 55(April), 102059. <https://doi.org/10.1016/j.jretconser.2020.102059>
- Laukkanen, T., Sinkkonen, S., Kivijärvi, M., & Laukkanen, P. (2007). Innovation resistance among mature consumers. *Journal of Consumer Marketing*, 24(7), 419–427. <https://doi.org/10.1108/07363760710834834>
- Lee, S. (2013). An integrated adoption model for e-books in a mobile environment: Evidence from South Korea. *Telematics and Informatics*, 30(2), 165–176. <https://doi.org/10.1016/j.tele.2012.01.006>
- Lian, J. W., & Yen, D. C. (2013). To buy or not to buy experience goods online: Perspective of innovation adoption barriers. *Computers in Human Behavior*, 29(3), 665–672. <https://doi.org/10.1016/j.chb.2012.10.009>
- Lian, J. W., & Yen, D. C. (2014). Online shopping drivers and barriers for older adults: Age and gender differences. *Computers in Human Behavior*, 37, 133–143. <https://doi.org/10.1016/j.chb.2014.04.028>
- Ram, S., & Sheth, J. N. (1989). Consumer resistance to innovations: The marketing problem and its solutions. *Journal of Consumer Marketing*, 6(2), 5. <https://doi.org/10.1108/EUM00000000002542>
- Septiani, R., Handayani, P. W., & Azzahro, F. (2017). Factors that Affecting Behavioral Intention in Online Transportation Service: Case study of GO-JEK. *Procedia Computer Science*, 124, 504–512. <https://doi.org/10.1016/j.procs.2017.12.183>
- Sobti, N. (2019). Impact of demonetization on diffusion of mobile payment service in India: Antecedents of behavioral intention and adoption using extended UTAUT model. *Journal of Advances in Management Research*, 16(4), 472–497. <https://doi.org/10.1108/JAMR-09-2018-0086>
- Talke, K., & Heidenreich, S. (2014). How to overcome pro-change bias: Incorporating passive and active innovation resistance in innovation decision models. *Journal of Product Innovation Management*, 31(5), 894–907. <https://doi.org/10.1111/jpim.12130>
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). USER ACCEPTANCE OF INFORMATION TECHNOLOGY: TOWARD A UNIFIED VIEW. *MIS Quarter*, 27(3), 425–278. <https://doi.org/10.1016/j.inoche.2016.03.015>
- Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012). Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology. *MIS Quarterly*, Vol. 36, No. 1 (March 2012), Pp. 157–178, 36(1), 157–178. <https://doi.org/10.1109/MWSYM.2015.7167037>
- Widodo, M., Irawan, M. I., & Sukmono, R. A. (2019). Extending UTAUT2 to explore digital wallet adoption in Indonesia. *2019 International Conference on Information and Communications Technology, ICOIACT 2019*, 878–883. <https://doi.org/10.1109/ICOIACT46704.2019.8938415>