



DIES NATALIS  
UNIVERSITAS HAYAM WURUK  
PERBANAS - SURABAYA

magister  
manajemen

Proceeding Book



**UHW**  
UNIVERSITAS HAYAM WURUK



# ICOBBI

**MARKETING INTERNATIONAL SEMINARS  
AND THE 4<sup>th</sup> INTERNATIONAL CONFERENCE  
ON BUSINESS AND BANKING INNOVATIONS**

Surabaya, 29<sup>th</sup> January 2022

Pascasarjana.Perbanas.ac.id mmuhw.perbanas

0822-4784-5434 info.mm@perbanas.ac.id

**Published by :**

Program Studi Magister Manajemen  
Universitas Hayam Wuruk Perbanas  
Jl. Wonorejo Utara No. 16 Rungkut Surabaya  
Telp. 031-5947151 | Ext. 2402  
Fax. 031-87862621  
Website. [www.pascasarjana.perbanas.ac.id](http://www.pascasarjana.perbanas.ac.id)



# The 4<sup>th</sup> ICOBBI

*The Strategy of Digital in Business  
for Gaining Competitive Advantages after Pandemic*



DIES NATALIS  
UNIVERSITAS HAYAM WURUK  
PERBANAS - SURABAYA

magister  
manajemen



## Keynote Speakers :



UNIVERSITI SAINS MALAYSIA



SPU

SRIPATUM  
UNIVERSITY  
@Chonburi



## Co-Host :



## Sponsored by :





**Proceeding Book of  
The 4<sup>th</sup> International Conference on Business and Banking Innovations  
(ICOBBI) 2022**

**“The Strategy of Digitalization in Business for Gaining Competitive  
Advantages after Pandemic”**

**Steering Committee**

Dr. Drs. Emanuel Kristijadi, M.M.

Dr. Lutfi., S.E., M.Fin

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

: Aditya Ramadhani, S.IIP., M.A

Technology Supporting

: Sumantri., S.Kom

Risky Andriawan, S.T.

Anton Ghozali., S.Kom

Supporting

: Muhammad Ilham



## **Reviewers :**

1. Chonlatis Darawong, Ph.D (Sripatum University, Thailand)
2. Assoc. Prof. Dr. Elissha Nasruddin (University of Science, Malaysia)
3. Dr. Sanju Kumar Singh (Tribhuvan University, Kathmandu, Nepal)
4. Prof. Dr. Dra. Tatik Suryani, Psi., M.M ( Universitas Hayam Wuruk Perbanas, Indonesia)
5. Dr. Soni Harsono, M.Si (Universitas Hayam Wuruk Perbanas, Indonesia)
6. Prof. Abdul Mongid, Ph.D. (Universitas Hayam Wuruk Perbanas, Indonesia)
7. Dr. Lutfi, M.Fin. (Universitas Hayam Wuruk Perbanas, Indonesia)
8. Burhanudin, Ph.D. (Universitas Hayam Wuruk Perbanas, Indonesia)
9. Mohammad Shihab, Ph.D. (Universitas 17 Agustus 1945 Surabaya, Indonesia)
10. Dr. Yudi Sutarso, M.Si (Universitas Hayam Wuruk Perbanas, Indonesia)
11. Dr. Muazaroh, SE., MT (Universitas Hayam Wuruk Perbanas, Indonesia)
12. Abu Amar Fauzi, S.S., MM (Universitas Hayam Wuruk Perbanas, Indonesia)
13. Dr. Werner Ria Nurhadi, S.E, M.M (Universitas Surabaya, Indonesia)
14. Muhammad Sholahuddin, S.E, M.Si, Ph.D, (Universitas Muhammadiyah Surakarta, Indonesia)
15. Dr. Siti Mujanah, M.M (Universitas 17 Agustus 1945 Surabaya, Indonesia)
16. Dr. Miswanto, M.Si (STIE YKPN Yogyakarta, Indonesia)

## **Editor and Layout :**

1. Dr. Ronny, S.Kom., M.Kom., M.H.
2. Dewi Aliffanti, S.E.
3. Tanza Dona Pratiwi, S.E.

## **Published 29<sup>th</sup> January 2022**

Magister Manajemen Universitas Hayam Wuruk Perbanas, Surabaya, Indonesia

Jalan Wonorejo Utara No. 16, Rungkut Surabaya, East Java 60296

Telpon 082247845434

Website : <http://pascasarjana.perbanas.ac.id/>

Indexed by google scholar

## **ISBN :**

**The originality of the paper is the author's responsibility**





## FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 4<sup>th</sup> International Conference on Business and Banking Innovations (ICOBBI) with the topic "The Strategy of Digitalization in Business for Gaining Competitive Advantages after Pandemic". This proceeding contains several researches articles from many fields in Business & Marketing, Banking & Sharia Banking, Accounting & Financial Management, Human Resources Management, Operations Management, Investasi, Insurance & Capital Market, Strategic Management, Technology Management, and Information System.

The 4<sup>th</sup> International Conference on Business and Banking Innovations was held on 29<sup>th</sup> January 2022 by virtual (online) zoom meeting and organized by the Master Management Study Program of Universitas Hayam Wuruk Perbanas in Collaboration with five Higher Education Institutions in Indonesia and three Universities from Asia countries. Keynote speakers in this conference were: Chonlatis Darawong, P.hD (Sripatum University, Thailand), Associate Prof. Dr. Ellisha Nasrudin (University of Science, Malaysia), Dr. Sanju Kumar Singh (Postdoctoral Fellowship in Universitas Airlangga, Tribhuvan University Nepal) and Prof. Dr. Abdul Mongid, MA., P.hD (Universitas Hayam Wuruk Perbanas, Indonesia).

I would like to give high appreciation to the Rector of Universitas Hayam Wuruk Perbanas 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 three universities, namely Universitas 17 Agustus Surabaya, STIE YKPN Yogyakarta, Universitas Negeri Gorontalo, Universitas Surabaya and Universitas Muhammadiyah Surakarta 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 <http://eprints.perbanas.ac.id/>

Chair of the Master Management Study Program  
Universitas Hayam Wuruk Perbanas

**Prof. Dr. Tatik Suryani, M.M.**



## Tabel of Content

Cover.....	i
Co-Host and Sponsorship.....	ii
Committee .....	iii
Reviewers.....	iv
Foreword.....	v
Table of Content.....	vi

### Accounting and Financial Management

The Influence of The Level of Financial Literacy, Materialism and Impulsive Buying to Management Financial Behavior Students Master of Management in Surabaya ..... 1-7  
Dominika Rosvita Amadea Tarung; Muazaroh

The Effect of Perception of Confidentiality and Security, Perception of User Satisfaction, and Perception of Easy on The Implementation of E-Filing on Taxpayer Compliance in Submitting Annual SPT (Case Study at KPP Pratama Kebumen) ..... 8-17  
Wicak Ari Wibowo; Tri Ciptaningsih

The Effect of Attitude, Subjective Norms, Perceived Behavioral Control, And Tax Knowledge On Studentâ€™s Interest Who Join The Tax Volunteer Program For A Career In Taxation (Empirical Study In 2021)..... 18-26  
Dheanira Ayu Hapsari; Tri Ciptaningsih

Differences un the Strenght of Financial Ratios and Financial Distress of Transportation Companies in Indonesia During the COVID-19 Pandemic Era..... 27  
Ivana Oktarina Sopacua; Manggar Wulan Kusuma

The Causes of Audit Report Lag..... 28-34  
Rusmawan W. Anggoro; Anita Kristiana

Fluctuation Of Rupiah Exchange Value, Interest Rate And Changes In Share Price..... 35-44  
Hais Dama; Meriyana Franssisca Dunga

Fraud Financial Statement Detection: Fraud Hexagon Model Analysis in the Financial Sector Listed on the Indonesia Stock Exchange ..... 45-55  
Shinta Permata Sari; Diana Witosari

Attaining financial well-being: The essential effects of financial experience, status, and behavior..... 56-66  
Mochammad Zakariya Rosyid; Rr. Iramani



Determinant Analysis Affecting The Level of Disclosure of Operations Segments (Empirical Study on Companies Consumer Cyclical Listed on the Indonesia Stock Exchange in 2017-2019) .....67-75  
Tetiana Fitrianingsih; Lintang Kurniawati

The Effect of Asset Management, Leverage, and Free Cash Flow on Firm Value With Dividend Policy as Moderating Variable (Study on Consumer Goods Industry Sector Companies Listed on The Indonesia Stock Exchange (IDX) 2018-2020).....76-84  
Awalia Endang Setyorini; Triyono

Analysis of Factors Affecting Audit Report Lag Mining Companies Listed On the Indonesia Stock Exchange 2018-2020.....85-89  
Yuli Tri Cahyono; Cindy Elisa Putri;

The Effect of Dividend Policy and Capital Structure on Company Value with Profitability as Mediation Variable in The Food and Beverage Companies Listed on The IDX in 2015 – 2020.....90-95  
Atikah Resiana Fildzah; Wiwik Lestari

Factors Affecting Firm Value : Theoretical Study on Public Textile and Garment Manufacturing Company in Indonesia .....96- 104  
Cholis Hidayati; Lintang Puspitasari Wijanarko

Principles and Agents: The Phenomenon of Agency Theory in The Business Sector and The Public Sector .....105-109  
Maulidah Narastri;

Company value of Indonesia State-Owned Enterprises during the Pandemic-Covid 19.... 110  
Hwihanus;

Financial Knowledge, Financial Experience and Income as Determinant of Financial Well-Being in Bali, Indonesia..... 111  
Mochamad Hanif Nuruddin; Rr.Iramani

Behavior of Financial Management as a Mediation of The Influence of Financial Knowledge and Intention Behavior To Well-Being Family Finance .....112-118  
Dewi Candra Purwati; Rr. Iramani



The Effect of Fundamental and Macroeconomic Factors to Stock Return ..... 119-123  
Aprilia Setiadi Lukas; Werner R. Murhadi; Arif Herlambang

Balanced Scorecard Contribution to Business Strategy In PT XYZ National Shipping  
Company ..... 124-129  
Yudith Agusta; Lutfi

Analysis of The Effect of Current Ratio (CR), Return On Assets (ROA), Debt to Equity Ratio  
(DER) and Net Profit Margin (NPM) on Stock Price (Empirical Study on LQ45 Companies Listed  
on the Indonesia Stock Exchange for the 2017-2020 Period) ..... 130-136  
Ice Diana; Erma Setiawati

The Relationship of Sustainability Reporting Disclosure and Firm Performance, Risk, Value: Study  
on Banking Sub Sector Companies Listed Into Indonesia Stock Exchange (IDX) ..... 137-146  
Alfiana Mufti Ainuna; Rina Trisnawati

### **Banking and Shari'a Banking**

Stress Test of Financing Quality at Indonesian Islamic Rural Bank Using Montecarlo  
Simulation ..... 147-154  
Uvy Dian Rizky; Abdul Mongid

Macroeconomic Stress test of Credit Risk in Indonesian Banking using Monte Carlo  
Simulation ..... 155-162  
Nanda Diyah Syarifah; Abdul Mongid

The Effect of Credit Risk and Efficiency on Capital Adequacy With Profitability as Intervening  
Variables. .... 163-169  
Mochamad Syafruddin Aji; Emanuel Kristijadi

Analysis Of The Effect Of Inflation, Capital Adequacy Ratio, Operation Cost Of Operating Income,  
And Net Performing Financing On The Profitability Of Sharia Commercial Banks in  
Indonesia ..... 170  
Rias Hasna Rosabila; Abdul Mongid

The Effect of Liquidity Ratio, Asset Quality Ratio, Sensitivity Ratio, Capital Ratio and Efficiency  
Ratio Towards Return On Asset (ROA) on Foreign Exchange National Private Commercial  
Banks..... 171-174  
Oppi Putri Bunga; Muazaroh





Planned Behavior Theory Testing (Case Study Of Financial Management In A Muslim Family In Sidoarjo)..... 175-180  
Wiwik Lestari; Desy Sanggita Fitriany; Merita Dwi Nandasari

Does Competition Make Regional Development Banks More Efficient? ..... 181  
Zunairoh; Werner Ria Murhadi; Bertha Silvia Sutejo

Determinants of Indonesian Banking Profitability ..... 182-189  
Sholikha Oktavi Khalifaturofi'ah; Achmad Saiful Ulum

The Influence of the Britama Savings Marketing Strategy on Customer Satisfaction at PT. Bank Rakyat Indonesia (Persero), Tbk. Batua Raya Makassar Unit..... 190-200  
Dhita Pratiwi Ar; Rini L.; Abdul Gafar Samalam; Halida Sasmita; Hafipah

### **Business and Marketing**

Social Media Marketing Activities, Brand Love and Brand Trust In Willingness to Participate Online (Co-Creation) with Satisfaction as Mediation Variable ..... 201-204  
Amilia Jasmin Nabila ; Tatik Suryani

The Influence of Social Media Marketing and Personal Selling on Purchase intention during the pandemic Covid-19: The Case of Discovery Property Agency ..... 205-231  
Renaldo Giovanni ; Theresia Gunawan; Istiharini

Factors Influencing Mobile Banking Adoption In Covid 19 Pandemic Period: The Mediating Role Of Behavioral Interest..... 232-241  
Noormalita Primandaru; Gita Nirmalasari Triyana;

How Coolness Affects The Brand Image On The Vans Fashion Footwear?..... 242-247  
Nuning Kristiani; Andi Muntabilah Naida;

Implementation of Digital Marketing & Knowledge Transfer of Hollandpark Permaculture Products..... 248  
Syamsul B Biki; Umin Kango; Vetty D Pulukadang

Knowledge Management: Social Media & Public Knowledge About the Hazard of Mercury ..... 249-254  
Dyah Ayu Nuraini; Mohamad Agus Salim Monoarfa; Andi Juanna



Relationship Between Talent Management And Employees Performance: Case In Gorontalo .....	255-261
Rizan Machmud; Raflin Hinel; Tineke Wolok; Umin Kango	
The Effect Of Security, Responsiveness, Convenience, And Reliability Of Services On BRI Customer Satisfaction In Using Mobile Banking .....	262-270
Bramantiyo Adhi; Ronny	
Impact Of Wfh In Surabaya City The Effect Of Workload, Employee Burnout On Work Life Quality And Employee Performance .....	271
Nanis Susanti;	
Analysis Of Marketing Strategy, Product Quality And Service Quality To Repurchase Intention .....	272-278
Sumiati;	
The Effect of Customer Satisfaction and Trust on Performance Expectancy and Word of Mouth (WOM) at Shopee Applications Users.....	279-287
Annisa Eka Septiana; Tatik Suryani	
Does Brand Matter in Driving Purchase Intention of the Banking Services?.....	288-295
Muhammad Alvin Juanda; Burhanudin	
The Effect of Perceived Quality and Value on Brand Trust of Express Delivery Services during Pandemic Covid 19 in Indonesia .....	296
Fika Fahmi Firdaus; Yudi Sutarso	
The Determinants of Brand Equity in Banking .....	297-306
I Made Gde Pasek Bagiartana; Burhanudin	
Entrepreneurial Intention for Students at Universities in Sleman, Yogyakarta Special Region, Indonesia .....	307-316
Bambang Kharisma; Irhas Effendi; Dyah Sugandini	
The Effects of Commitment, Perceived Quality, and Satisfaction on Brand Equity: The Medating Role of Brand Trust and Brand Loyalty.....	317-326
Miftakhul Jannah; Burhanudin	
Behaviour Intention of Digital Banking Adoption UTAUT2 and Covid-19 Pandemic as Factors.....	327-335
Popy Novita Pasaribu; Auzi Naufal Rabbani	



Factors Influencing Online Purchase Intention Through E-Commerce in The Millennial Generation ..... 336-345  
Delta Sagita Riandana; Delta Sagita Riandana

Analyze of Customer Loyalty on Customer Oriented and Marketing Communication PT. Bank Syariah Indonesia Tbk. .... 346-348  
Verawaty;

The Effect Of Experiential Marketing On E-Wom (Electronic Word Of Mouth) And Customer Value As Intervening Variables In Tourism Destinations Rawa Bento Kerinci Regency Jambi Province. .... 349  
Deci Fachrosi; Johannes; Sylvia Kartika Wulan B

## **Human Resources**

The Effect Of Leadership Style, Work Environment, Compensation On Job Satisfaction At Pt Pln (Persero) Sikka Regency ..... 350-356  
Krisanty Natalia Mariani Parera, Emanuel Kristijadi, Tjahjani Prawitowati

The Mediating Role of User Satisfaction in the Influence of Organizational Learning Culture and Online Learning Engagement To Net Benefit Outcome In Indonesia During Covid 19 Pandemic Period ..... 357-362  
Heni Kusumawati;

Emotional Intelligence And Apparatus Performance ..... 363-371  
Muchtar Ahmad; Djoko Lesmana Radji; Hais Dama

The Internalization of Patient Safety Culture in The Quality of Performance of Nurses in Different Generations of Nurses at The XYZ Hospital, Surabaya ..... 372-377  
Sisilia Andri Soelistyani; Ika Yunia Fauzia

The Role of Work Ability and Servant Leadership on Employee Performance in a TIKI Delivery Service Companies in Surabaya..... 378- 384  
Siti Mujanah;

The Effect of Organizational Commitment, Organizational Culture,Self-Efficacy on Employee Performance with Job Satisfaction as Mediator Literature Review and Proposed Model .. 385-393  
Vega Hardikasari; Burhanuddin; Emma Julianti;

Determinants Of Millenials Employee Engagement In Indonesia: Systematic Literature Review ..... 394-400  
Febby Ayu Ramadhani; Tatik Suryani





The Effect Of Employee Engagement, Motivation, And Organizational Culture On Employee Performance During The Covid-19 Pandemic..... 394-400  
Ni Sheila Fairuz Ratnasar; Tatik Suryani

**Investment, Insurance and Capital Markerts, Information System, and Technology Management**

The Effect Of Student Environment, Lecturer Environment, And Technology Dimensions On Software User Trust With Student Satisfaction As Intervening Variable (A case study of students taking ERP courses online). .... 405  
Prima Rosita Arini Setyaningsih; Lita Kusumasari

Technology Acceptance and Adoption of Mobile Application: A Systematic Review. .. 406-415  
Boonchai Wongpornchai; Chonlatis Darawong

Efficiency Level of Malaysian Family Takaful Using Stochastic Frontier Approach. ....416  
Labibah Salsabila; Zubaidah Nasution

The Role of Locus of Control in Examination of Private Sector Employee Retirement plan Model in Surabaya..... 417-425  
Ismawati; Rr. Iramani

Analysis of The Indonesia Capital Market Reaction to The Announcement Implementation of Emergency Community Activity Restriction (PPKM) (Event Study on Companies. .... 426-433  
Said Setiandika Pambudi; Suyatmin Waskito Adi

The Effects of Interpersonal Communication and Self-Efficacy on Job Satisfaction of LSP P1 Assessor of Higher Education Institutions in Surabaya, East Java Province, Indonesia. .  
Ida Aju Brahmasari; Irmasanthi Danadharta; Ida Aju Brahma Ratih



The 4<sup>th</sup>  
**ICOBBI**

MARKETING INTERNATIONAL SEMINARS  
AND THE 4<sup>th</sup> INTERNATIONAL CONFERENCE  
ON BUSINESS AND BANKING INNOVATIONS

Surabaya,  
29<sup>th</sup> January  
2022

**PROCEEDING BOOK OF  
THE 4<sup>TH</sup> INTERNATIONAL CONFERENCE ON BUSINESS AND  
BANKING INNOVATIONS(ICOBBI) 2022  
“The Strategy of Digitalization in Business for Gaining Competitive Advantages after  
Pandemic”**

**29<sup>th</sup> January 2022  
At Zoom Meeting**

**Published by:**

Magister Manajemen Universitas Hayam Wuruk Perbanas, Surabaya, Indonesia  
Jalan Wonorejo Utara No. 16, Rungkut Surabaya, East Java 60296  
Telpon 082247845434 Website : <http://pascasarjana.perbanas.ac.id/>



# Factors Influencing Online Purchase Intention Through E-Commerce in The Millennial Generation

Delta Sagita Riandana<sup>1,\*</sup> Dewita Puspawati<sup>2</sup>

<sup>1</sup> Faculty of Economics and Business, University of Muhammadiyah Surakarta

<sup>2</sup> Faculty of Economics and Business, University of Muhammadiyah Surakarta

\*Corresponding author. Email: [dp123@ums.ac.id](mailto:dp123@ums.ac.id)

## ABSTRACT

The development of the internet as an e-commerce medium in the world has increased. The emergence of online commerce will be a great opportunity for both companies and retailers to trade their products or services. Marketing by utilizing social media plays an important role in consumer decision making to make a purchase. The aim of this research was to examine the effect of Shopping Enjoyment, Price Consciousness, Convenience/Time Consciousness, In-home Shopping Tendency, and Purchase Experience on Online Purchase Intentions through E-Commerce in the millennial generation. The population in this study is the millennial generation with the characteristics of having made purchases online through e-commerce. The method in this study used a survey method using a questionnaire. The sampling technique used was non-probability sampling with the accidental sampling method and obtained a sample of 121 respondents. The data was processed using SPSS 25. The data analysis technique used multiple regression analysis. The results showed that the variables Price Consciousness, Convenience/Time Consciousness, In-home Shopping Tendency, and Purchase Experience had an effect on Online Purchase Intention. While the Shopping Enjoyment variable has no effect on Online Purchase Intention. The value of Adj.R<sup>2</sup> is 0.409, which means that these variables have an effect on Online Purchase Intentions of 40.9%.

**Keywords:** Price Consciousness, Convenience/Time Consciousness, In-home Shopping Tendency, Purchase Experience.

## 1. INTRODUCTION

The Internet is not only limited to users of information that can be accessed through one medium, but can also be used as a means of conducting transactions to build new markets and broad commercial networks that are not limited by time and place. The increasing number of Internet users in Indonesia makes it a good market for e-commerce industry players [1].

The development of the internet as an e-commerce medium in the world has increased from year to year, this is indicated by the presence of 5 countries that have high market growth, where Indonesia reaches 78% per year followed by Mexico 59%, the Philippines 51%, Colombia 45% and United Arab Emirates (UAE) by 33%. So it can be said that the growth of e-commerce in Indonesia is the largest[2]. The Indonesian Internet Service Providers Association survey on internet users in Indonesia for the 2019-second quarter of 2020 period stated that the number of internet users in Indonesia rose to 73.7 percent of the population or the equivalent of 196.7 million users. There was an increase in the number of internet users by 8.9 percent or equivalent to 25.5 million users.

Not only as a means of communication and seeking information, the internet also has a function to support marketing activities such as media for promotion and also for the sales and purchase process. With the emergence of online sites that are used to sell goods/services, and the emergence of intangible/virtual shops commonly referred to as online shops. The emergence of online trading or online shops will be a great opportunity for both companies and retailers in trading their products or services, but online trading will also be a challenge for companies that will demand new marketing strategies. Therefore, companies must review consumers and potential consumers who will make buying and selling transactions via the internet in accordance with market segmentation [3]. In Indonesia, there are many e-commerce sites to make online purchases such as Lazada, Tokopedia, Elevenia, Blibli.com, MatahariMall.com and Shopee Indonesia. [4].

Most of internet users are millennial generation which causes the increasing public demand for online products and services. This has resulted in many companies both in the field of products and services taking advantage of these opportunities, thus giving



birth to products or services that are sold through the internet[5].

Individual lifestyles related to shopping activities are often known as shopping orientation [6]. Individual shopping orientation will be shown through individual activities, interests and opinions when going shopping [6]. An understanding of the shopping orientation possessed by individuals can help producers to capture what is wanted, needed or desired by individuals when doing shopping activities [7].

The main reason for online shopping is price [8]. Consumers consider price in purchase intentions at online stores, where one's price perception will affect one's shopping intentions.

The consumer experience involves the five senses, heart, and mind that can place the purchase of a product or service between the larger contexts of life [9]. Consumer experience will greatly influence shopping behavior in the future. In the context of online shopping, consumers will evaluate the online purchasing experience in terms of perceptions regarding product information, forms of payment, delivery terms, services offered, risks involved, privacy, security, personalization, visual appeal, navigation, entertainment and enjoyment[6].

Purchase intention is a consumer's cognitive plan or desire for a particular item or brand. Purchase intention can be measured by asking about the likelihood of buying the advertised product. Purchase intention is the stage of the respondent's tendency to act before actually making a purchase[10].

Several researchers in other countries have examined the relationship between shopping orientation (Shopping Enjoyment, Brand/fashion consciousness, Price Consciousness, Shopping Confidence, Convenience/time consciousness, In-home shopping tendency, and Brand/store loyalty) and online purchases as in Vijayasathy's study (2003), Brown et.al (2003), Seock and Bailey (2008), Ling et.al (2010), Kwek et.al (2010). Several researchers in Indonesia have also examined the relationship between shopping orientation and purchase intention, such as in the research of Tiong (2021), Kusuma and Septarini (2013), Nirmala and Dewi (2011). One of the research results shows that the effect of shopping orientation on shopping intentions can be different for different types of products [7]. Research conducted by Seock (2003) shows that the relationship between a person's shopping orientation and the intention to buy fashion products can be different for each distribution channel [11].

This research is a modification of Nirmala and Dewi's (2011) research by changing the place of research to be in Indonesia. Based on the description that has been explained, the purpose of this study is to examine the effect of Shopping Enjoyment, Price

Consciousness, Convenience/Time Consciousness, In-home Shopping Tendency, and Purchase Experience on Online Purchase Intentions through E-Commerce in the millennial generation. The reason I replicate the journal from Nirmala and Dewi (2011) is because the topic in this study is in accordance with the conditions during the current pandemic where people tend to choose to online shopping.

## 2. THEORITICAL REVIEW

### 2.1 Theory of Reasoned Action

Theory of Reasoned Action (TRA) offers a parsimony explanation of a behavior or action [12]. TRA is explained by the subjective attitudes and norms that can shape one's intentions. Based on the TRA model, the intention to behave is a function of two components, namely the attitude component and the subjective norm component [13]. Subjective norms are defined as how a behavior is seen from a person's social environment, so that it can influence his decisions [14]. In this study, Theory of reasoned action (TRA) describes a person's behavior is influenced by intentions, while intentions are influenced by subjective attitudes and norms. Attitude themselves are influenced by beliefs in experience and norms subjectively influenced by beliefs about the perceptions of others and motivation to follow that perception.

### 2.2 Online Purchase Intention

Purchase intention is a process to analyze and predict consumer behavior related to their willingness to buy and use a product. Intention as a behavioral tendency, which is carried out by someone if there is the right time and opportunity and will be manifested in the form of action[15]. Purchase intention is the tendency of consumers to buy brands or take actions related to purchases which is measured by how consumers tend to make purchases [16].

According to Pavlou, online purchase intention is a situation when a customer is willing and intends to engage in online transactions [17]. Online transactions can be considered as the activities of the information retrieval process, information transfer, and the purchase of finished products. Perceived usefulness in online purchases can be defined as the subjective probability of a potential consumer using the internet efficiently and will facilitate his purchase[18].

### 2.3 Shopping Orientation

In the current pandemic, there are many people who make purchases and transactions online, but in this case, every consumer will be different in terms of shopping orientation. The concept of shopping orientation as a shopping lifestyle or shopping style that places specialization on shopping activities[19]. Conceptualize

shopping orientation as a particular part of the shopper's lifestyle which includes shopping activities, opinions, and interests[6].

Seock explained that "shopping orientation has seven dimensions, namely: Shopping enjoyment, Brand/fashion consciousness, Price Consciousness, Shopping Confidence, Convenience/time consciousness, In-home shopping tendency, and Brand/store loyalty". These dimensions can be explained as follows:

- 1.) Shopping Enjoyment is individual satisfaction when doing shopping.
- 2.) Brand/fashion consciousness is an individual's awareness of the price of a brand or fashion model.
- 3.) Price Consciousness which is an individual's awareness of the price of the product.
- 4.) Shopping Confidence is an individual's expectation of his shopping ability.
- 5.) Convenience/time consciousness is an individual's awareness of time and tranquility when shopping.
- 6.) In-home shopping tendency is an individual's tendency or desire to make purchases without leaving the house.
- 7.) Brand/store loyalty is an individual's loyalty to brands and stores when doing shopping activities.

## 2.4 Shopping Enjoyment

Shopping enjoyment or shopping pleasure is defined as the pleasure obtained from the shopping process[20]. Shopping pleasure is identified into three types of constructs, which include escapism, pleasure, and arousal. Escape is reflected in the enjoyment that comes from engaging in interesting activities, to the point that it offers an escape from the demands of the everyday world. Pleasure is the extent to which a person feels excited, happy, or satisfied in online shopping. While arousal is the extent to which a person feels aroused, active, or alert during online shopping. Consumers who fall into the shopping enjoyment category will achieve their pleasure by spending time browsing the products they want[21].

## 2.5 Price Consciousness

Price consciousness is the segment that focuses the buyer's attention on the price of an item. They search for and compare an offer at a lower price. Consumers will visit Internet sites to find out about sales or promotional offers, or to compare prices from different company sites. Low prices can be a factor that causes a consumer to choose which one of the websites they will choose[21].

## 2.6 Convenience/time consciousness

Convenience/Time Consciousness can be interpreted as a buyer who is aware of the time and convenience in shopping. Buyers with this type have a tendency to shop at stores which can save time when they do shopping activities[21]. Convenience or convenience can be interpreted as everything related to saving the dimensions of time and effort in making a purchase transaction. Service convenience is the consumer's perception of the time and effort associated with the purchase or use of a service.

## 2.7 In-home shopping tendency

In-home shopping tendency is the tendency of individuals to make purchases by not leaving the house[20]. At this time, it is easier for people to buy the desired item without having to go all the way to a conventional store. Only by staying at home and simply moving his index finger on the smartphone screen to buy products at the online shop. Consumers do not need to leave the house or go to the store to buy something and do not need to carry a lot of goods when shopping outside. Through online shopping, consumers only need to order the products they need or want from one of the online stores when and where consumers are.

## 2.8 Purchase Experience

Customer experience originates from a set of interactions between the customer and the product, company, or part of the organization, which triggers a reaction. This experience is personal and implies customer involvement on different levels (rational, emotional, sensory, physical and spiritual)[22].

Previous purchase experience demonstrated the use of sensory, affective, creative, physical and social-identity media to enhance experience values to enhance consumers' perceived benefits [23]. An online purchasing experience that gives satisfactory results will result in consumers continuing to shop online through e-commerce.

## 2.9 Conceptual Framework

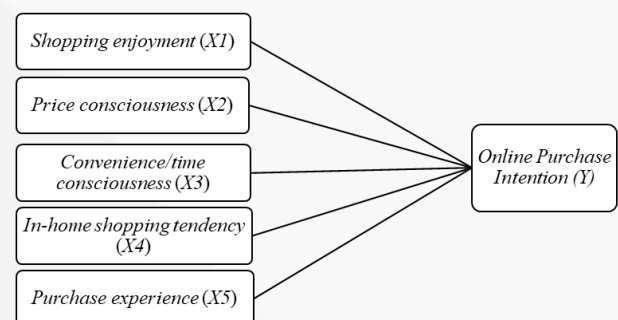


Figure 1 Conceptual Framework

## 2.10 Hypothesis Development

### 2.10.1 Shopping Enjoyment on Online Purchase Intention

Shopping Enjoyment is individual satisfaction when shopping [11]. Consumers when going to do shopping online will prioritize convenience in shopping, convenience in this case can be interpreted as consumer satisfaction. Convenience in shopping online must prioritize the ease of getting products. In addition, it is important to make consumers feel happy even if it is just an exploration when visiting an online shopping platform which seems to make consumers feel when they are exploring when visiting a store directly.

Seock and Bailey (2008) state that shopping convenience is significantly and positively related to information seeking and online purchases [21]. Kwek et.al (2010) in their research stated that Shopping Enjoyment was not significant to online purchase intention [20]. Based on this description, the hypotheses in this study are:

*H1: Shopping enjoyment has an effect on Online Purchase Intention.*

### 2.10.2 Price consciousness on Online Purchase Intention

Price Consciousness is an individual's awareness of the price of the product [24]. Price is something that is quite influential because the price can attract consumers to buy a product. Consumers when exploring products will compare the prices of products sold online with products sold offline, often products sold online will produce lower prices because of the suppression of distribution costs and operational costs. Price variations, price compatibility with quality and affordability can also influence consumers in making online purchases..

Vijayasarathy (2003) found that this orientation significantly and positively affects internet shopping intentions [7]. Nirmala and Dewi (2011) in their research found that price consciousness has a significant effect on consumers' purchase intentions to shop for fashion products online [25]. Based on this description, the hypotheses in this study are:

*H2: Price consciousness has an effect on Online Purchase Intention.*

### 2.10.3 Convenience/time consciousness on Online Purchase Intention

Convenience/time consciousness is an individual's awareness of time and convenience when shopping [24]. Currently the development of the era greatly affects people's lifestyles such as shopping patterns which originally had to spend a lot of time when going to shop online but now consumers can easily do online shopping at any time so that it saves more time.

Kusuma and Septarini (2013) in their research found that convenience/time consciousness had a significant effect [19]. Based on this description, the hypotheses in this study are:

*H3: Convenience/time consciousness has an effect on Online Purchase Intention.*

### 2.10.4 In-home shopping tendency on Online Purchase Intention

In-home shopping tendency is an individual's tendency or desire to make a purchase by not leaving the house [24]. Currently, internet users, such as the use of e-commerce, which is widely used by the millennial generation, shows that the increasing number of users who carry out their transaction activities only from home. Especially in the current pandemic conditions, consumers will tend to make purchases online.

Nirmala and Dewi (2011) found that the tendency to shop at home on the intention to shop for products online has a positive and significant effect [25]. Nirmala and Dewi (2011) found that the tendency to shop at home on the intention to shop for products online has a positive and significant effect [25]. Kusuma and Septarini (2013) found that In-home shopping tendency had a significant effect [19]. Based on this description, the hypotheses in this study are:

*H4: In-home shopping tendency has an effect on Online Purchase Intention.*

### 2.10.5 Purchase experience on Online Purchase Intention

The customer experience originates from a set of interactions between the customer and the product, company, or part of the organization, which trigger a reaction [22]. This experience is personal and implies customer involvement at different levels (rational, emotional, sensory, physical and spiritual). Someone who has bought a product online, this experience will affect their intention to buy a product online. When consumers are satisfied with the quality of products purchased previously, it can encourage consumer purchase intentions.

Nirmala and Dewi (2011) found that the purchase experience on the intention to shop for fashion products online had a positive and significant effect [25]. Parhusip and Lubis (2020) found that there is a positive influence of the buying experience variable on online buying interest [1]. Based on this description, the hypotheses in this study are:

*H5: Purchase experience has an effect on Online Purchase Intention.*

## 3 RESEARCH METHODS



This type of research is research with the formulation of a hypothesis. This research is a quantitative research, ie research whose data is expressed in numbers and analyzed by statistical techniques. The population in this study is the millennial generation with the characteristics of having made purchases online through e-commerce.

The sampling technique used is non-probability sampling with the accidental sampling method. The sample criteria in this study are respondents who have shopped online through e-commerce at least once in the past year.

The method in this study used a survey method using a questionnaire. The method that will be used in this study is a quantitative method and obtained a sample of 121 respondents with a Likert scale as a data collection tool. The Likert scale contains a set of written statements or questions to be answered in writing by research respondents. Response answers in this research scale using 5 (five) options, namely:

1. Strongly Agree = 5
2. Agree = 4
3. Neither Agree = 3
4. Disagree = 2
5. Strongly Disagree = 1

## 4. RESULTS AND DISCUSSION

### 4.1 Data Analysis

**Table 1.** KMO MSA Test

Desc.	Shopping Enjoyment	Price Consciousness	Convenience/ Time Consciousness	In-home Shopping Tendency	Purchase Experience	Online Purchase Intention
SE1	0,860 <sup>a</sup>					
SE2	0,880 <sup>a</sup>					
SE3	0,903 <sup>a</sup>					
PC1		0,729 <sup>a</sup>				
PC2		0,675 <sup>a</sup>				
TC1			0,809 <sup>a</sup>			
TC2			0,894 <sup>a</sup>			
TC3			0,832 <sup>a</sup>			
IST1				0,863 <sup>a</sup>		
IST2				0,866 <sup>a</sup>		
PE1					0,853 <sup>a</sup>	

PE2	0,837 <sup>a</sup>
OPI1	0,819 <sup>a</sup>
OPI2	0,787 <sup>a</sup>
OPI3	0,811 <sup>a</sup>
OPI4	0,905 <sup>a</sup>

*Source: SPSS 25.0 Data Processing in 2021*

Validity test is carried out to ensure the ability of the scale to measure the intended concept. The benefit of this test is to ensure that the items on the questionnaire are really able to reveal with certainty what will be studied. Based on the results of the study the value of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) shows a high value, it is said to be a high value when the KMO value is 0.5 - 1.00. Barlett's Test of Sphericity is a test used to test the interdependence between variables. The purpose of this analysis is to show that these variables are not related to each other in the population. Significance in the Barlett test must show a value of <0.05 so that factor analysis can be carried out.

Based on the table above, it shows that the KMO MSA value is high because it is at a value of 5.00 – 1.00. Significance is below 0.05. Based on the tests that have been carried out, it can be concluded that all existing variables can be analyzed further because they have met the criteria.

**Table 2.** Reliability Test

Variables	Cronbach's Alpha	Description
Shopping Enjoyment	.783	Reliable
Price Consciousness	.602	Reliable
Convenience/Time Consciousness	.626	Reliable
In-home Shopping tendency	.841	Reliable
Purchase Experience	.747	Reliable

*Source: SPSS 25.0 Data Processing in 2021*

The reliability test in this study used the Cronbach's Alpha method. A variable is said to be reliable if it has a Cronbach's Alpha value > 0.60 [26]. Based on the table above, it shows that all variables have Cronbach's Alpha values above 0.60. So it can be concluded that all variables are said to be reliable because they have met the criteria.

**Table 3.** Normality Test

Description	Sig.
Asymp Sig. (2-tailed)	.200

Source: SPSS 25.0 Data Processing in 2021

In the table above, it can be seen that Asymp. Sig. (2-tailed) is  $0.2 > (0.05)$ . So it can be concluded that the residual data is normally distributed.

**Table 4.** Multicollinearity Test

Variables	Tolerance	VIF	Description
Shopping Enjoyment	.454	2.202	Passed the multicollinearity test.
Price Consciousness	.871	1.148	Passed the multicollinearity test.
Convenience/Time Consciousness	.763	1.310	Passed the multicollinearity test.
In-home Shopping tendency	.503	1.988	Passed the multicollinearity test.
Purchase Experience	.534	1.872	Passed the multicollinearity test.

Source: SPSS 25.0 Data Processing in 2021

Based on the table above, it can be seen that the Shopping Enjoyment variable with Tolerance  $0.454 > 0.1$  and VIF  $2.202 < 10$ , Price Consciousness with Tolerance  $0.871 > 0.1$  and VIF  $1.148 < 10$ , Convenience/Time Consciousness with Tolerance  $0.763 > 0.1$  and VIF  $1.310 < 10$ , In-home Shopping tendency with tolerance  $0.503 > 0.1$  and VIF  $1.988 > 10$ , Purchase Experience with tolerance  $0.534 > 0.1$  and VIF  $1.872 < 10$  it can be concluded that all variables pass the multicollinearity test.

**Table 5.** Heteroskedasticity Test

Variables	Sig.	Description
Shopping Enjoyment	.400	Passed the heteroscedasticity test.
Price Consciousness	.378	Passed the heteroscedasticity test.

Convenience/Time Consciousness	.440	Passed the heteroscedasticity test.
In-home Shopping tendency	.346	Passed the heteroscedasticity test.
Purchase Experience	.299	Passed the heteroscedasticity test.

Source: SPSS 25.0 Data Processing in 2021

Based on the table above, testing using the Spearman Rho test, the significance value of the Shopping Enjoyment (X1) variable is  $0.400 > 0.05$ , Price Consciousness (X2) is  $0.378 > 0.05$ , Convenience/Time Consciousness (X3) is  $0.440 > 0.05$ , In-home Shopping Tendency (X4) is  $0.346 > 0.05$ , and Purchase Experience (X5) is  $0.299 > 0.05$ , so it can be concluded that the data passed the heteroscedasticity test.

**Table 6.** Multiple Resgression Analysis

Description	Beta	Sig.
$\alpha$	-1.139	.578
SE (X1)	-1.188	.132
PC (X2)	.537	.000
TC (X3)	.501	.001
IST (X4)	.497	.029
PE (X5)	.484	.002
F		.000
Adj.R <sup>2</sup>		.409

Source: SPSS 25.0 Data Processing in 2021

Based on the table above, the following multiple linear regression equation is obtained:

$$Y = -1.139 - 0.188X_1 + 0.537X_2 + 0.501X_3 + 0.497X_4 + 0.484X_5 + e$$

Based on these equations it can be interpreted that:

1. Constant ( $\beta_0$ ) = -1.139. Shows that the level of constants, where if the variables Shopping Enjoyment (X1), Price Consciousness (X2), Convenience/time consciousness (X3), In-home shopping tendency (X4), Purchase Experience (X5) is 0, then online purchase intention (Y) will remain at -1.139 assuming other variables remain.

2. The variable of Shopping enjoyment (X1) with ( $\beta_1$ ) = -0.188. This means that if the Shopping Enjoyment (X1) increases by 1 point, the online purchase intention (Y) will decrease by 0.188 points.
3. The variable of Price Consciousness (X2) with ( $\beta_2$ ) = 0.537. This means that if the Price Consciousness (X2) variable increases by 1 point, the online purchase intention (Y) will increase by 0.537 points.
4. The variable of Convenience/time consciousness (X3) with ( $\beta_3$ ) = 0.501. This means that if the Time Consciousness (X3) variable increases by 1 point, the online purchase intention (Y) will increase by 0.501 points.
5. The variable of In-home Shopping Tendency (X4) with ( $\beta_4$ ) = 0.497. This means that if the In-home shopping tendency (X4) variable increases by 1 point, then online purchase intention (Y) will increase by 0.497 points.
6. The variable of Purchase Experience (X5) with ( $\beta_5$ ) = 0.484. This means that if Purchase Experience (X5) increases by 1 point, then online purchase intention (Y) will increase by 0.484 points.

#### *Simultant Test (F Test)*

Based on the table above, it is known that the value of sig (0.000) < (0.05). This means that the variables Shopping Enjoyment (X1), Price Consciousness (X2), Convenience/Time Consciousness (X3), In-home Shopping Tendency (X4), and Purchase Experience (X5) simultaneously affect online purchase intentions (Y).

#### *Hypothesis Test (T Test)*

Based on the results of the T test in the table, the results obtained are:

1. The sig value is 0.132  $\geq$  0.05, then  $H_a$  is rejected. This means that Shopping Enjoyment (X1) has no effect on online purchase intention (Y).
2. The sig value of 0.000  $\leq$  0.05, then  $H_a$  is accepted. This means that Price Consciousness (X2) has an effect on online purchase intention (Y).
3. The sig value is 0.001  $\leq$  0.05, then  $H_a$  is accepted. This means that Time Consciousness (X3) has an effect on online purchase intention (Y).
4. The sig value 0.029  $\leq$  0.05, then  $H_a$  is accepted. This means that In-home shopping tendency (X4) has an effect on online purchase intention (Y).
5. The sig value 0.002  $\leq$  0.05, then  $H_a$  is accepted. This means that Purchase Experience (X5) has an effect on online purchase intentions (Y).

#### Coefficient of Determination $R^2$ /Adj $R^2$

Based on the results of the table above, it shows that the Adjusted R Square value of 0.409 or 40.9% can be explained by the variables Shopping Enjoyment, Price Consciousness, Convenience/Time Consciousness, In-home Shopping Tendency, and Purchase Experience. While the remaining 59.1% (100% - 40.9%) explained other variables that were not included in this research.

## 4.2 Discussion

### 1. *The effect of Shopping Enjoyment on Online Purchase Intention.*

The sig value is 0.132  $\geq$  0.05, then  $H_a$  is not accepted. This means that the Shopping Enjoyment variable (X1) has no effect on online purchase intentions (Y). The results of this study are in line with Kwek.et.al (2010) which states that Shopping Enjoyment has no effect on online purchase intentions.

Some people don't agree that convenience in shopping will affect their intention to buy online, because some people feel they don't really like spending time just looking for products in e-commerce. Some people may only look for products when they are in need of goods, so not to fill their spare time.

### 2. *The effect of Price Consciousness on Online Purchase Intention.*

The sig value of 0.000  $\leq$  0.05, then  $H_a$  is accepted. This means that Price Consciousness (X2) has an effect on online purchase intention (Y). The results of this study are in line with Nirmala and Dewi (2011) which state that price consciousness affects consumers' purchase intentions to shop for products online.

According to customers, the price indicates the quality of the product. That is, when customers feel that the product they are going to buy is of good quality, they will not hesitate to buy it. Customers don't care about high prices as long as the product they buy is in accordance with what the buyer wants.

### 3. *The effect of Convenience/Time Consciousness on Online Purchase Intention.*

The sig value is 0.001  $\leq$  0.05, then  $H_a$  is accepted. This means that Convenience/Time Consciousness (X3) has an effect on online purchase intention (Y). The results of this study are in line with Kusuma and Septarini (2013) which stated that convenience/time consciousness had an effect on the intention to purchase products online.

Customers like to make purchases online because they can make purchases online at any time according to



the wishes of the buyer. So, customers prefer to make purchases online because it will save time.

#### 4. *The effect of In-home Shopping Tendency on Online Purchase Intention.*

The sig value  $0.029 \leq 0.05$ , then  $H_a$  is accepted. This means that In-home shopping tendency (X4) has an effect on online purchase intention (Y). The results of this research are in line with Nirmala and Dewi (2011) who stated that In-home shopping tendency affects the intention to shop for products online. Kusuma and Septarini (2013) which state that In-home Shopping Tendency affects the intention to purchase products online.

Currently shopping from home is in great demand because by shopping from home, buyers do not need to leave the house to buy goods. Buyers only need to open a website or application that provides online buying and selling services and choose the goods they need.

#### 5. *The effect of Purchase Experience on Online Purchase Intention.*

The sig value  $0.002 \leq 0.05$ , then  $H_a$  is accepted. This means that Purchase Experience (X5) has an effect on online purchase intentions (Y). The results of this research are in line with Nirmala and Dewi (2011) who stated that purchasing experience affects the intention to shop for fashion products online. Parhusip and Lubis (2020) state that purchasing experience affects online buying interest. Tiong (2021) states that previous purchase experience affects the intention to buy online fashion products on the Shopee Makassar site.

Previous purchase experience also affects online purchase intentions, when buyers are satisfied with the products received from previous purchases, buyers will have more confidence and prefer to make online purchases on their next purchase. Buyers will also feel more competent in choosing the products to buy because they already have previous buying experience.

## 5. CONCLUSION

This study aims to examine the effect of Shopping Enjoyment, Price Consciousness, Convenience/Time Consciousness, In-home Shopping Tendency, and Purchase Experience on Online Purchase Intentions through E-Commerce in the millennial generation. Based on the results of research and discussion, it can be concluded:

1. Shopping Enjoyment (X1) has no effect on online purchase intention (Y).
2. Price Consciousness (X2) has an effect on online purchase intention (Y).
3. Convenience/Time Consciousness (X3) has an effect on online purchase intention (Y).

4. In-home shopping tendency (X4) has an effect on online purchase intention (Y).

5. Purchase Experience (X5) has an effect on online purchase intentions (Y).

For providers of online buying and selling applications through e-commerce such as Shopee, Lazada, Tokopedia, Blibli.com, etc. to provide good service to users because that will attract people to use the application services. The provider must also pay attention to reviews from consumers, because from positive consumer experiences, in the future consumers will be interested in making repeat purchases.

Future research is expected to be able to increase the number of samples in the study so that the results can be more generalized.

## AUTHORS' CONTRIBUTIONS

All authors conceived and designed the study. All authors contributed in compiling this paper. All authors cooperate in completing research, from data search to research completion.

## ACKNOWLEDGMENTS

Thanks to Allah SWT, because of his bless and grace, the entitled "Factors Influencing Online Purchase Intention Through E-Commerce in The Millennial Generation" can be finished. Thanks to our parents for the motivation. Thanks for all our support system.

## REFERENCES

- [1] A. A. Parhusip and N. I. Lubis, "Pengaruh Orientasi Belanja, Kepercayaan Online, dan Pengalaman Pembelian Terhadap Minat Beli Secara Online (Studi Kasus Pada Toko Online tokopedia.com)," *J. Ekon. Keuang. dan Bisnis*, vol. 5, pp. 17–28, 2020.
- [2] P. Tiong, "The Effect of Online Trust, Previous Purchasing Experience, Shopping Orientation on Online Consumer Purchases Intentions with Gender Differences as Moderated Variables," *J. Appl. Manag. Bus. Res.*, vol. 1, no. 2, 2021, [Online]. Available: <http://www.al-idarapub.com/index.php/jambir>.
- [3] Á. Herrero Crespo and I. Rodríguez del Bosque, "The effect of innovativeness on the adoption of B2C e-commerce: A model based on the Theory of Planned Behaviour," *Comput. Human Behav.*, vol. 24, no. 6, pp. 2830–2847, 2008, doi: 10.1016/j.chb.2008.04.008.
- [4] M. R. Picaully, "Pengaruh Kepercayaan Pelanggan Terhadap Niat Pembelian Gadget Di Shopee Indonesia," *J. Manaj. Maranatha*, vol. 18, no. 1, pp. 31–40, 2018, doi:

- 10.28932/jmm.v18i1.1094.
- [5] N. M. M. D. T. Theresia and I. M. Wardana, "Pengaruh Pengalaman Belanja Online, Kepuasan Pelanggan, Dan Adjusted Expectation Terhadap Niat Membeli Kembali Melalui Traveloka," *E-Jurnal Manaj. Univ. Udayana*, vol. 8, no. 8, p. 4899, 2019, doi: 10.24843/ejmunud.2019.v08.i08.p07.
- [6] K. C. Ling, L. T. Chai, and T. H. Piew, "The Effects of Shopping Orientations, Online Trust and Prior Online Purchase Experience toward Customers' Online Purchase Intention," *Int. Bus. Res.*, vol. 3, no. 3, p. 63, 2010, doi: 10.5539/ibr.v3n3p63.
- [7] L. R. VIJAYASARATHY, "Shopping Orientations, Product Types and Internet Shopping Intentions," *Electron. Mark.*, vol. 13, no. 1, pp. 67–79, 2003, doi: 10.1080/1019678032000039903.
- [8] C. Oppenheim and L. Ward, "Evaluation of web sites for B2C e-commerce," *Aslib Proc. New Inf. Perspect.*, vol. 58, no. 3, pp. 237–260, 2006, doi: 10.1108/00012530610701022.
- [9] E. S. Rini, "Menciptakan Pengalaman Konsumen Dengan Experimental Marketing," *J. Manaj. Bisnis*, vol. 2, no. 1, pp. 15–20, 2009.
- [10] B. Martinez and S. Kim, "Predicting purchase intention for private sale sites," *J. Fash. Mark. Manag.*, vol. 16, no. 3, pp. 342–365, 2012, doi: 10.1108/13612021211246080.
- [11] Y.-K. Seock, "Analysis of Clothing Websites for Young Customer Retention based on A Model of Customer Relationship Management via the Internet Clothing and Textiles Clothing and Textiles Marketing Educational," 2003.
- [12] I. Ajzen, "The theory of planned behavior," *Organ. Behav. Hum. Decis. Process.*, vol. 50, no. 2, pp. 179–211, 1991, doi: 10.1016/0749-5978(91)90020-T.
- [13] D. Puspawati, "Studi Kualitatif Wajib Pajak Orang Pribadi Pengusaha Tertentu Untuk Melakukan Pembayaran Pajak Penghasilan (PPh) (Studi Kasus Pada Pelaku Social Commerce)," *Ris. Akunt. dan Keuang. Indones.*, vol. 1, no. 2, pp. 119–125, 2016, doi: 10.23917/reaksi.v1i2.2729.
- [14] A. Peslak, W. Ceccucci, and P. Sendall, "An Empirical Study of Instant Messaging (IM) Behavior Using Theory of Reasoned Action," 2010.
- [15] I. Ajzen, "Attitudes, Personality and Behavior," 2005, Accessed: Jan. 17, 2022. [Online]. Available: [https://www.researchgate.net/publication/263228532\\_Atitudes\\_Personality\\_and\\_Behavior](https://www.researchgate.net/publication/263228532_Atitudes_Personality_and_Behavior).
- [16] H. Assael, *Consumer Behavior 6th Edition*. New York: Thomson-Learning. 2001.
- [17] P. A. Pavlou, "Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model," *Int. J. Electron. Commer.*, vol. 7, no. 3, pp. 101–134, 2014, doi: 10.1080/10864415.2003.11044275.
- [18] M. Koufaris, "Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior," *Psychology, Comput. Sci.*, vol. 13, no. 2, pp. 205–223, 2002, doi: 10.1287/ISRE.13.2.205.83.
- [19] D. F. Kusuma and B. G. Septarini, "Pengaruh Orientasi Belanja Terhadap Intensi Pembelian Produk Pakaian Secara Online Pada Pengguna Online Shop," *J. Psikol. Ind. dan Organ.*, vol. 02, no. 1, pp. 1–10, 2013.
- [20] C. . Kwek, H. . Tan, and T. . Lau, "Investigating the Shopping Orientations on Online Purchase Intention in the e-Commerce Environment: A Malaysian Study," *J. Internet Bank. Commer.*, vol. 15, no. 2–11, 2010, [Online]. Available: <http://eprints.utm.my/8136/>.
- [21] Y. K. Seock and L. R. Bailey, "The influence of college students' shopping orientations and gender differences on online information searches and purchase behaviours," *Int. J. Consum. Stud.*, vol. 32, no. 2, pp. 113–121, Mar. 2008, doi: 10.1111/J.1470-6431.2007.00647.X.
- [22] C. Gentile, N. Spiller, and G. Noci, "How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value With the Customer," *Eur. Manag. J.*, vol. 25, no. 5, pp. 395–410, Oct. 2007, doi: 10.1016/J.EMJ.2007.08.005.
- [23] B. H. Schmitt, "Experiential Marketing. How to Get Customers to Sense, Feel, Think, Act, Relate to Your Company and Brands. The Free Press, New York. - References - Scientific Publishing." [https://www.scirp.org/\(S\(1z5mqp453edsnp55rrgjc55\)\)/reference/referencespapers.aspx?referenceid=2022219](https://www.scirp.org/(S(1z5mqp453edsnp55rrgjc55))/reference/referencespapers.aspx?referenceid=2022219) (accessed Jan. 17, 2022).
- [24] Y.-K. Seock, "Analysis of Clothing Websites for Young Customer Retention based on A Model of Customer Relationship Management via the Internet," Oct. 2003, Accessed: Jan. 17, 2022. [Online]. Available: <https://vtechworks.lib.vt.edu/handle/10919/11053>.

- [25] R. P. Nirmala and I. J. Dewi, "The effects of shopping orientations, consumer innovativeness, purchase experience, and gender on intention to shop for fashion products online," *Gadjah Mada Int. J. Bus.*, vol. 13, no. 1, pp. 65–83, 2011, doi: 10.22146/gamaijb.5495.
- [26] Sugiyono, *Metode Penelitian Kuantitatif*. Bandung: Alfabeta, 2018.