

Online Purchasing Decisions of College Students in Indonesia

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Abstract: This study examines the effect of service quality and price on online student purchasing decisions in Indonesia. This research uses quantitative approach with explanatory research type as well as multiple data analysis technique of regression analysis. Primary data collected through questionnaire. The sample size were ninety respondents who have ever shop online. Results indicate that partially service quality significantly influences, but the price is not significantly influence online purchasing decisions. Simultaneously service quality and price significantly influence the decision of online purchase. This article provides references on how students behave in making online purchasing decisions, so every online store have to pay attention on various aspects that influence online purchasing decisions. It is expected to attract students to buy in the stores repeatedly. This article just employed service quality and price to analyze the behavior of students deciding to buy at online store. It is recommended that further study take some other factors such as promotion, product quality, security and comfort that influence online purchasing decisions. Thus that will contribute better to online purchasing decisions.

Keywords: Servqual, Price, Online Purchase Decisions, College Student, Multiple Regression Analysis

I. INTRODUCTION

Online shopping is a process of transactions made through the media or an intermediary that is in the form of sites selling and buying online or social networking that provides goods or services traded (Hassanein & Head, 2005; Turban et al., 2018). Online shopping is an electronic transaction activity carried out by consumers through online stores directly through a device that is connected to the internet with various media such as; computers, laptops, cellphones and more (Harahap & Amanah, 2018). Now online shopping has become a habit for some people. In addition to the convenience provided, many people assume that online shopping is one means to search for necessary items such as daily necessities, hobbies, and so on.

Nowadays it is very easy to find an online store that offers its products through personal sites, social networks like Facebook, Twitter, Instagram, Blogs, e-mail, mailing list, community sites like Kaskus and through buying and selling sites like OLX. By typing certain keywords in search engines, internet users can easily find product and price information from multiple sellers at once (Jiang, 2002). Various products can be purchased through internet media, including clothing, bags, shoes, books, airline tickets, to electronic goods.

According to Olshavsky & Granbois (1979) and Lee, Park, & Ha (2008), the consumer's activity to purchase the product is called with a purchase decision. Thus, a purchasing decision is a process that consumers make by choosing one of the various options and then ending with a real purchase action. The next step is the consumer to evaluate the purchases and then show the behavior of satisfied or not satisfied. Companies need to recognize that role because all roles have implications for designing products, determining messages and allocating promotional budget costs and creating marketing programs that suit buyers (Swastha & Handoko, 2008). Kotler & Armstrong (2003) states that culture, social, personal and psychology are the four factors that influence consumer purchase decision behavior.

Price can be an indicator of product quality (Erickson & Johansson, 1985; Dodds, Monroe, & Grewal, 1991). Consumers usually identify the price of expensive products with good quality and if the price of cheap products, then consumers doubt the quality. When a person shopping, the first thing that is often noticed is the price, followed by several other factors. Pricing on a product must be appropriate and reasonable. The high price offered must be in accordance with the benefits to be received by consumers who consume them. The price is too high or too low will affect consumer purchasing decisions. Too high a price will make consumers switch to other similar products but with cheaper prices, vice versa, if the price offered is too low then the consumer will be unsure of the quality of the product offered so delay the decision to buy the product.

Parasuraman, Zeithaml, & Malhotra (2005) defines service quality as a type of attitude "which is a comparison between consumer acknowledgment of the results of services provided by companies and consumer expectations that should be provided by corporations according to them". Thus, the quality of cognitive service is observed through the degree and direction of the differences that exist between consumer recognition and

expectations. Although there are differences of interest in the criteria of service assessment but essentially the same (Jeon & Miyoung Jeong, 2009).

The quality of service received by consumers can be known by comparing the perception of the expected service with the actual service perceived. Quality of service is good if the service is perceived to exceed the desires of consumers, otherwise if the perceived service is lower than the desire of consumers, then the quality of service is bad.

The number of conveniences provided by using online shopping transactions such as buyers do not have to meet directly with the seller or not have to come directly to the store, the buyer only needs to select the goods through the picture and then ordered the goods he wants and then make payment in accordance with the price agreed. In addition, online goods marketing can reach across the country. Now among the online shopping crowd so popular, almost all students have been doing online shopping transactions. The purpose of the student doing online shopping transactions is to meet daily needs, whether it is primary, secondary, or tertiary needs. Because students today have advanced electronic equipment such as gadgets, laptops or other electronic devices capable of connecting to the internet, making it easier for students to conduct online shopping transactions. From the above description of each online store need to pay attention to the quality of service and price in determining the decision of consumer online purchases so that consumers are expected to repeat purchase in the future.

According to the authors, the strength of this paper is focused on consumer behavior research, especially students as consumers who have special characteristics in online shopping. Students tend to have a lot of references and considerations in making a decision to buy in a particular online store due to financial limitations. When a student decides to buy a product in a particular online store, it means that the online store successfully seized and expanded its market share in addition to existing customers. The weakness of this paper is the sample in this study is limited only to students and only in Indonesia, the number of samples and research methods used are also considered inadequate. It is therefore recommended to further study to expand the unit of analysis and increase the number and also consider implementing different research methods to find more perfect results.

Positive aspect of this study is the online store is given input by the researcher about the marketing strategy, especially on the quality of service and price which is a factor that can influence the decision of consumers to buy online, especially students. While the negative aspect of this study is to make the students more consumptive in the future because online marketers will continue to evaluate its online marketing strategy in addition to quality of service and price analyzed in this study. These evaluations will certainly create better marketing strategies and may even be more appropriate so that online marketers can influence students more effectively and more motivated to buy products offered by online stores.

II. LITERATURE REVIEW

Service Quality

Many experts in the field of quality who try to define quality based on their point of view. Some of the most popular ones are developed by three international quality experts, referring to the opinions of W. Edwards Deming, Philip B. Crosby and Joseph M. Juran (Crosby, Deming, & Juran, 1992).

Deming defines quality is anything that becomes the needs and desires of consumers. Crosby perceives quality as nil defects, perfection and conformity to requirements. While Juran defines quality as conformity to the specification, when viewed from the point of view of the manufacturer. While objectively quality according to Juran & Godfrey (1998) is a special standard where its ability (availability), performance (performance), reliability (reliability), maintainability and characteristics can be measured.

Goetsch & Davis (2000) makes the definition of a wider range of qualities that is "quality is a dynamic condition associated with products, services, people, processes, and environments that meet or exceed expectations". Consumer considerations in assessing the quality not only of the product, but also related to human and environmental.

Basically quite a lot of characteristics of a service where the characteristics of service has the power to affect the level of satisfaction and job performance of employees. This can be seen in various formulation of characteristics made by experts. According Simamora (2001) characteristics of service consists of four, namely:

1. Intangibility ; Service that is intangibility means can not be seen, felt, touched, kissed, and heard before purchased. One can not judge the outcome of a service before it enjoys itself. To reduce uncertainty, buyers will look for a mark or proof of the quality of the service.
2. Inseparability ;Service is usually sold first and then produced and consumed simultaneously. If someone does a service then the provider is part of the service. Because clients are also present at the time the service is done, the hallmark of service marketing is the interaction between service providers and customers.

3. Variability ; the services the company provides varies by shape, quality and type and depending on who, when and where services are provided.
4. Perishability ; service is a thing that can not last long and can not be saved. So it can be said that services are generated when there is demand for such services and this demand can not be postponed.

Service Quality Indicators

According to Zeithaml, Berry, & Parasuraman(1996) have undertaken various there are five dimensions of service quality characteristics that become indicators used by consumers in assessing the quality of services of a company, namely:

1. Reliability is the ability of the company to provide services in accordance with the consumers expected in a timely manner. This dimension is important because it is related to customer satisfaction. If service is not in accordance with expectations and considered not timely by consumers, then consumer satisfaction will be low. Thus, components or elements of reliability dimension is the ability of the company in delivering the services properly and loading.
2. Responsiveness is the ability of employees in providing services quickly and responsive. This dimension is important because it relates to consumer perceptions of service quality. Slow and less responsive services will result in losses. Thus, the attention and speed of employees in responding to requests, questions and consumer complaints is very important.
3. Assurance is the knowledge and behavior of employees in providing services to build consumer confidence. This dimension is important because it is related to consumer perceptions of the ability of employees in providing services expected by consumers. Consumer trust and loyalty are built through employee companies that meet face to face with consumers.
4. Empathy is the ability of employees to give attention and sensitivity to the needs of consumers. The ability to communicate becomes important in this dimension because the delivery of clear information and get feedback from consumers is a very valuable action in understanding the needs and desires of consumers.
5. Tangibles is a form of service the company provides to consumers. This dimension is important because it will create consumer perceptions of corporate image, especially for new consumers who assess the quality of service. Companies need to pay attention to this dimension because if it is not maintained it will be able to damage the company image.

This will justify the quality of service on the website is an important reason students make online purchasing decisions. Thus, the first hypothesis is set:

H1 : Service quality will have a significant effect on online purchasing decisions.

Price

According to Kotler (2008) "Price is the amount of money that consumers exchange for the benefits of owning or using products and services. Price plays a key determinant of buyer choice. Price is the only element of the marketing mix that generates revenue, other elements incur costs ". Price level is the main component in multiattribute product processing with various kinds. Consumers prefer a more complete product even at a high price. Conversely, incomplete products with lower prices are less favored by consumers. Thus, prices are a major consideration for consumers in purchasing products (Lawson & Bhagat, 2002). In addition, product quality is also a consideration of consumers(Rao & Monroe, 1989).Multi function products tend to have a more expensive price than products with special functions (Chernev,2007).Thus, basically consumers prefer on multi function products even though the price is more expensive (Chernev & Carpenter, 2001).

Summarizing recalling price research (Dickson & Sawyer, 1990; Le Boutillier, Le Boutillier, & Neslin, 1994; Estelami & Lehmann, 2001; Vanhuele & Drèze, 2002), few buyers can remember the price of a product. This raises doubts about the basis of the price reference theory built, especially given the retailer's efforts to reduce prices (Zeithaml, 1988).

Knowledge of low consumer prices even seconds after choosing a product, Dickson & Sawyer (1986), the results showed only 54% - 60% of buyers see the price tags listed. Once a buyer diverts their attention to another product, they forget the price of the newly purchased item. This explains why the price knowledge after selecting a product is higher than asking the same question at the checkout counter. Among those who do not know the actual price or even the estimate, higher number of buyers can remember correctly whether the purchased product is more expensive, cheaper, or equivalent to the general price category.

Saladin (2006) stated that there are 6 (six) objectives that can be achieved through the pricing of the company, namely:

1. Survival ; In certain circumstances (due to unemployment capacity, intense competition or changes in consumer desires, or possibly financial difficulties), the firm determines the selling price below the total cost of the product or below the market price. The goal is to survive in the short term. To survive long-term, must find another way out.
2. Maximizing short-term profits ; Companies feel confident that with high sales volume will result in lower unit cost and higher profits. Firms set prices as low as market assumptions are very price sensitive. This is called "market penetration pricing".
3. Maximizing sales results ; To maximize sales results, companies need to understand the demand function. Many companies argue that the maximization of the proceeds will lead the company to earn long-term profit maximization and market share growth.
4. Maximally filter the market ; Many companies set a price to filter the market (market skimming price). This is done to attract new segments. First emerging into the market of new products at high prices, some time later raised new products with high prices, some time later raised also the same product with lower prices.
5. Determining demand ; Selling price leads to the number of requests.

According to Tjiptono(2008) there are four that is 1) Demand-based determination methods, 2) Cost Based Pricing Method, 3) Earnings Based Pricing Method and 4) Competition Pricing Based Competition Method.

Price Indicator

There are four indicators that characterize the price (Kotler, 2008) that is 1). Affordability, 2). Price compliance with product quality, 3). Price competitiveness and 4). Price compliance with benefits.

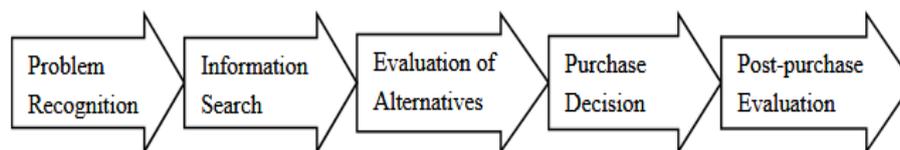
To investigate the different effects of prices on students on online purchasing decisions, this study proposes the second hypothesis as follows:

H2 : Prices will have a significant effect on online purchasing decisions.

Purchasing Decision

It is a process whereby the consumer knows the problem, searches for information about a particular product or brand and evaluates how well each of these alternatives can solve the problem, which then leads to a purchase decision(Tjiptono, 2008). According Kerin, Berkowitz, & Hartley (2005) suggests that the process of making purchasing decisions is the stage through which the buyer in determining the choice of products and services to be purchased. Setiadi (2003)states that the consumers buying decision is an integration process that combines knowledge to assess two or more options and choose one of them. In making a purchase decision, everyone must have several options and must decide to choose one among the options (Schiffman & Kanuk, 2004).

Purchasing decisions are a problem-solving process that consists of analyzing needs and wants, searching information, valuing sources of selection against alternative purchases, purchasing decisions, and post-purchase behavior (Kotler & Keller, 2007). Consumer behavior will determine the decision-making process in the purchase. Before deciding to make a purchase of goods or services, consumers will usually go through various stages. The stages in the consumer decision process are as follows:



Source : Kotler (2005)

Figure 1: Five stages of purchase decision

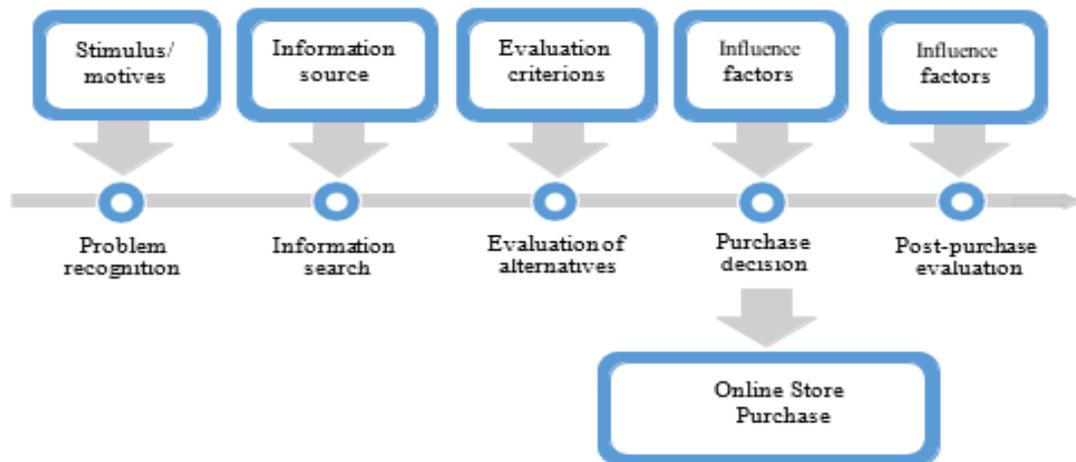


Figure 2: Consumer purchase decision-making model in traditional form

1. Problem Recognition : The buying process begins with the problems or needs perceived by consumers. When consumers want to buy certain products, they feel the difference between reality and desire and then the consumer creates and activates the decision-making process.
2. Information Search : Once the need is identified, the consumer looks for information related to the product they need. Information can be obtained through a person's memory (internal) as well as from the environment (external).
3. Validation of Alternativ : After the information is obtained, the consumer evaluates the various alternative options in meeting those needs.
4. Purchase Decision : Consumers who have made choices on alternatives usually buy the most preferred product, which forms a decision to buy.
5. Post purchase behavior : The next consumer purchase behavior is strongly influenced by the level of consumer satisfaction on the product they buy. If the consumer is satisfied most likely will re-purchase and vice versa. Dissatisfaction consumers will occur if consumers experience unfulfilled expectations. Dissatisfied consumers will stop purchasing the product in question and will likely spread the bad news to their friends. Therefore the company seeks to ensure the achievement of customer satisfaction at all levels in the buying process.

In general, referring to the exposure conducted Head of E-commerce on Google Indonesia Prihatna(2017), there are 5 stages of online shopping process model that is;

1. Initial Research, the speed factor loading a website or online store application is very influential. The faster loading, the more favored visitors. In addition, at this stage the clarity of information on the products sold greatly affect the continuation of visitors whether he went to the next stage or not. Products with information that is not clear, will be easily abandoned by consumers;
2. Further Research, product availability is something that becomes the main factor of sustainability of a shopping process. Whether or not the product is available, will be the determinant of someone shopping;
3. Purchasing, the easy shopping process is the deciding factor. The number of payment methods and easy process, is the key in this stage;
4. Order Fullfillment, speed factor between goods to be the deciding factor for online shoppers loyal to an online store. The faster the goods arrive, the more trusted an online store;
5. Post Purchasing, the certainty of the return or return of goods is a thing coveted all the people who do the online shopping process in an online store. If the online store provides a guaranteed return, the online store will be more favored by consumers.

Indicators of Purchasing Decision

According to Kotler (2005) indicators of purchasing decisions are Perceived needs, Activities before buying, Behavior time of use and Behavior post purchase.

As mentioned earlier, only a few do research that takes into account the effects of service quality and prices simultaneously especially on students. Thus, the authors attempt to explore the mutual effects of online purchasing decisions on students in Indonesia and propose a third hypothesis. The conceptual framework describing the hypotheses is shown in Figure 3.

H3 : Service quality and prices will have a significant effect on online purchasing decisions.

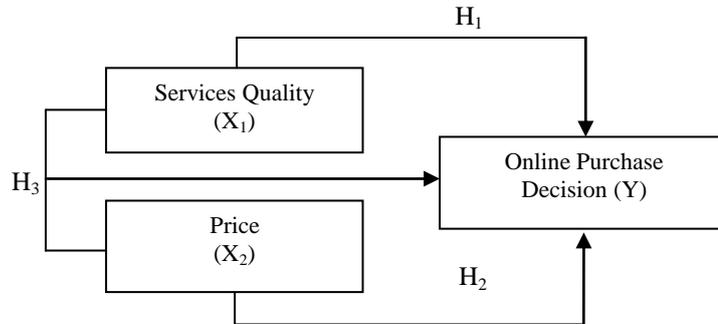


Figure 3 : Conceptual model of the proposed framework

III. RESEARC METHODOLOGY

Population Research

The population in this study is all postgraduate students of Universitas Pendidikan Indonesia who have been shopping online at online stores.

Sample Research

The sample technique used is non probability sampling with the samples are ninety respondents. Data collection techniques by distributing the questionnaires related to the online shopping experience of the students with the variables studied (service quality and price). Data collected through questionnaire technique that is in the form of answer given by respondent.

Model And Data Analysis Techniques

Data analysis technique is employing quantitative approach with explanatory research type research. Data analysis technique is multiple regression analysis. The test of this analysis will use SPSS (*Statistical Packages for the Social Science*) version of 22.00 Windows.

IV. RESULTS AND DISCUSSION

Results

Multiple Regression Analysis

Multiple regression model with one dependent variable that is online purchasing decision (Y) and two independent variables are service quality (X₁) and price (X₂) are as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Table 2.
Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.044	.404		5.061	.000		
1 Service quality	.308	.082	.371	3.776	.000	.968	1.033
Price	.139	.090	.152	1.547	.126	.968	1.033

Dependent Variable: Online Purchase Decision

Source: data processed

Data processing develops the regression equation presented as follows

$$Y = 2,044 + 0,308X_1 + 0,139X_2 + e$$

Explanation :

- Y = Online Purchase Decision
- X₁ = Service Quality
- X₂ = Price

The constant result is 2,044 states that if there is no variable X (service quality and price) then the online purchase decision is 2,044 (assuming other factors are constant). In the regression coefficient of X₁ is 0,308 states that any changes that occur in one unit of service quality will affect 0,308 on the online purchase decision (assumption that other factors are constant) and the regression coefficient of X₂ is 0,139 states that any change one rupiah price will affect 0,139 on the online purchase decision (assumption other factors are constant).

The Simultaneous Test (F Test)

Table 3.
Test Result F
ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3.019	2	1.509	9.635	.000 ^b
Residual	13.630	87	.157		
Total	16.649	89			

a. Dependent Variable: Online Purchase Decision

b. Predictors: (Constant), Service Quality, Price

Source: data processed

The Table 3 above shows that the F test result is 9,635, and F_{table} = 3,10. because F value > F_{table} which means that Ho is rejected and Ha accepted, so it can be concluded that the quality of service and price have a positive and significant effect on online purchase decision.

The Partial Test (t test)

a. The Test of the Influence of Service Quality (X₁) on Online Purchase Decision (Y)

SPSS calculation result of 95% significance level and alpha 5% on service quality (X₁) obtained tcount is 3,776, while t_{table} is 1,662. Hypothesis test criteria in this study are:

- If t value > t_{table}, Ho₁ is rejected and Ha₁ is accepted
- If t value < t_{table}, then Ho₁ accepted and Ha₁ is rejected

Based on the coefficients table, the results is 3,776 that is greater than 1,662, then Ho₁ rejected and Ha₁ accepted. This means that the hypothesis is accepted that is service quality significantly affects online purchasing decisions.

b. The Test of the Influence of Price (X₂) on Online Purchase Decision (Y)

SPSS calculation results 95% significance level and alpha 5% on the price (X₂) obtained tcount is 1,547, while the t_{table} is 1,662. Hypothesis test criteria in this study are:

- If t value > t_{table}, Ho₂ is rejected and Ha₂ is accepted
- If t value < t_{table}, then Ho₂ accepted and Ha₂ is rejected

Based on the coefficients table, the results is 1,547 that is smaller than 1,662, then Ho₂ accepted and Ha₂ rejected. This means that the hypothesis is rejected that the price has no significant effect on online purchase decision.

The Coefficient of Determination

Table 4.
Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.426 ^a	.181	.163	.3958

a. Predictors: (Constant), Service Quality, Price

b. Dependent Variable: Online Purchase Decision

Source: data processed

Based on the table above the coefficient determination (R^2) is 0,181 which means this condition is also fulfilled, so it can be concluded that this research model is free from multicollinierity.

Discussion

Effect of Service Quality on Student Online Purchasing Decision in Indonesia

The results showed that service quality significantly influence online purchasing decisions. It can be shown from the t test result(3,776) means that significant to assess student's online purchase decision hence hypothesis accepted, a significant influence of the quality of service on online purchasing decisions of students.

Based on the research that has been done, the quality of service affect the decision of online purchasing students. Good online stores service is a consideration for studentstoshop online. This is supported by Firdausy & Idawati (2017) in their research that service quality significantly affects online purchasing decisions. Furthermore, according to Setyarko (2016) in his research entitled "*Analysis of Price Perception, Promotion, Service Quality and Ease of Use Against Online Purchasing Decision*" states that service quality significantly influence online purchasing decisions.

This shows that the quality of service becomes something important for every online store to market its products and also to attract consumers to shop online. Thus that makes consumers satisfied and expected will make more frequent purchases in the future.

Effect of Price on Student Online Purchasing Decision in Indonesia

The result shows that the price has no significant effect on online purchasing decision of college students. It can be shown from the t test result (1,547) which means in significant to assess the online purchase decision. Price is not a primary consideration for students and they declare that price difference is relative. This study is supported by Jayanti (2015), indicates that the price has no significant effect on online purchasing decisions. In research, Amanah & Harahap (2018), also shows that giving price discounts also has no significant effect on online purchasing decisions. This results in line with Hustić & Gregurec (2015), that prices is a third element after product quality and product requirements when customer making purchasing decisions.

On the other hand, This research is not supported by (Amanah, Hurriyati, et al., 2017; Amanah, Harahap, & Lisnawati (2017), which states that price has a significant effect on online purchase decision. Amanah & Harahap(2018a), state that prices affect purchasing decisions. Consumers choose and shop online at Tokopedia because the price is more affordable compared to Lazada. The need to find variations through price options affect consumer purchasing decisions and move from one online shop to another (Amanah, Hurriyati, Gaffar, Wibowo, & Harahap, 2017). This shows that the price considerations are relative to consumers as well as the student in determining the decision to shop online at the online store.

Effect of Service Quality and Price on Student Online Purchasing Decision in Indonesia

The F test result is 9.635, means that simultaneously quality of service and price influence on online purchasing decisions of college students. The results of this study is supported by (Harahap, 2015; Harahap, Amanah, & Agustini, 2018)that the location, completeness of products and prices significantly influence consumer purchasing decisions.

V. CONCLUSION

Conclusion

The results showed that service quality significantly influence online purchase decision, but the price has no significant effect. While simultaneously quality of service and price influence online purchase decision. The coefficient determination (R^2) is 0.181, means that 18,10% simultaneously the quality of service and price has an effect on online purchase decision and the rest of 81.90% is influenced by other variables outside this study.

Implication

Theoretically this article provides an overview that of various factors that influence online purchasing decisions on students, service quality and prices have an important role in influencing students to make decisions to buy online. So that every online store must pay attention to various aspects that influence online purchasing decisions. It is expected that the future can attract students to buy their shop repeatedly.

Limitation

Online stores should pay attention to the quality of service and also maintaining a price that adjusted with the benefits to the consumers. Thus consumers comfort to shop online at the store. Further research is expected to focus on other factors such as; promotional, product quality, safety and convenience, which is expected to contribute more perfectly on online purchasing decisions.

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