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**ANALYSIS OF THE FACTORS THAT AFFECT COMPANIES
SUSTAINABLE GROWTH RATE IN LQ45
INDEX IN INDONSEIA**
Prakarsa Panjinegara

**PENGARUH DEWAN DIREKSI, DEWAN KOMISARIS,
DAN KEPEMILIKAN INSTITUSIONAL TERHADAP KESULITAN
KEUANGAN PADA PERUSAHAAN PERTAMBANGAN YANG
TERDAFTAR DI BURSA EFEK INDONESIA**
Hidayah Wiweko | Ririn Nafisa Ulfa

**SIKAP KONSUMEN DALAM BELANJA ONLINE
PENERAPAN MODEL PENERIMAAN TEKNOLOGI**
Dorothy Rouly H. Pandjaitan

**ANALISIS PENGARUH PENGUNGKAPAN *ENTERPRISE RISK
MANAGEMENT* TERHADAP NILAI PERUSAHAAN PADA
PERUSAHAAN KONSTRUKSI BANGUNAN YANG TERDAFTAR DI
BURSA EFEK INDONESIA PERIODE 2013 - 2017**
Febria Dwi Nortti | Prakarsa Panjinegara

**PENGARUH DIMENSI PENGALAMAN PASCA PEMBELIAN DALAM
BELANJA *ONLINE* TERHADAP PELANGGAN
(Studi Pada Pengguna Shopee Di Bandar Lampung**
Driya Wiryawan | Sindy Ayu Puspita

**PENGARUH DIMENSI PEMULIHAN LAYANAN TERHADAP KEPUASAN
NASABAH BANK
(Sudi Bank Sinarmas Syariah Cabang Bandar Lampung)**
Afri Aripin | Yossy Nabilla

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JURNAL BISNIS DAN MANAJEMEN

DAFTAR ISI

ANALYSIS OF THE FACTORS THAT AFFECT COMPANIES SUSTAINABLE GROWTH RATE IN LQ45 INDEX IN INDONESIA	84
Prakarsa Panjinegara	
PENGARUH DEWAN DIREKSI, DEWAN KOMISARIS DAN KEPELIMIKAN INSTITUSIONAL TERHADAP KESULITAN KEUANGAN PADA PERUSAHAAN PERTAMBANGAN YANG TERDAFTAR DI BURSA EFEK INDONESIA	99
Hidayah Wiweko Ririn Nafisa Ulfa	
SIKAP KONSUMEN DALAM BELANJA ONLINE PENERAPAN MODEL PENERIMAAN TEKNOLOGI	112
Dorothy Rouly H. Pandjaitan	
ANALISIS PENGARUH PENGUNGKAPAK <i>ENTERPRISE RISK MANAGEMENT</i> TERHADAP PERUSAHAAN PADA PERUSAHAAN KONSTRUKSI YANG TERDAFTAR DI BURSA EFEK INDONESIA PERIODE 2013 - 2017	128
Febria Dwi Norti Prakarsa Panjinegara	
PENGARUH DIMENSI PENGALAMAN PASCA PEMBELIAN DALAM BELANJA <i>ONLINE</i> TERHADAP	138
Driya Wiryawan Sindy Ayu Puspita	
PENGARUH DIMENSI PEMULIHAN LAYANAN TERHADAP KEPUASAN NASABAH BANK (Studi Bank Sinarmas Syariah Cabang Bandar Lampung)	152
Afri Aripin Yossi Nabilla	

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Format

Naskah hendaknya ditulis seringkasan mungkin, konsisten, dan lugas. Jumlah halaman terdiri dari minimal 20 (duapuluh) halaman sudah termasuk (gambar dan tabel) dan sebaiknya appendix tidak disertakan dalam naskah. Naskah ditulis dalam spasi tunggal pada satu sisi kertas ukuran A4 (210 x 297 mm). Huruf yang digunakan adalah Time New Roman 12 pt. Naskah dapat ditulis dengan menggunakan bahasa Indonesia atau bahasa Inggris yang baik dan benar.

Naskah disajikan dalam beberapa bagian, dimulai dari Pendahuluan, Pengembangan Hipotesis, Metodologi Penelitian, Hasil dan Pembahasan dan Kesimpulan, serta Daftar Pustaka.

Judul

Pemberian judul sebaiknya singkat dan jelas maknanya, tidak lebih dari 15 kata.

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Abstrak

Abstrak hendaknya dibuat tidak melebihi 200 kata, menjelaskan fenomena (1 atau 2 kalimat, maksimal 10 kata), tujuan, sampel, metodologi, dan temuan penelitian secara umum (3-4 kalimat). Abstrak dibuat dalam 2 versi, **Bahasa Inggris dan Bahasa Indonesia**, dan dilengkapi dengan 5 kata kunci/keywords.

1. Pendahuluan

Bagian ini menjelaskan fenomena yang diteliti, menengahkan hubungan fenomena dengan teori yang ada (salah satu referensi harus berupa jurnal yang terbit dalam kurun waktu 10 tahun terakhir), dan menjelaskan tujuan penelitian.

2. Pengembangan Hipotesis

Bagian ini menyertakan teori sebelumnya yang diambil dari referensi primer (grand theory), dan jurnal-jurnal mutakhir. Bagian ini juga menjelaskan argumentasi mengenai hubungan antar variabel-variabel yang diteliti. Paragraf argumentasi hubungan antar variabel tersebut diakhiri dengan pernyataan hipotesis secara eksplisit.

Untuk penelitian yang bersifat eksploratif, pengembangan hipotesis dapat digantikan dengan referensi-referensi yang mendasari research question untuk penelitian tersebut.

3. Metodologi Penelitian

Bagian ini menjelaskan pendekatan analisis yang dilakukan, apakah menggunakan pendekatan kualitatif atau kuantitatif, profil responden/kasus, ukuran dan penentuan sampel, metode pengambilan data, operasionalisasi variabel, dan metode analisis.

4. Hasil

Bagian ini terdiri atas hasil uji validitas dan realibilitas, dan hasil analisis yang telah dilakukan sesuai dengan metode analisis yang telah dijelaskan sebelumnya beserta interpretasinya.

5. Pembahasan

Pada bagian ini penulis membahas hubungan antara penemuan penelitian yang dilakukan dengan hasil penelitian sebelumnya, memberikan penjelasan mengapa hipotesis ditolak atau diterima, memberikan penjelasan alternatif terhadap kesamaan atau ketidaksamaan hasil penelitian yang dilakukan penulis dengan penelitian sebelumnya, implikasi terhadap hasil riset (dampak secara manajerial dan dampak secara keilmuan), serta menunjukkan batasan dari penelitian dan memberikan rekomendasi untuk penelitian selanjutnya. Rekomendasi untuk penelitian selanjutnya juga harus mempertimbangkan keterbatasan penelitian yang dilakukan.

6. Kesimpulan dan keterbatasan penelitian

Bagian ini menyimpulkan penelitian dan dampak dari penelitian yang dilakukan.

Daftar Pustaka

Menampilkan seluruh referensi yang dipakai dalam penulisan artikel yang akan dipublikasikan yang jumlahnya lebih dari 15 referensi, diharapkan jumlah jurnal lebih banyak dibandingkan dengan referensi berupa buku.

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Artikel dalam Proceeding atau Kumpulan Karangan :

Levitt, T. 2010. "Marketing Myopia". In B.M. Ennis and K.K. Cox (Eds). **Marketing Classic: A Selection of Influential Articles**. 7th Ed. Boston. Allyn and Bacon. pp. 3-21.

SIKAP KONSUMEN DALAM BELANJA ONLINE PENERAPAN MODEL PENERIMAAN TEKNOLOGI

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ABSTRAK

Penelitian ini bertujuan untuk menguji sikap konsumen dalam berbelanja online. Data yang digunakan adalah data primer. Adapun teknik pengumpulan datanya digunakan melalui kuesioner. Populasi dalam penelitian ini adalah masyarakat yang pernah melakukan pembelian barang dan jasa menggunakan internet, sedangkan teknik sample menggunakan purposive sampling sebanyak 200 responden. Untuk melihat hubungan antar variabel digunakan melalui uji statistik dan pengolahan data dilakukan dengan menggunakan Partial Least Square (smart PLS 3.0). Hasil penelitian menunjukkan bahwa: Persepsi kemudahan penggunaan berhubungan signifikan terhadap sikap konsumen dalam belanja online. Persepsi kegunaan berhubungan tidak signifikan terhadap sikap konsumen dalam belanja online persepsi resiko berhubungan tidak signifikan terhadap sikap konsumen dalam belanja online. Persepsi kemudahan berhubungan signifikan terhadap niat belanja ulang pada situs online. Persepsi kegunaan berhubungan tidak signifikan terhadap niat belanja ulang pada situs online. Persepsi resiko berpengaruh positif terhadap niat belanja ulang pada situs online. Sikap berhubungan tidak signifikan terhadap niat belanja ulang pada situs online. Hal ini membuktikan bahwa sikap konsumen belum menyadari bahwa kemudahan dan kegunaan serta resiko dalam memutuskan menggunakan kembali. Kemudahan dan resiko masih menjadi faktor yang membuat konsumen bertransaksi secara online dan sepenuhnya dapat dijelaskan melalui model TAM.

Kata kunci : sikap , technology acceptance model (TAM), persepsi kemudahan, persepsi kegunaan, persepsi resiko, niat belanja ulang pada situs online

THE CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING AN APPLICATION OF TECHNOLOGY ACCEPTANCE MODEL

By :

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(Lecturer in Economics and Business Faculty of Lampung University)

ABSTRACT

The development of the technology has brought an impact towards human behavior change. The presence of the technology provides an understanding of the features offered to perform the online activities in order to fulfil the needs of human easily. The research purposes to test the attitude of the consumer in online shopping. The data used was primary data. The technique of the data collection was done through questionnaire. The population in this research is the society who has ever bought both product and services through the internet, while the sampling technique uses the purposive sampling around 200 respondents. In order to find out the relationship between the variables, then the statistic test and data processing was done by applying the Partial Least Square (smart PLS 3.0). The result of the research shows that the perceptions of the convenience of the use of the internet are significantly related to the consumers attitudes in online shopping. It proves that the consumer attitudes have not realized yet the convenience and the usefulness also the risk perception in deciding to re-use the online shopping sites. The convenience and the risk still become the factors that make the consumers conduct the online transaction and it could be explained fully through the TAM model.

Keywords: *attitudes, technology acceptance model (TAM), convenience perception, usefulness perception, risk perception, intention to shop towards certain shopping online sites.*

INTRODUCTION

As the technology develops along with the internet in the recent globalization era, it creates challenges and opportunities for business people in starting and developing as well as expanding the business network through the convenience in conducting certain online transaction fast and dynamically. The technology of the information has become the tool that is used by some companies in building relationship or connection with the consumers either directly or indirectly. The internet has become a part of the society that it makes business people can easily sell their products to the consumers. The consumers can also easily find the information about the products to be purchased through the internet, therefore, in the recent time, many companies implement the marketing strategies into online marketing practices in order to build the consumer perceptions of the product.

The consumer behavior in conducting online marketing activities has made the business people doing innovations to conduct the online selling. This explains how a product can be marketed through online marketing that will directly be connected to the consumers that uses the internet all around the world. Some online companies in Indonesia that conduct their business in the field of goods and services began to be responded well by the consumer. It could be seen through the intensity of visitors in the online sites. Online marketing comes as a phenomenon of the consumers' changing behavior in order to fulfill the life needs by utilizing the convenience in adopting the technology and also in responding the convenience and the usefulness of the internet. The changes in the attitude done by the consumers in fulfilling their own needs through the online transaction is directly proportional to the growth of the start-up business in Indonesia. The internet activity is also supported by a model of technology usage application as stated by Davis (1986). The technology which is called as Technology Acceptance Model (TAM) is one model that was created to analyze and understand the factors that affect the acceptance of the use of computer technology which was firstly introduced. In line with that, the model could also analyze the attitude of the consumer in adopting the technology. The understanding of the attitude according to Sarnoff (in Sarwono, 2000) is stated as a willingness to react (disposition to react) positively (favorably) or negatively (unfavorably) towards certain objects. The consumer attitude will then determine whether mobile marketing could affect the intention of the online shopping on the online sites and whether it could be applied or not to the consumers as the internet users who make purchases online through the internet. This research is addressed to the consumers of the technology itself.

LITERATURE REVIEW

The Concept of Online Marketing

The presence of the internet has become the main tool in sending business information and has become the benchmark in raising the awareness of the customer toward the product and service by referring to the application of the internet power (wireless media) to create certain responses from the consumer in marketing which is known as online marketing that is used to

offer the product and service directly to the consumer or from one business to other business (Hasan, 2010: 760).

Hasan, in his book, explains that online marketing gives several convenience to the marketer especially in interacting to the customer, sending information to the customer, helping in understanding the need of the customer well, establishing and maintaining the relationship with the customer, facilitating the sharing of the ideas, products, and services in order to fulfil the wants and the needs of the consumers (market).

Online marketing is the recent development of the internet network sites. It could be seen from the high interest of the consumers in consuming mobile phones. The high competition in gadget industry has affected the society to use the internet greatly and also has pushed the society in having the attitude to conduct the transaction by doing exchange of the information without doing visitation to the real store. Based on the fact above, marketing now has been applied to the consumers in online industry. In strict business competition nowadays, many companies do the marketing strategy through the mobile phone or more like doing the online marketing. The Mobile Marketing Association (2006) in Widyaharsana (2010: 6) defines the online marketing as the use of the wireless media in sending integrated content and as the vehicle in responding other marketing media directly.

Marketing develops by tracing the consumer behavior that is always changing in their life pattern. The market in the globalization era is the market which has high mobility and having the society that becomes the market from the business people who has high actualisation of his life. According to Widyaharsana (2006: 34) in his book entitled Mobile Marketing defines the reason why the company needs to apply the marketing strategy into mobile market (moving market). He said that there is an activity that always exist in every society and environment. That activity is mobile, information handling, and trading.

Perceived ease of use refers to “how far the prospective users could expect the system of ease of the acceptance of technology” (Davis, et.al., 1989, p.985). In both models, perceived usefulness and perceived ease of use predict the attitude, which was defined as users evaluation of the desire in using the system. The intention of the individual behavior are directly affected by the attitude and perceived usefulness. The TAM was found to be able in providing the adoption for the consumers to express their intention in using technology (Legris et.al., 2003). In line with this, the hypothesis could be reviewed as follows:

1. The perception of usefulness has relationship with the consumers behavior in online shopping. **(H1)**

The attitude of mobile communication refers to the cognitive and the affective of the orientation of the consumers toward the mobile interaction, while the attitude of the technology acceptance model represents the positive and negative feeling of the consumers towards the use of the cellular media to implement selling and buying of the product and services (Bigne et.al, 2007). The consumers feel more exciting and enjoy the service by using the cell phone which tend to have more positivity of the attitude towards the online sites. According to the relationship of literature and the

traditional perspective about the connection between trust and the attitude, which was developed by Fishbein and Ajzen (1975),

2. The perception of the ease has relationship with the consumers' attitude in online shopping. **(H2)**

Lee et.al. (2003) expressed that the dimension of the risk which was felt, except the exception of the psychological risk, could explain the reason why consumer might not adopt the cellular service of banking. They found that the psychological risk was not too relevant with the problem of mobile banking adoption. Besides, the previous research thought more about financial cost (Luarn and Lin, 2005), security problems (Brown et.al., 2003; Luarn and Lin, 2005), and the risk which is integrated with the performance (Featherman and Pavlou, 2003). Those three thoughts are the important variables in deciding the adoption of the mobile banking service. Walker and Johnson (2006) stated that the will to use the internet and the telephone for the need of the financial sides and shopping services are influenced by certain factors as follows:

- (1) The ability of the individual affordability;
- (2) The risk which is felt and the relativity of profit; and
- (3) How far the contact with the personnel of the service could be set as the priority or considered necessary.

3. The risk perception has relationship with the attitude of the consumers in online shopping **(H3)**

The convenience in using and the usefulness that could be felt is the basic foundation of TAM (Davis, 1989) and it has been investigated in some contexts among different users. In Malaysia, Ndubisi et.al. (2005) investigated that the role of both system information construct (ISS) has been adopted by the business people and it is proved important. The perception of the ease in this research context refers to how far that the consumers trust the online shopping could be free from the business (Chiu et.al., 2009).

WWW.COM is the media that allows the users to connect in an open online network environment; in this environment the users have the computer skills ranging from the beginner to the expert (Pearson et.al., 2007). With all available websites and a variety of user skills, thing that motivates the users to choose another online sites might because of the the ease of use of their perceptions. If users found a difficult online site to be accessed, they also cannot find the product that they want on the business to consumer website (B2C), or it might be unclear about the products being offered by the online sites, then the users will have tendency to leave using the online sites (Pearson et al., 2007). The quality of website design is also considered important for the online shop (Lee and Lin, 2005) and also being supported by the excellent feature that is given the perception of ease of the use. The design of the websites illustrates the attractiveness of users for flexible design for the customers (Lee and Lin, 2005). A recent empirical study found that the factors of the website design becomes the strong factor in evaluating the quality of the costumer, the satisfaction and the loyalty for the sellers who use the internet (Lee and Lin, 2005). According to Kim et. al., (2009), a customer-centered online feature has an impact on the online buyer's positive attitude toward the internet.

Kim et. al. (2007, 2009) found that retail websites with higher customer-centered website attributes, will give result in high annual web selling and having higher market shares than website with less customer-centered website attributes. Besides, Kim et. al. (2007, 2009) shows that buying from the retail websites will give impact toward the financial performance of the seller, still some sellers are lack in offering the attribute of website services. This could accomodate the needs of the individual customer and could facilitate the online shopping activity. Thus, when the consumers consider that the website is easy to access, it will then affect their intention to do the transaction again in the future.

4. The Perception of Ease of Use has relationship with the intention to do repetition in online shopping. (H4)

Perceived usefulness is defined to what extent the consumers believe that the online shopping will improve their performance (Chiuet al., 2009). According to Chiuet al., (2009), an individual person is more likely to access repeatedly while they consider the act is something useful. The customers who have completed buying the product efficiently will tend to be stronger to have the intention to re-purchase something on the websites (Chiuet al., 2009). The previous research shows that perceived usefulness has a significant influence on the intentionof the customer loyalty (Chiuet al., 2009). The perceived usefulness has also proven to be an important determinant of IS adoption in general (Ndubisi et al., 2005; Davis, 1989).

5. The Perceptions of the usefulness has relationship with the intention of the online re-purchase. (H5)

In the context of co-design collaboration, perceived social risk and trust may be inversely proportional. Constructive feedback and positive comments from other users can increase trust and reduce perceived social risk. On the other hand, negative comments can reduce trust and increase perceived social risk.

The trust of retail websites has been shown to have a positive effect on the intention to use technology (Gefen et al., 2003). Also, Sledgianowski and Kulviwat (2009) found perceived trust (i.e. feeling of honest, responsible, and understanding of customers on a particular website) has a significant positive effect on the intention to use it in social networking sites.

6. The Perception of risk has relationship with the intention to re-purchase on the online sites. (H6)

The attitude in online shopping could be the intention of the consumers in using mobile technology for shopping. In a study of electronic commerce (e-commerce), a positive attitude in internet shopping is significantly related to the intention to shop online (Vijayasathy, 2004). Similarly, the attitudes toward mobile commerce are predicting future spending behavior through mobile technology (Bigne 'et al., 2007). Consumers who have a positive attitude toward purchasing goods and services using mobile devices are more willing to adopt mobile shopping technology (Bigne 'et al., 2007). Thus, the researchers hypothesized a positive relationship between attitudes toward mobile commerce and the intention of reusing mobile commerce.

7. The attitude of the consumers in shopping online has relationship with the intention to re-purchase on the online sites. (H7).

8. The Subjective Norm has relationship with the intention to re-purchase. (H7)

According to Ajzen (1991), the better attitude with respect to behavior, the stronger the individual's intention to conduct the behavior being considered. Another type of behavioral control, perception of self-efficacy, is more complex. As perceived control is related to the actual likelihood of consumers (i.e. external controls) to buy products marketed through cellular marketing, the agreement on self-efficacy is perceived by internal control consumers to buy it. Therefore, the research paradigm and hypothesis of this study are as follows:

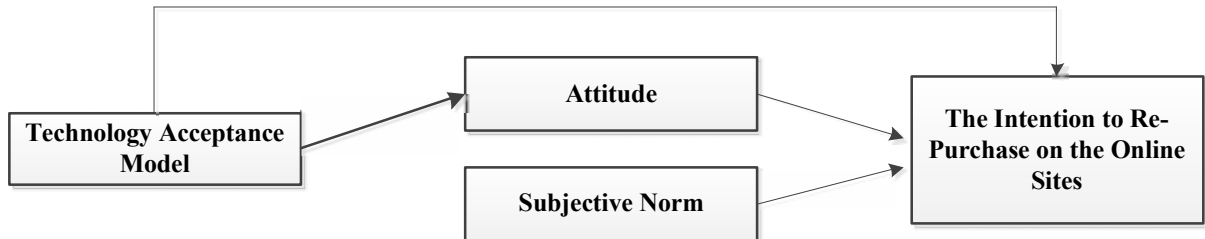


FIGURE 1. Research Paradigm

METHODOLOGY

The type of research conducted in this study is quantitative research because this study requires testing with statistics. Quantitative research emphasizes the testing of theories through the measurement of research variables with numbers and analyzing data with statistics (Indriantoro and Supomo. 2002). It is also included in the type of explanatory research. It can be said so because this study explains the causal relationship between several variables and explains through hypothesis testing. According to Singarimbun (2008) it is an explanatory research if it highlights the relationship between research variables and test the hypotheses that have been formulated.

From the explanation above, the researcher examined the relationship between variables as the Technology Acceptance Model (X1), Attitudes (Z1), Subjective norms (Z2), and Intention to Re-purchase on the Online Sites (Y).

TABLE 1. Research Questionnaire

Research Questionnaire			
Technology Acceptance Model			
Online purchases make it easier for me to make several product comparisons between retailers			
Purchasing products and services online is very easy to learn			
Purchasing products and services online is very easy to use			
Online stores must provide flexible sites to interact with users			
Online shopping sites provide various payment media for online shopping easily			
Purchasing online does not require a lot of physical effort			
The new service menu listed on the website should be explained properly			
I don't feel frustrated when shopping online			
I always purchase products or services online based on the needs			
Adequate information about products or services from online sites is important for me so I will be interested in shopping online			
Buying products or services online will improve my lifestyle			
I find online shopping is more convenient than shopping at a store			
I realize online shopping is very useful			
I will give my e-mail address to receive a small gift on the online site that I have visited			
I will give the address of my e-mail to enter in an online site content that I have visited			
I will give the address of my e-mail on the online site I have visited to receive a discount for future purchases			
Attitude			
I think online shopping is something interesting			
I like to do transaction using online sites			
I think shopping online gives something positive for me			
Subjective Norms			
The closest people suggested me to buy products online			
I care about online products offered through the website			
My closest people suggest buying products online if they get a promotion or discount via e-mail			
The Intention to Re-Purchase			
I anticipate to repurchase online sites in the near future			
I tend to re-purchase on online sites in the near future			
I hope to make a repeat purchase on the online site in the near future			

RESULTS

The questionnaire had been distributed to 80 respondents who have ever done the online transaction and did buy something. The questionnaire was amounted to 80 questionnaires, then the response rate of this study is 100%.

TABLE 2. The Characteristics of the Respondents

Sex	Male	20 respondents	34,6%
	Female	60 respondents	65,4%

Based on the data of the characteristics of respondents in the age category, the most data obtained to do the intention to redeem on the online sites is women by 60%. This shows that women tend to make online transactions than men. Based on the age category, it shows that the age of most transactions online is the age range of 23-28 as many as 70 respondents. It can be analyzed that the adult age is the most age in accessing the internet with a percentage of 70%. Based on these data, young consumers is the most category in adopting technology to conduct the online transactions. In adopting technology, the consumers respond that the ease of transactions which is done intensively could support and facilitate the activities of the consumers in carrying out the activities itself. Based on the most spending is Rp <2.000.000 with the highest number of respondents by 40 respondents with a percentage of 40%, it shows that consumers with spending Rp <2.000.000 have greater behavior in conducting online transactions.

Construct Validity Testing

Convergent Validity Test

It can be seen that based on the convergent validity, it can also be seen from the score of the Average Variance Extracted (AVE). In this research, according to Ananda Shabil (2015), the score of the AVE of the each construct is ranging above 0.5.

TABLE 3. The Construct of The Research

Construct	AVE
Risk Perception	0,731
Attitude	0,676
Usefulness Perception	0,495
Ease Perception	0,525
Subjective Norm	0,715
The intention to Repurchase on the online sites	0,813

TABLE 4. Testing of Inner Model Structural ModelsR Square

Construct	Value of R ₂
The intention to Repurchase on the online sites	0,275
Attitude	0,291

The table above shows that the value of R² construct attitude is equal to 0.291 this means that the attitude with the TAM model is able to explain the magnitude of the attitude by 30% while the rest is explained by other variables around 27%.

H1 testing (Perception of the ease of consumer attitudes in online shopping)

Based on the calculation results, it can be concluded that the construct of ease perception is positively related to consumer attitude in online shopping with T statistics of 1.978 which means greater than t-table of 1.96 thus H1 is supported. The results of this study is in accordance with the research conducted by Jose Marti'Parren ~o, et, all (2013) which states that the perception of ease is associated with the consumer attitudes in online shopping.

The original value of the sample is 0.319. So it can be concluded that the ease of perception is related to the attitude of consumers in online shopping where consumers begin to realize that the perception of ease in online transactions makes consumers easy to compare several products among other online shop sellers because it does not require physical effort. The flexibility of the online sites have a major influence in interaction with consumers in influencing the consumer attitudes.

H2 Testing (perception of usability to consumer attitude in online shopping)

Based on the calculation results, it can be analyzed that the construct of usability perception is positively related insignificantly to the attitude of consumers in online shopping but with a statistical T of 1.412, which means smaller than t-table of 1.96, thus H2 is not supported. The results of this study are not in accordance with the research conducted by Jose Marti'Parren ~o, et, all (2013) which states that perceptions of ease is related to the attitude of consumers in online shopping.

Therefore, it can be analyzed that perceived usefulness of purchasing products and services in online is very easy to use but there are several aspects such as information about products that are still poorly understood by the consumers in doing online transactions. The consumers also tend not to decide to fulfill all their needs by doing online transactions, it shows that the use of online shopping has not been fully used as an attitude that underlies a person in online shopping.

H3 testing (Risk perception of consumer attitudes in online shopping)

Based on the results of the calculation, it can be concluded that the construct of risk perception is related to the attitude of consumers in online shopping but insignificant with a statistical T of 0.655, which means smaller than t-table of 1.96, thus H3 is not supported. The results of this study are not in accordance with the research conducted by Jose Marti'Parren ~o, et, all (2013) which states that risk perception is related to the attitude of consumers in online shopping.

It can be analyzed that risk perception is still a matter that makes consumers tend to think twice in providing official information about consumers' self data to enter the shopping service menu in online transactions.

H4 testing (Perception of usefulness towards the intention to repurchase on the online sites)

Based on the results of the calculation, it can be concluded that the construct of perception of usefulness is related to the intention to repurchase on the online site but the statistic value of T99 is not significant 0.990, which means it is smaller than the t-table of 1.96, thus H4 is not supported. The results of this study are not in accordance with the research conducted by Nelson Oly Nububisy (2011) which states that the perception of usefulness is related to the intention to repurchase on an online site.

It can be analyzed that the perception of usefulness and the intention to repurchase on an online site have been understood by the consumers but both have not had a major impact

on the desire to reuse in online shopping. The consumers have not felt the use of new service menus or new sites in doing the online transactions. The information obtained in online transactions has a very important influence for consumers to decide to reuse or choose the service products.

H5 Testing (Perception of ease on the intention of shopping on the online site)

Based on the results of the calculation, it can be concluded that the convenience perception construct is significantly related to the intention to repurchase on the online site with a statistical T of 2.702, which means that it is greater than t-table of 1.96, thus H5 is supported. The results of this study are in accordance with the research conducted by Nelson Oly Ndubisy (2011) which states that perceptions of ease is related to the intention to repurchase on the online sites in doing online transactions.

The original value of the sample of 0.449 will produce good value of t-statistic. Thus, it can be analyzed that the perception of ease in making online purchases is very easy to learn and use. The consumers tend to make repeat purchases, one of which is the availability of various payment menus owned by the online stores in facilitating the consumers to do the online transactions. The presence of online stores makes it easy for the consumers to make comparisons between shop sellers without having to do physical business and a lot of time without disrupting daily consumer mobility.

H6 Testing (perceptions of risk on the intention of shopping on the online site)

Based on the results of the calculation, it can be concluded that the construct of risk perception is significantly related to the intention to repurchase on an online site with a statistical T of 2.399, which means that greater than t-table of 1.96, thus, H6 is supported. The results of this study are in accordance with the research conducted by Nelson Oly Ndubisy (2011) which states that perceptions of ease is related to the intention to repurchase on the online sites in doing the online transactions.

The original value of the sample of 0.332 will produce a good value of t-statistics. Thus, it can be analyzed that the perception of consumer risk in providing personal accounts such as e-mail address and personal information to access into online service sites to get a discount on every promo made online store is associated with the intention of shopping on online sites. It makes the consumers tend to understand the risks but have a strong desire to conduct the online transactions again in the future.

H7 testing (the consumers' attitude towards the intention to repurchase again on the online sites)

Based on the calculation results, it can be analyzed that the attitude construct is related to the intention to repurchase on the online site but is not significant with a t-statistics of 0.717 which means that it is smaller than the t-table of 1.96, thus, H7 is not supported. The results of this study are not in accordance with research conducted by Jose Marti'Parren ~o, et, all (2013) which states that consumer attitudes are related to the intention to repurchase on an online site.

The original value is 0.70 so that it can be analyzed that even the consumers' attitude in doing online shopping is considered interesting, then it still has not made the consumers have the intention to shop again in the future. The attitude of the consumers who think that online shopping provides something positive has not attracted consumers' intention to make transactions in the near future. The great number of online shopping sites in the

mass media makes competition between online shops is also high. Therefore, to win the hearts of the consumers, the right way to socialize the needs of the consumers needs to be considered based on the desire and makes it easier for producers to reach the consumers from all groups appropriately.

H8 Testing (The Subjective Norm on the intention to repurchase on the online sites)

Based on the results of the calculation, it can be analyzed that the construct of subjective norms is associated with the intention to repurchase on a significant online site with a statistical T of 4.734, which means greater than t-table of 1.96, thus, H7 is supported. The results of this study are consistent with research conducted by Jose Marti'Parren ~o, et, all (2013) which states that the consumers' subjective norms are related to the intention to repurchase on the online sites.

The original value is 4.734 so that it can be analyzed even the consumers' attitude in doing online shopping is considered interesting, still it has not made the consumer's decision to use it again. The subjective norms of the consumers who think that online shopping is like giving references to buying products online. The great number of online shopping sites in the mass media makes competition between online shops is also high. Therefore, to win the hearts of consumers, the sellers start switching to offer the online products through the website.

The research purposes to analyze the attitude of the consumers in doing the online transactions. In order to analyze the relationship between the variables, this research is using the Partial Least Square (PLS). Based on the analysis and the discussion in the previous chapter, then the conclusin could be drawn as follows:

1. The result of first hypothesis testing shows the positive direct relationship between the perception of ease and the attitude of the consumers in doing the online shopping.
2. The result of the second hypothesis testing shows the negative direct relationship between the perception of usefulness and the attitude of the consumers in doing the online shopping.
3. The result of the third hypothesis testing shows the negative direct relationship between the perception of risk and the attitude of the consumers in doing the online shopping
4. The result of the fourth hypothesis testing shows the positive direct relationship between the perception of ease and the intention to repurchase on the online sites.
5. The result of the fifth hypothesis testing shows the negative direct relationship between the perception of usefulness and the intention to repurchase on the online sites.
6. The result of the sixth hypothesis testing shows the positive direct relationship between the perception of risk and the intention to repurchase on the online sites.
7. The result of the seventh hypothesis testing shows the negative direct relationship between the attitude of the consumers and the intention to repurchase on the online sites.
8. The result of the eighth hypothesis testing shows the positive direct relationship between the subjective norm and the intention to repurchase on the online sites.

CONCLUSION

Based on this research, the convenience factor becomes the main trigger of the consumer in deciding to do the online transactions again. Therefore, the explanation of the site which is flexible and could provide a variety of payment tools, for example information through advertising can show a fundamental difference when a consumer is shopping at a conventional store and a consumer shopping online. The awareness of the website is always intended to win the competition for the people in referencing a product on an online store. Thus, it will be more perceived by the consumers in doing the online transactions. This research is based on two theories namely Technology Acceptance Model and the attitude of the variable used in this research. The addition of the external factors that are considered to have an effect on the intention of repurchase on the online site, does not rule out the possibility to use the additional reference theory. On the topic of research which is related to online shopping, there are many theories that successfully integrated with TAM. Some examples of this theory are the Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), and Theory of Technology Readiness. Therefore, there are many choices of external factors that can be used for further research, one example of the suggested external factor is the subjective norm. The factors that have been investigated and suggested by the authors are factors that have a positive impact on the intention to repurchase on an online site.

The variations of research such as the addition of trust variables as the external variables can be a research that can be developed in completing this research. Companies must realize that the easier services used in online transactions, the higher the desire of the consumer to repurchase the product from the online sites. The government needs to examine the rules related to online stores so that it can control and supervise and attract the consumers' interest in doing online transaction with the usefulness and the ease that can be applied in meeting the consumer needs. The addition of samples for subsequent research is needed in developing and refining research on the consumers behavior in doing the online shopping.

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