



Antecedents of The Product-Website Appeal and its Impact Toward Usage Intention

Christopher Noviandi Tupang¹, Ferdi Antonio²

^{1,2}Graduate School, Faculty of Economics and Business, Pelita Harapan University, Jakarta, Indonesia

ARTICLE INFO

Keywords:

Antecedents
Trust
Website Appeal
Product Appeal
Usage Intention
KPR Online

E-mail:

christnov11@gmail.com

ABSTRACT

House is one of the basic needs of humans which is hard to get because of its relatively high price nowadays especially according to millennial segment. Therefore, bank provides an installment method to make it easier for buying a house immediately by using Kredit Pemilikan Rumah (KPR) product where one of the banks that provides this product is Bank Central Asia (BCA). Along with era transformation in which most services has begun to make a transition to digital channels, BCA provides an alternative method for applying KPR by utilizing digital channel namely by submitting online through its KPR website. The purpose of this study is to examine the impact of product-website appeal's antecedents toward usage intention. This test was conducted using the PLS-SEM method on 216 respondent obtained using purposive sampling distributed online. The results show that the strongest positive relationship is product appeal to website appeal and the strongest influence on usage intention is trust. This research model has moderate predictive accuracy and medium predictive relevance to the dependent variable usage intention. There is managerial insight from the findings of this study as well as recommendations for further research.

Copyright © 2021 Enrichment : Journal of Management.
All rights reserved.

1 Introduction

Recession occurred in 2020 that caused by pandemic COVID-19 making the industry that engaged in banking sector become an important pillar in recovering the condition. The Recovery can be done by triggering consumptive behavior from society, one of which is in the property sector where banking sector can provide a support and become facilitators that make it easier for consumer to get the desired property and increased public interest on making purchases. Technology is also developing rapidly, this enhancement trigger companies in Indonesia to adapt and be able to take advantage of technological development and adjusting the changing behavior from the community [1]. In addition, because the COVID-19 pandemic has also had considerable impact on changing people preferences where people suddenly required to work, study and refreshing only at home, the public will have a preference that is more directed toward digital channel in making a purchases on daily necessities where everyone hope they will no longer need to be required to come to the store by using the online transaction [2].

These changes in behavior can be used as opportunities by companies in banking sector because they mostly have products that can help people to get their desired home easier by using its mortgage product called Kredit Pemilikan Rumah (KPR). KPR is a service that provided by banks to give loans to customers and help them to buy their desired home. To pay it off, the customer can choose a certain credit scheme according to the customer capabilities and preferences, then the customer will be charged for the interest [3]. Based on the data from Bank Indonesia, the trend of mortgage loans by bank in general is still increasing from 2015 until 2020 with an average growth of 9%. However, there was a decline in growth especially on total distribution of KPR by commercial bank in 2020 which was only 3% from 2019. Total distribution of KPR for commercial bank in 2020 is Rp 521 trillion, the market share of private banks in total credit is around 36% [4]. One of its bank is PT Bank Central Asia (BCA) which has a market share of 42% or Rp 78 trillion of the total distribution of KPR on private banks as a whole in 2020 [5].

There is four phenomenon experienced by BCA in this condition, the first phenomenon is BCA's net profit has decreased from Rp 28.6 trillion in 2019 to Rp 27.1 trillion in 2020 and BCA has also experience the change of behavior from its customer who have switched to digital channels where the composition of the number of digital transaction has reached 99% of total BCA transaction in 2020. The second phenomenon was related to the feedback from BCA customers on applying KPR BCA. 61% of the customers complain are on its long and complicated application process, other than that 33% of the customers complain are on its front-liners that are still less informative in providing explanation regarding application procedure and features of products. The third phenomenon is the lack of awareness in KPR BCA online application. BCA is currently providing digital based services, which aims to provide convenience to the public in applying KPR BCA by submitting through its website bca.co.id. However, KPR BCA submissions in 2020 are still dominated by conventional applications with online applications only 15% of the total submissions of 33,078. The fourth phenomenon is that the bounce rate owned by bca.co.id is relatively high at 65.42%, and also the current bca.co.id still has fewer total visitor compared to its competitors Bank Mandiri with a difference of 2.13 million visitors.

To increase online submissions, an analysis related to usage intention needs to be carried out to find out the factors that drive these variables. If the community's usage intention towards online submissions has been realized, it also reflects the trust given to the community in a company [6]. Therefore, the dependent variable determined in this study is usage intention. This study also refers to the theory of signaling, appeal and warranting in which these three theories discuss the signals owned by the public when conducting online transaction activities. This research model refers to the theory because it intends to measure the



Enrichment: Journal of Management

journal homepage: www.enrichment.iocspublisher.org



variables that affect people's intentions to submit products online. The independent variable of this study are online process simplicity, service content quality, service delivery quality, enjoyment, diagnosticity, justifiability, product commitment and trust. Intervening variables are website appeal and product appeal. This model has been tested using a Structural Equation Modeling (SEM) with the population taken from millennial generation in the Jabodetabek area who is in the newly married life stage to see the influence between variables. The results of this study can contribute to the concept of digital marketing in the banking industry.

2 Theory

Signaling theory that has been used in this study is an explanation of the concept to avoid the occurrence of information asymmetry between two or more parties who are conducting transaction activities with the aim of reducing the uncertainty of potential customers for a product [7]. Therefore, this study intends to find out the difference between product and website appeal in capturing positive signals from potential consumers regarding product and website quality. Appeal focuses on visual appearance or design because it can increase the positive image of potential customers for a website so that its defined that website appeal is the ability of a website to create positive feelings and stimulate emotions from an individual based on the service quality of the website, and product. Appeal is defined as the ability of a website to create positive feelings and stimulate emotions from an individual based on the products available on the website [8]. In this study, this theory is used to determine the role of website appeal and product appeal in influencing customer's usage intention. Warranting theory describes the ability of an individual to distinguish from several signals based on beliefs about the reliability and trustworthiness of a signal [9]. In this study, this theory is used to determine the role of trust in influencing customer's usage intention.

3 Research Method

The research method used in this research is quantitative survey method. The research data was taken using a questionnaire with respondents who were the people who has already visit KPR BCA's website. The questionnaire was develop from the previous literature [6]. The sampling technique used purposive sampling with proportional formula where the calculated sample results were rounded to 96 samples [10], but this study uses the partial least squares – structural equation modeling (PLS-SEM) method where the use of this method requires a sample of at least 160 respondents [11].

3.1 Hypotheses

If the online submission process is simpler, then the realization of online transactions will be easier. Consumers need to go through several practical procedures before consumers get the needs they want, so simplicity is an important element in a website appeal [12]. When potential customers visit a website, they will have an expectation that the website must have a concise process [13]. Companies need to be aware about the importance of efficiency in the online submission process from the product selection stage to the payment process. Therefore hypotheses that can be formed based on the above consideration is:

Hypotheses 1: Online Process Simplicity has a Positive Effect on Website Appeal

The quality and completeness of information has an influence on consumer perceptions of website design with an influence of 37.14% [14]. Websites that have clear and useful content for potential consumers will have a positive influence on potential consumers on the website. Therefore hypotheses that can be formed based on the above consideration is:

Hypotheses 2: Service Content Quality has a Positive Effect on Website Appeal

Websites that are not clear and difficult to understand in presenting information/content to consumers will reduce consumers' interest in submitting online through the website [15]. The customer journey of accessing information is also one of the aesthetics in presenting information on a product that affects consumer perceptions in searching for information and submitting through the website. Therefore hypotheses that can be formed based on the above consideration is:

Hypotheses 3: Service Delivery Quality has a Positive Effect on Website Appeal

Enjoyment has also been validated as an important antecedent to consumer interest in online banking, learning, and retailing. So a pleasant and comfortable experience on the website can increase consumer perceptions of submitting online [16]. The aesthetics of a website will have a positive influence on potential consumers on a website [13]. Therefore hypotheses that can be formed based on the above consideration is:

Hypotheses 4: Enjoyment has a Positive Effect on Website Appeal

If the website does not facilitate consumers to evaluate the product, it can affect consumer behavior and views of the product. Conversely, the more consumers can diagnose a product; it will increase consumer interest in the product [17]. Previous research has also proven that if the information provided on the website can help potential consumers evaluate a product, it will increase the attractiveness of the product [16]. Therefore hypotheses that can be formed based on the above consideration is:

Hypotheses 5: Diagnosticity has a Positive Effect on Product Appeal

If the website cannot create trust in consumers, then this will have an impact on consumer interest in making online submissions. If potential consumers who visit the website find a positive assessment of a product contained on the website from other consumers, it will increase the interest of potential consumers for the product [15]. Ratings from consumers are considered very important for other consumers to get information related to a product by looking at the experiences of previous consumers [18]. Therefore hypotheses that can be formed based on the above consideration is:

Hypotheses 6: Justifiability has a Positive Effect on Product Appeal

The higher the commitment of the product, the higher the consumer to click on the website marketing link, especially at the stage of the customer journey to search for information on a product. This is also proven in previous research that there is a positive relationship between price and consumer intentions to buy a product [19]. If the product submitted by the consumer has a high commitment/price, the consumer will have consideration to proceed to the next stage of the submission process. So it can



Enrichment: Journal of Management

journal homepage: www.enrichment.iocspublisher.org



be concluded that there is no limit to the products that can be displayed/offered online, but the limit is only found at the next stage of the process after the consumer clicks on an information. Therefore hypotheses that can be formed based on the above considerations:

Hypotheses 7: Product Commitment has a Positive Effect on Product Appeal

Potential customers will be more interested in a website if the products displayed on the website are of high quality [12]. If the products displayed on the website have been well evaluated and justified on consumer perceptions, this will increase the attractiveness of the website and increase consumer interest in submitting online. The aesthetics of a product affects the overall quality of the website. If there is a product display on the website that creates a negative perception to consumers, then this can result in a bad impression of consumers on a website as a whole. Therefore hypotheses that can be formed based on the above considerations:

Hypotheses 8: Product Appeal has a Positive Effect on Website Appeal

From the findings of previous research conducted, product appeal is considered to have an insignificant effect on usage intention [6]. However, in studies that measure the effect of consumer experience on a product on consumer satisfaction, it was found that the hypothesis has a positive and significant relationship [20]. Therefore, this study intends to confirm the research that has been done previously with different topics and populations to find out whether a product that is well evaluated and justified by consumer perceptions will further increase consumer interest in submitting online. Therefore hypotheses that can be formed based on the above considerations:

Hypotheses 9: Product Appeal has a Positive Effect on Usage Intention

The more consumers get pleasure and comfort with the quality, presentation and appearance provided on the website, the more consumers will increase their interest in submitting online [16]. Previous research also proves that the quality and attractiveness of a website can increase the interest of potential consumers in purchasing products online [21]. If consumers are not interested in the quality provided on the website, it will reduce consumer interest in submitting products online. Therefore hypotheses that can be formed based on the above considerations:

Hypotheses 10: Website Appeal has a Positive Effect on Usage Intention

Based on previous research that examined consumer behavior towards online purchases, trust is considered the strongest predictor of consumer behavior towards online purchases [22]. So that if potential consumers already have high enough trust, it will be easier to convince potential consumers of the information and invitations provided through the website and will increase the positive effect on potential consumers' intentions to conduct online transactions [23]. Therefore hypotheses that can be formed based on the above considerations:

Hypotheses 11: Trust has a Positive Effect on Usage Intention

4 Result and Discussion

Inferential analysis in this study was carried out by approaching the Partial Least Square - Structural Equation Model (PLS-SEM) where the first step as analyzing outer model with the aim of testing the reliability and validity of the indicators contained in this research model. Next, we will look at the inner model which aims to test the predictive and explanatory abilities as well as the significance of the influence between one variable and the other variables contained in the research model.

4.1 Outer Model

The reliability indicator test is carried out by looking at the outer loading value of the SmartPLS application. The outer loading value is the required value limit for each indicator to be declared reliable where in PLS-SEM an indicator can be declared reliable if the outer loading value is more than 0.708 [24]. Based on the results of the outer loading values, all 40 indicators of the variables used in the research model have outer loading values above 0.708 and have met the required limits. Therefore, it can be concluded that all indicators used in this study are stated as reliable to measure the construct.

Construct Reliability test refers to the value of Cronbach's alpha and composite reliability with the required value being the value of Cronbach's alpha above 0.7 as the lower bound, while for the required composite reliability value of 0.95, it is considered as the upper bound. If the value obtained is greater than that number, then there is an indication of redundancy in the use of indicators [24]. From the result, it can be seen that the Cronbach's alpha value obtained from all research variables is above 0.7 and the composite reliability value for all research variables is between 0.7 as the lower limit and 0.95 as the upper limit. Therefore, it can be concluded that all indicators have been declared reliable to measure the construct.

In analyzing construct validity or can also be referred to as convergent validity, the value used as a reference is the average value of the variance or average variance extracted (AVE). A variable can be declared as valid if it has an AVE value of more than 0.50 [24]. Based on the result, the average variance extracted (AVE) value of all the variables contained in this study has a value of more than 0.5 as required. Therefore, it can be concluded that the indicators used in this research model are considered valid to measure each construct.

Discriminant validity is a validity test conducted to find out whether a construct has well-discriminated indicators to measure the construct specifically. The reference value used in the discriminant validity test is the heterotrait-monotrait ratio (HT/MT). The discriminant value with the HT/MT reference is considered more precise when compared to the Fornell-Larcker value [24]. If the value of HT/MT in a construct is less than 0.9 then it is considered to have a valid discriminant so that it can be interpreted that the indicators contained in a variable are appropriate and specific to measure the construct. The results of discriminant validity in this study are seen based on the value of the heterotrait-monotrait ratio (HT/MT) of all variables having a value below 0.9. Therefore, it can be concluded that all the variables contained in this study have been well discriminated against and have been appropriate or specific in measuring each construct.

Based on the four parameters of the reliability and validity test results on the outer model that have been shown above, namely the reliability indicator, construct reliability, construct validity, and discriminant validity, it can be concluded that the



Enrichment: Journal of Management

journal homepage: www.enrichment.iocspublisher.org



measurement model or measurement model in this study for all indicators has been stated reliable and valid to measure each construct specifically. With the results of the outer model that has been obtained, it can be declared feasible to proceed to the next analysis stage, which is to test the inner model/structural model.

4.2 Inner Model

The first step of inner model analysis is to assess whether there is a collinearity problem between the independent variables. Collinearity was measured using the value of the Inner Variance Inflation Factor (VIF) with a value below 5 which means the least collinearity between constructs and guaranteed independence. Based on the result, the inner variance inflation factor (VIF) test in the research model where the VIF value for all variables has a value of less than three, which means that all variables in the inner variance inflation factor (VIF) research model are ideal. Thus, it can be concluded that there is no multicollinearity problem so that the research quality of this model is acceptable in terms of multicollinearity issues.

R-square or also known as the coefficient of determination is a value that shows the quality of the research model based on two aspects, namely explanatory power and predictive accuracy. Explanatory power is an aspect that looks at how strong the independent variables in the research model are in explaining the dependent variable, while predictive power is an aspect that looks at how strong the ability of the independent variables in the research model is in predicting the dependent variable to a certain degree measured with weak to strong degrees [24]. Based on the result by looking at the explanatory power aspect, the R-square value for the dependent variable usage intention is 0.485, which means that the dependent variable of usage intention can be explained by 48% by its independent variable. To be able to achieve a percentage of 100%, it is necessary to have other variables outside of this study. Then when viewed from the aspect of predictive accuracy, the dependent variable usage intention is in the moderate category because it is in the range values 0.25 to 0.50. Therefore, this research model can be further developed for further research by adding variables.

The f-square test is carried out to determine the effect size or how much influence a construct has if there is a change in the R-square value of a target construct if certain constructs as predictors are omitted in the research model. The f-square value is categorized as having a large effect size of a latent variable if it has a value of 0.35, moderate if it has a value of 0.15, and small if it has a value of 0.02 [25]. If the f-square value is lower than 0.15, it can be concluded that it does not have a significant effect size in influencing the variables. Based on the results of the f-square value, it can be found that the independent variable with the largest effect size in influencing the dependent variable, namely usage intention is trust with an f-square value above 0.15, which is 0.179. Therefore, it can be concluded that trust has an important impact on the dependent variable of usage intention so that this variable is an important variable and needs to be considered.

The Q-Square test aims to determine the ability of predictive relevance/predictive relevance of a variable in the study. The greater the Q-square value in a variable, the more precise the predictive ability of that variable in predicting the results of the study and will be relatively the same if there is a change in data parameters[24]. Based on the result, the website appeal, product appeal and usage intention variables are included in the category of medium predictive relevance with a Q-square value of product appeal 0.363, usage intention 0.306 and website appeal 0.494. In this study, further tests were also carried out by looking at the Q-square predict value which was carried out using the PLS Predict method because it was considered more sensitive to changes that occurred in the input parameter data. The result was the Q-square predict value on the dependent variable usage intention is higher than the Q-square value and is close to the value in the category of large predictive relevance. With these results, it can be concluded that this model can predict the same results if there is a change in the input data. Therefore, this research model which uses 8 independent variables and 3 mediating variables can be stated to be sufficient in application for further research.

This analyzing method is to test how much influence between variables in the research model carried out by the bootstrapping method on the SmartPLS application. There are conditions that need to be met so that the hypothesis can be declared supported, namely the T-statistics value obtained must be greater than the T-table value, the value is at 1.645 so that the relationship between variables can be stated as significant. The analysis was carried out by testing the one-tailed hypothesis with a significance level of 0.05. Next step is to look at the value of the coefficient / standardized coefficient on each path.

Table 1

Significance Test Results

No	Path	StandardizedCoefficient	T-Statistics	Significance	Result
H1	Online Process Simplicity -> Website Appeal	0.122	2.256	Significant	Hypotheses supported
H2	Service Content Quality -> Website Appeal	0.154	2.213	Significant	Hypotheses supported
H3	Service Delivery Quality -> Website Appeal	0.159	2.415	Significant	Hypotheses supported
H4	Enjoyment -> Website Appeal	0.161	2.671	Significant	Hypotheses supported
H5	Diagnosticity -> Product Appeal	0.216	2.775	Significant	Hypotheses supported
H6	Justifiability -> Product Appeal	0.331	4.279	Significant	Hypotheses supported
H7	Product Commitment -> Product Appeal	0.309	4.472	Significant	Hypotheses supported



Enrichment: Journal of Management

journal homepage: www.enrichment.iocspublisher.org



No	Path	StandardizedCoefficient	T-Statistics	Significance	Result
H8	Product Appeal -> Website Appeal	0.411	5.831	Significant	Hypotheses supported
H9	Product Appeal -> Usage Intention	0.063	0.765	Not significant	Hypotheses not supported
H10	Website Appeal -> Usage Intention	0.365	3.925	Significant	Hypotheses supported
H11	Trust -> Usage Intention	0.370	5.027	Significant	Hypotheses supported

Based on the table of significance test results from the processed data of the research results above, it was found that of the eleven hypotheses in the study, there was one hypothesis that had an insignificant effect, namely the influence between product appeal and usage intention. For other hypotheses, it has had a significant effect and it has been stated that the hypothesis is supported and the coefficient value obtained is also positive in accordance with the direction of the proposed hypotheses.

This analysis step is to perform path analysis or paths in the research model. This step needs to be done if a research model has mediating variables in it, where in this study there are 2 mediating variables. Similar to the previous step, this analysis is carried out by looking at the coefficient values and T-statistics from the path of the independent variable to the dependent variable. Based on the results of the specific indirect effect test, the strongest influence based on the value of the standardized coefficient is found on the path from product appeal to usage intention through website appeal with a value of 0.150. This finding strengthens the findings obtained in the previous stage that product appeal has a very important role in website appeal where website appeal also has a significant influence on usage intention. To be able to increase product appeal, it is necessary to increase justifiability because the path from justifiability to website appeal through product appeal has the second largest standardized coefficient value in this test, which is 0.136.

This test is carried out to obtain the most important variable or indicator and has the best performance on affecting dependent variable in the study. This analysis was carried out using a combination of descriptive analysis with inferential analysis. The importance value on the x axis in IPMA is seen based on the results of the total effects value from the inferential analysis and the performance value on the y axis is seen based on the results of the mean value of the descriptive analysis. From the IPMA calculation with the variable usage intention as the target variable, it will be seen which variables have the most influence on usage intention. Based on the results of the IPMA construct, variables of trust and website appeal provides a fairly good performance result and is considered the most important factor

4.3 Result

This research model was compiled and tested to find out the independent variables and mediating variables determined in this study can affect each other's variables, especially the dependent variable, namely usage intention. The figure below is the final result of the empirical model in this study.

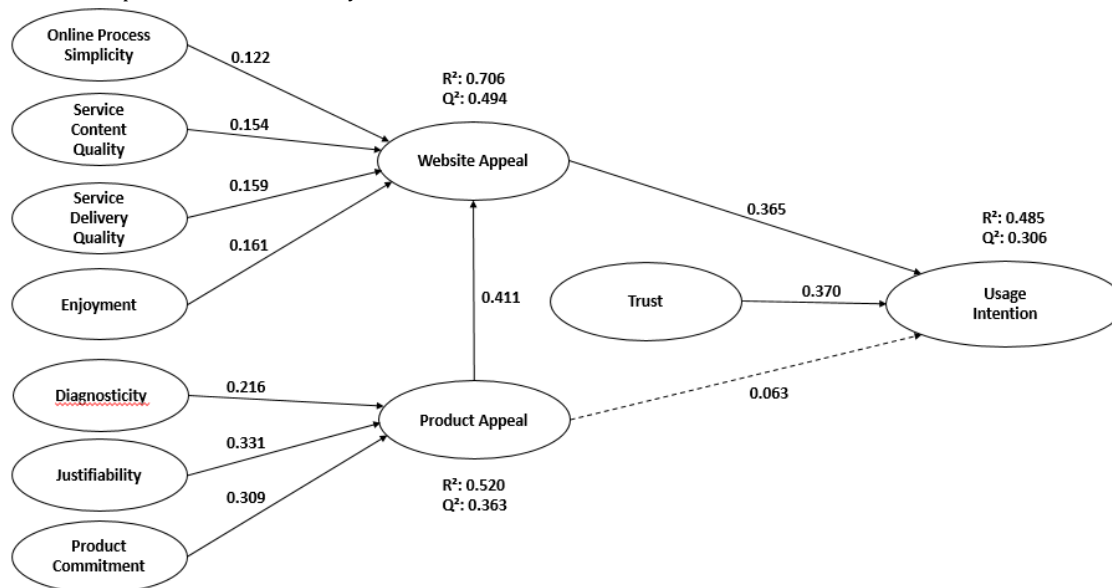


Fig 1 Empirical Model

4.4 Discussion

Based on the results of the PLS-SEM analysis according to the picture above, it can be seen that in this model it is known that from 11 paths there is 1 path that is proven to have no positive and significant effect, namely the path from product appeal to usage intention. The other 10 paths have been shown to have a significant and positive effect in accordance with the direction of the hypothesis and have been declared to be supported. The value of R-square and Q-square on the dependent variable in this



Enrichment: Journal of Management

journal homepage: www.enrichment.iocspublisher.org



research model, namely usage intention is included in the category of moderate predictive accuracy and medium predictive relevance. Therefore, this research can be developed further with a larger sample size, more specific respondent criteria and the addition of other variables to obtain more predictive research results.

All independent variables in this study have a significant and positive effect in accordance with the direction of the hypothesis. Trust has the strongest effect towards usage intention so that consumer confidence in the BCA bank needs to be maintained in order to increase the interest of prospective consumers in applying for a BCA KPR online through the BCA KPR website, followed by enjoyment and justifiability, where the specific indirect effect test has it is proven that the path that has the strongest influence starting from the independent variable to the dependent variable on usage intention is derived from enjoyment. However, the path of product appeal to usage intention mediated by website appeal also has a strong influence. To be able to make improvements to product appeal, it is necessary to pay special attention to justifiability because it has the greatest influence on product appeal.

From the two mediating variables in this study, namely website appeal and product appeal, only website appeal has a significant effect on the dependent variable of this study, namely usage intention, while product appeal does not have a direct significant effect on usage intention but has a significant effect on website appeal. It can be concluded that the product appeal is one part that needs to be considered and improved so that I can be followed by an increase in the website appeal itself which in the end the interest of prospective consumers to apply for a BCA KPR online through the BCA KPR website will be higher if there is an increase in the appeal website.

Prospective consumers who visit the KPR BCA website certainly expect that their experience when using the KPR BCA website is in line with their expectations and needs, especially when prospective customers are looking for information about KPR BCA products. If the expectations and needs of potential consumers are met, it will directly increase the attractiveness of the KPR BCA website itself, which is then followed by the desire of potential consumers to apply for a BCA KPR online through the BCA KPR website. Therefore, the attractiveness of the BCA KPR website as well as the trust of prospective customers in the BCA bank are the most important things that need to be considered in attracting prospective customers to apply for a BCA mortgage online through the BCA KPR website.

5 Conclusions

To answer the things from this study, data processing has been carried out from 216 respondents accompanied by data analysis using the PLS-SEM method. From the test results obtained the following conclusions:

- a. Online process simplicity, service content quality, service delivery quality, enjoyment and product appeal has proven to have a significant positive effect on website appeal with product appeal and enjoyment being the most important factors
- b. Diagnosticity, justifiability, and product commitment has proven to have a significant positive effect on product appeal with justifiability being the most important factor
- c. Website appeal and trust has proven to have a significant positive effect on usage intention with trust being the most important factor
- d. Product appeal has proven to have no significant effect on usage intention

To get an optimal result for future research, it is recommended to be able to increase the number of samples and add more specific respondent criteria such as millennial communities, Jabodetabek area and monthly routine expenditures belonging to the upper middle class. Because this research was conducted during the COVID-19 pandemic, to maintain health protocols and avoid the spread of the virus, this research was conducted by distributing online questionnaires. However, in order to improve the quality of research results, further research can add data collection methods by conducting direct interviews with respondents, interviews can be conducted with focus group discussions/FGDs or in-depth interviews. By conducting interviews, researchers can find new insights that are not obtained through online surveys. Lastly, this study has a weak to moderate predictive accuracy on the dependent variable in this study, namely usage intention. Therefore, in future studies it is recommended that this research model can be further developed by adding other variables that can predict its effect on usage intention. Variables that can be added include product homogeneity which discusses the influence of the variety of products presented, cyber culture effect which discusses differences in people's behavior between daily behavior and online behavior and need satisfaction which discusses the different needs of the community based on age, gender, culture, and so on.

6 Reference

- [1] C. Prado, *How Technology is Changing Human Behavior*, California: Praeger, 2019.
- [2] J. N. Sheth, "Impact of Covid-19 on Consumer Behavior: Will the Old Habits Return or Die?," *Journal of Business Research*, pp. 280-283, 2020.
- [3] B. C. M. Patnaik, Satpathy, Ipseeta and N. R. Samal, "Home Loan - A Conceptual Framework," *Journal of Advance Management Research*, pp. 68-75, 2017.
- [4] Bank Indonesia, "Statistik Ekonomi dan Keuangan Indonesia," January 2021. [Online]. Available: https://www.bi.go.id/SEKI/tabel/TABEL1_16.pdf.
- [5] Bank Central Asia, "Beyond Uncertainties: Managing the Next Normal - Annual Report 2020," December 2020. [Online]. Available: <https://www.bca.co.id//media/Files/Report/Tahunan/20210226AR%202020%20BCAIngggris%20Medium%20Res.ashx>.
- [6] F. Liu, B. Xiao, E. T. Lim and C.-W. Tan, "The Art of Appeal in Electronic Commerce: Understanding the Impact of Product and Website Quality on Online Purchases," *Internet Research*, pp. 752-771, 2017.



IOCS PUBLISHER

Enrichment: Journal of Management

journal homepage: www.enrichment.iocspublisher.org



- [7] C. Spence, N. M. Puccinelli and D. G. A. L. Roggeveen, *Store Atmospheric: A Multisensory Perspective*, New Jersey: Wiley-Blackwell, 2014.
- [8] T. Yeshin, *Intergrated Marketing Communication: The Holistic Approach*, Oxford: Butterworth-Heinemann, 1998.
- [9] J. B. Walther, Cues Filtered Out, Cues Filtered In: Computer-Mediated Communication and Relationship, 2002: 529-563, *The Handbook of Interpersonal Communication*.
- [10] S. Lemeshow, D. W. H. Jr, J. Klar and S. K. Lwanga, *Adequacy of Sample Size in Health Studies*, Chichester: John Wiley & Sons, 1990.
- [11] N. Kock and P. Hadaya, "Minimum Sample Size Estimation in PLS-SEM: The Inverse Square Root and Gamma-Exponential Methods," *Information Systems Journal*, pp. 227-261, 2016.
- [12] A. A. Khin, D. C. S. Chuan and W. H. Chau, "Factor Affecting for Online Marketing Strategy of Business Development in Malaysia," *British Journal of Economics, Management & Trade*, pp. 1-17, 2016.
- [13] Q. P. T. Phan and M. Pilik, "The Relationship Between Website Design and Positive EWOM Intention: Testing Mediator and Moderator Effect," *Journal of Business Economics and Management*, pp. 382-398, 2018.
- [14] R. Garret, J. Chiu, L. Zhang and S. D. Young, "A Literature Review: Website Design and User Engagement," *Online J Common Media Technol*, pp. 1-14, 2016.
- [15] N. Peña-García, I. Gil-Saura, A. Rodríguez-Orejuela and J. R. Siqueira-Junior, "Purchase Intention and Purchase Behavior Online: A Cross-Cultural Approach," *Heliyon*, pp. 1-11, 2020.
- [16] S. Prashar, T. S. Vijay and C. Parsad, "Effects of Online Shopping Values and Website Cues on Purchase Behavior: A Study Using S-O-R Framework," *The Journal of Decision Makers*, pp. 1-18, 2017.
- [17] E.-J. Lee, "Diagonisticity of Product Name and Product Evaluations in M-Shopping," *International Journal of Advanced Culture Technology*, pp. 148-158, 2020.
- [18] K. Dhahak and F. Huseynov, "The Impact of Online Consumer Reviews (OCR) on Online Consumers Purchase Intention," *Journal of Business Research*, pp. 990-1005, 2020.
- [19] H. Al-Samin and E. Al-Hassan, "The Impact of Pricing on Consumer Buying Behavior in Saudi Arabia: Al-Hassa Case Study," *European Journal of Business and Management*, pp. 62-73, 2016.
- [20] X.-L. Pei, J.-N. Guo, T.-J. Wu, W.-X. Zhou and S.-P. Yeh, "Does the Effect of Customer Experience on Customer Satisfaction Create a Sustainable Competitive Advantage? A Comparative Study of Diferent Shopping Situations," *Sustainability*, pp. 1-19, 2020.
- [21] M. S. B. M. Ariff, "Assessing Website Quality Affecting Online Purchase Intention of Malaysia's Young Customers," *Advanced Science, Engineering and Medicine*, pp. 836-840, 2016.
- [22] N. M. Suki, "Modeling the determinants of consumers' attitudes toward online group buying: Do risks and trusts matters?," *Journal of Retailing and Consumer Services*, pp. 180-188, 2017.
- [23] B. Lu and W. Fan, "Social Presence, Trust, and Social Commerce Purchase Intention: an Empirical Research," *Computers in Human Behavior*, pp. 225-237, 2016.
- [24] J. F. Hair, W. C. Black, B. J. Babin and R. E. Anderson, *Multivariate Data Analysis*, Hampshire: Cengage, 2019.
- [25] J. Cohen, *Statistical Power Analysis for the Behavioral Sciences*, New York: Lawrence Erlbaum Associates, 1988.