Research Article

Shopping Analysis in on Line Shop with Young People

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Abstract: On Line Shop Research with variable ease of shopping, product quality shopping. This study among young people aged 18-28 years, residing in Jakarta, Tangerang and Tangerang Selatan, Bogor, Bekasi, Indonesia. A multivariate questionnaire with closed questions. Likert Scale 1 - 5. Number of questionnaires 128 respondents with 69 male respondents and 59 female respondents. The quantitative analysis method uses a multiple linear regression analyz of IBM SPSS version 23 for analysis of determination (R Square), tested partially (t test) and simultaneous (test F) hypotheses with alpha 5 percent (0.05). Results of determination analysis (R Square) 0.172 for variable ease of shopping, product quality and shopping on the store on line. Results of hypothesis partially test (t test) 2,915 for ease of shopping and 3,672 for product quality. Simultaneous test results (test F) obtained 0.000 results below the maximum value of alpha 5 percent (0.05).

Keywords: Ease Shopping, Product Quality, Shop on Line

INTRODUCTION

In 1979 in the UK first shop on-line shop conducted by Michael. Aldrich from Redifon Computers. He connected a color television with a computer capable of processing transactions in real time via telephone cable, shopping with an on-line store system that he found in various parts of the UK. Shop on-line shopping is widely used in the UK and some countries in mainland Europe such as France that use online shopping feature to market Peugeot, Nissan and General Motors since 1980

Charles Stack in 1992 set up his first online bookstore called Book Stacks. Unlimited that developed into Books.com which was followed by Jeff Bezos in creating the Amazon.com website two years later. Followed by Pizza Hut also uses online shopping media to introduce the opening of online pizza shops.

Netscape in 1994 introduced SSL encryption of data transferred online because it deems the most important thing of online shopping is a medium for secure on-line transactions and free from break-ins. In 1996, eBay on-line store shopping site was born and later developed into one of the largest on-line store transaction sites to date (wikipedia).

According Sasmita 2013 says that many people are exploring the benefits of the internet as a medium to meet the needs, it affects the online world and experience a rapid change the way consumers shop. Consumers are no longer only in off line stores but also in online stores. Consumers gain many benefits by shopping online products that many choices, more convenient, fast transaction, no need to queue, can save time, effort and cost. In addition, online shopping also has a weakness, when shopping where consumers can not conduct transactions directly with the seller, other than that the product also can not be tried and felt.

The process by which consumers directly purchase goods, services and more from an interactive and real-time seller without an intermediary medium through the internet is what is called online shopping. Shopping over the Internet a buyer can see first the goods and services he wants to spend through the web promoted by the seller.

Forms of communication that does not require face to face communication directly, but can be done separately from and to the whole world through the media notebook, computer, or mobile phone connected to the access service This internet is an online shopping. Shopping on-line store is one form of electronic commerce that is used for seller transaction activity to the seller or seller to the consumer, (Cipta Halim "Smart shopping and Opening outlets" 2010).

Online shopping in Indonesia shows significant growth. Shop shopping on line, not only monopolized by goods shopping, but also services such as banking that introduced the e-banking techniques. Through e-banking techniques customers can perform activities such as money transfers, paying utility bills, water, telephone, Internet, purchase credit, tuition payments and so forth.

Shopping on the store on line in Indonesia for the purchase of an item has developed quite rapidly. Starting from sites that sell mobile phones, guitars, boutiques, bookstores, food, even to the electronic devices began to be expanded by on-line shopping service.

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money transfers, paying utility bills, water, telephone, Internet, purchase credit, tuition payments and so forth. Shopping on line in Indonesia for the purchase of an item has developed quite rapidly. Starting from sites that sell mobile phones, guitars, boutiques, bookstores, food, even to the electronic devices began to be expanded by on-line shopping service.

Shopping on line can be done by way of window shopping online on the target web. Then, the buyer can click on the desired item. After that the buyer is then brought to the window displaying the agreed payment procedure and then after the nominal money transferred, then the seller will send the goods through postal service, the procedure of online shopping can be done easier. When the buyer is interested in the intended goods, he simply make a phone call with the seller or typing sms according to the rules. After the message is received, the buyer is usually required to transfer some money to the seller's account and the goods purchased will be sent either by courier (if the delivery area is still near enough) or via postal service.

How to pay can be done either by debit card, credit card, PayPal, cut the customer's credit (for transactions via HP), check, or COD (Cash On Delivery) payment made when the goods have been sent by the seller On-site payments or cash on delivery (COD) are usually made through face-to-face between the seller and the buyer; The seller can show the goods so that interested buyer can research the goods he / she will buy. This kind of purchase usually makes direct payments / cash. In addition to direct viewing between sellers and buyers, this COD can be done between courier and buyer; Usually the seller will only serve COD if the buyer's area is still reachable by the seller.

Based on the background of the problem then the purpose of research in this study:

1) Useful to know the sale and purchase transactions on the store on line.
2) Know the influence of ease of shopping on the store on line.
3) Know the effect of product quality on the store on line.
4) Knowing the influence of ease of shopping and product quality on the store on line

Benefits This research is expected to be obtained from the results of this study is as follows:

1) This research is expected to show the business world to know the influence of the ease of shopping, product quality and store on line
2) Research can be used as consideration for business world to do business strategy
3) This research is expected to contribute to the development of science in the field of marketing
4) This research is expected to be a reference for further research

LITERATURE REVIEW

There are five stages in purchasing decisions: need recognition, information search, alternative evaluation, purchase decision, post purchase (Philip Kotler, 1998: 170). After making an assessment then the decision to buy or not to buy (Buchari Alma, 2009: 59).

E-Commerce is electronic commerce or commonly known as e-commerce is the exchange of goods and services through the internet or other electronic media which includes communication, transaction and payment mechanism settlement in accordance with the basic principles applicable to traditional trades where buyers and sellers exchange goods Or services with payment media in the form of money. Serfiani, Yustisia cit. 2013. Smart Book of Online Business and Electronic Transaction).

Online Shopping (Online Shopping) is a process by which the consumer directly purchases goods, services and otherwise from an intermediate and real-time seller without an intermediary medium through the Internet. Online shopping is one form of electronic commerce that is used for sellers transaction activities to sellers or sellers to consumers (Cipta Halim, 2010). Shop smart and open outlets in *kaskus gaul*). Deavaj et al. 2003, stated that online buying decisions are influenced by several factors,

Ease of Shopping is something that can facilitate and facilitate business. Kotler (2002: 758) defines ease in online marketing that customers can order products 24 hours a day wherever they are. They do not have to drive, find a parking space, and walk through a long hallway to search and inspect things. Davis et. Al. (1989) in Hardiawan (2013) defines that convenience is how much perceived computer technology is relatively easy to understand and use. This convenience factor is related to how it operates online. Ease is the most important thing that must be considered by the providers or sellers online. This ease can be a different level, depending also from the user or the buyer itself but of course there is basically a standard of ease of the same level in all users. Online purchases are usually compared to offline purchases, what is offered in online purchases usually has to be better than what is offered in offline purchases, the ease is often one of the major attractions.

The quality of the product, the more mature the mind of the consumer in considering the quality of a product chosen, thus demanding the company to always improve the quality of their products. According Tjiptono (2002: 22) products can also be interpreted as consumer perceptions are elaborated by the producers through the results of its production. Therefore, the level of customer satisfaction of a product will depend on the quality of the puk itself. Agree with Tjipton, Suprapto (1997: 2)

Mowen and minor (2002: 90) define product quality as a thorough evaluation of customers for the good of goods and services. The main issue in assessing product performance is what dimension consumers use to evaluate it. Part of product policy is subject to product quality. The quality of a product in the form of goods or services needs to be determined through dimensions. According to David Garvin quoted Vincent

Gasperz (Umar 2000: 37), to determine the quality dimensions of goods, can be through eight dimensions of performance, features, reliability, durability, service, aesthetics, conformance and perceive performance.

Likert scale is a measurement that can be used to see the relationship between consumer attitudes toward a product (Malhotra, 2005).

Selection of research location is determined by purposive method. The purposive method is a technique of determining the location of the research deliberately based on certain considerations (Arikunto, 2006).

Based on the previous theoretical and research studies, this research has created a frame of mind like figure 1 below:
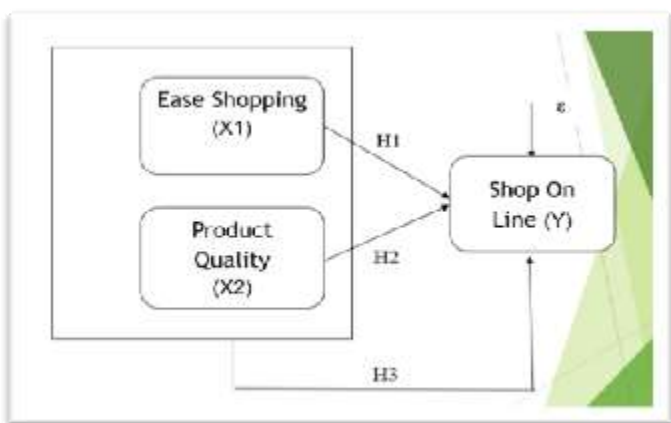

Figure 1. Conceptual Framework

Independent Variable: Ease of Shopping (X1), Product Quality (X2), and Dependent variables: Shop on line (Y)

Based on the objective research, this research can be taken research hypothesis is made as follows:

1) Ease of shopping affect shopping in the store on line
2) The quality of the product influences shopping on the store on line
3) Ease of shopping and product quality affect shopping in the store on lin

RESEARCH METHODS

This research uses survey method. Surveys are research conducted to obtain facts about the symptoms of problems that arise (Umar, 2002). The survey was conducted by distributing questionnaires among young people.

Population of young people and residing in Jakarta, Tangerang and Tangerang Selatan, Bogor, Bekasi, Indonesia. The questionnaire used multivariate variables. Questionnaire distributed 200 respondents and returned 128 respondents. Respondents in this study young people aged between 18 years - 28 years. The sampling technique used is the technique of non probability Sampling, with the type of method used is Purposive Sampling is a technique of determining the sample with certain considerations (Sugiyono, 2007).

The study also used a closed questionnaire or question which answers have been provided by researchers. Variable

measurements were performed using the Likert scale 1 - 5 consisting of positive and negative statements with 5 categories of answers. Data collected in tabulation and analyzed.

This research uses quantitative analysis with multiple linear regression is an analysis that measure the influence of independent variable to dependent variable. The general equation of multiple linear regression: $Y = a + b1.X1 + b2. X2 + e$, where; Y = Store On Line, X1 = Ease of Shopping, X2 = Product Quality, a = Constant, b1, b2 = regression coefficient, e = error.

Regression analysis with multiple linear regression, analyzed is;

1) Test validity and reliability with classical assumptions, this is to test the instrument (questionnaire)
2) Determination Analysis (R square)
3) Test the hypothesis (t test)
4) Simultaneous Test (F test) with maximal error tolerance of 5

RESULT AND DISCUSSION

Multiple linear regression model is between the classical assumption qualification is also for all normal distribution data, this model will automatically provide the correlation. From the previous analysis will provide equation model in this study that meets the classical assumption requirements that is the model equation that he considered. Multiple linear regression analysis is a partial and simultaneous test of hypothesis to independent variable on dependent variable. Based on multiple linear regression coefficient, it will be used SPSS 22 and obtained the results as below:

Table 1. Multiple Linear Regression Coefficients

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.430ª	.185	.172	2.14776
a. Predictors: (Constant), X2 (Product Quality) , X1 (Easy shopping).				
b. Dependent variable Y (Shop On Line)				

Based on table 1 above, we get the result of multiple linear regression equation $Y = 4.430 + 0.322 X1 + 0.313 X2 + e$, where Y: Shopping in Store on line, X1: Ease of Shopping, X2: Product Quality.

From this equation can be interpreted:

1) Ease of shopping and product quality have a positive relationship to shopping on the store on line
2) Constant value shows the effect of variable X (ease of shopping and product quality), if variable ease of shopping up one unit will give effect one unit of variable of shopping in store on line.
3) Regression coefficient value for expenditure variable to expenditure variable in shop on line is 0.322, this means if ease of spending go up one unit, then shopping on shop on line will increase equal to 4,430. The coefficient is

positive, meaning the ease of shopping and shopping on the store on line have a positive influence.

Determinant Analysis (R2)

Table 2. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.430a	.185	.172	2.14776
a. Predictors: (Constant), X2 (Product Quality) , X1 (Easy shopping).				
b. Dependent variable Y (Shop On Line)				

Rated R shows double correlation (ease of shopping and product quality) with on-line store shopping. By considering the R Square's significance of 0.172 which indicates the role or contribution of ease shopping variable and product quality to the shopping variable in the on-line store with the value of 18.5% and the remaining 81.5% influenced by the other variables.

Partial Test Effects (t test) and Simultaneous Effects (Test F)

Assessment of partial effects for the purpose of checking whether each independent variable has a significant influence on the dependent variable with α = 0.05 and also to accept or reject the hypothesis. Partial test (t test) is also to answer hypotheses one and two.

Table 3. Test Result t (Partial)

No	Independent Variable	t value	Sig
1	Easy shopping	2.915	0.004
2	Product Quality	3.672	0.000

Based on table 3 which is the result of multiple regression analysis

Obtained the value of t arithmetic variable X1 amounted to 2915, because the value t > t table (2915 > 2570), then Ho is rejected and H1 accepted, this means partially significant effect on shopping on-line store. Based on the significant test, the significant result is 0.004, because the significant number is smaller than the value α (0.04 < 0.05), it can be concluded that the ease of shopping on the shop on line, thus the first hypothesis can be accepted.

Based on table 3 which is the result of multiple regression analysis obtained value t arithmetic variable X2 of 3.672, because the value t > t table (3.672> 2.570), then Ho is rejected and H1 accepted, this means partially significant effect on shopping on-line store. Based on the significant test, it can be obtained a significant result of 0.000, because the number of significant is smaller than the value α (0.00 <0.05), it can be concluded that the quality of the product on shopping in store on line, thus hypotheses second acceptable.

Answering the three hypotheses for concurrent shopping convenience variables and product quality affecting on-line

store shopping, can be seen from table 4 below

Table 4. Simultaneous Test Result

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	130.631	2	65.315	14.159	.000b
	Residual	576.612	125	4.613		
	Total	707.242	127			
Predictors: (Constant), X2 (Product Quality) , X1 (Easy shopping),						
Dependent variable Y (Shop On Line)						

From table 4 (ANOVA table) above it is calculated by F count 14.159 greater than F table 3.39 (14.159> 3.39) and significant value 0.000 is less than 5% (0.000 <0.05). From this result the null hypothesis is rejected and hypothesis 1 is accepted, it means the effect of the concurrent significant effect between the convenience variables of shopping and the quality of the product on the shopping in store on line, thus hypothesis 3 is accepted.

1. Ease of Shopping effect on Line Shop

Shopping in the online store is not time consuming, shopping in the online shop easy process, shopping in the store on line very easy process, shopping in the store is very useful for the activities of many people. People do not need to go out and shop in supermarkets, supermarkets, plazas, boutiques, or markets, people just sit in front of a computer, or even now by phone, pick and order their favorite items, buying and selling goods via the internet, called online shopping. (Ollie, 2008). Wen et al 2011 states the extent to which consumers feel the ease of interaction with on line stores or e commerce and sites can receive product information.

The results of this study are in accordance with the research Ollie (2008) and Wen at al (2011) that the results of the test show significant ease of shopping relationship with shopping on the store on line, and felt in all indicators.

2. Product Quality effect Shopping on Store On Line

Product quality is defined as a series of undertakings by the company to make or simply offer products that are in line with the catalog, received in good condition, the choice of its products are many and complete, this is according to customer's requirement. Considering that customers can not see directly, good product quality, which customers expect in doing On line Shoping (Wing Field, 2002). A series of businesses undertaken by the company to create products that suit the needs of customers. Considering that customers can not see the product directly, good product quality, customers are expected to do online shopping (Wing field, 2002).

The results of this study of product quality positively effect on-store shopping on line, according to research by Wingfield, 2002.

3. Ease of Shopping and Quality of products effect shopping on the store on line

Ease of shopping and product quality together, either directly or indirectly affect shopping on the store on line, which if the ease of shopping and better quality of products given to on-

line store shopping will be the better shopping on-line store available.

The results of this study are in line with the research of wen et al (2014) where there is a positive direct relationship and a significant correlation between ease of shopping and product quality to on-line store shopping.

4. Correlations between dimensions

Based on table 5 we can see the relationship between the dimensions of the variables X1 and X2 on the dimensions of the Y variable as shown by the correlation value of Pearson between each dimension. The greater the correlation value of Pearson, the stronger the reality, then it can be seen the dimension of the variable that has the R value and the dimension of the highest variable is the lowest r value.

Table 5. Inter Dimension Correlation Matrix

		Y	X1	X11	X12	X13	X2	X21	X22	X23
	Pearson Correlation	1	.311**	.260**	.152	.238**	.360**	.301**	.279**	.306**
	Sig. (2-tailed)		.000	.003	.086	.007	.000	.001	.001	.000
	N	128	128	128	128	128	128	128	128	128

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Data from table 5 were obtained:

1) the number for the highest r value for the variable X1 is the correlation between the variable Y (shopping on the store on line) with the dimension is not time consuming in the variable ease of shopping with loyalty that is equal to 0.260 or 26.0%.

2) This condition shows that the change of dimension of shopping variable in store on line (Y) is influenced also variable of product quality and dimension of store on line must be fast delivery 0,301 or 30,1%. It needs attention and this condition indicates that shopping on the shop on line (Y) is dominated by the influence of dimension store on line should be fast delivery.

This research is specifically the variable of Product Quality in line and support the research done by previous researcher such as: 1) Product Quality, Service Quality and Price have positive and significant influence to Purchase Decision, either partially or simultaneously, on SGM Mother Milk product (Anggita, Rizza & Ali, Hapzi, 2017); 2) Product, Price and Distribution Channel have positive and significant effect to Purchase Decision either partially or simultaneously on Mandiri e-Cash (Djuma; Lies; & Ali, Hapzi, 2017); and 3) Brand Image can be built with variable Service Quality and Product Quality. That Service Quality and Product Quality have positive and significant impact on Brand Image, either partially, simultaneously and either directly or indirectly (Ali, Hapzi & Mappesona, Henry, 2016).

CONCLUSIONS AND SUGGESTIONS

Conclusion

Analysis of ease of shopping and product quality to shopping on the store on line exist as follows:

1) Ease of shopping has a significant relationship to shopping on the store on line.
2) The quality of the product has a significant relationship to on-line store shopping.
3) Ease of shopping and product quality, both have a direct and indirect relationship, and have a significant relationship to on-line store shopping.

Advice:

Technical advice:

1) In the convenience variables with shopping dimensions in the store on line is very easy to process has the lowest test value, this should be a concern.
2) Variable product quality has the lowest test value is the dimension of expenditure on line the product is received in good condition and not damaged

Academic advice:

Research should follow and see the factors that can affect shopping variables in the store on line, which can be influenced by many other factors, apart from the ease of shopping and product quality.

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