

Analysis of Determinants of Webrooming Intention



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ABSTRACT: Along with the development of the internet, it has now developed and is used in various fields, including the online business sector. This shows that consumers can access more than one channel both offline and online in the shopping process, this behavior can lead to Webrooming Intention behavior. The purpose of this research is to see and analyze the influence of Perceived Usefulness of Online Search, Perceived Ease of Online Search, and Sales Staff Assistance on Webrooming Intention. The number of respondents in this study was 226 people. The data analysis method in this research uses Smart PLS. The results of the research show that Perceived Usefulness of Online Search has a positive and significant effect on Webrooming Intention, Perceived Ease of Online Search has a positive and significant effect on Webrooming Intention and Sales Staff Assistance has a positive and significant effect on Webrooming Intention.

KEYWORDS: Webrooming Intention, Perceived Usefulness of Online Search, Perceived Ease of Online Search, Sales Staff Assistance

I. INTRODUCTION

Technological changes continue to develop, including the development of the internet network in Indonesia. The use of the internet is then utilized in various fields, including the online business sector, namely the marketplace (Jabat et al., 2022). This shows that retail sellers are expanding access to their stores through online stores. Sellers integrate digital channels and physical channels which allows consumers to buy products through offline and online channels or is referred to as omnichannel retail (Shao, 2021).

Buyer behavior to use more than one channel can lead to webrooming intention behavior. Webrooming intention behavior can occur for several reasons, one of which is consumers' feelings of impatience in waiting for delivery times and feelings of fear of getting goods that do not match what they see online. This makes consumers feel less comfortable using online platforms for shopping because they are considered less safe (Flavián et al., 2019).

In line with research conducted by Populix where as many as 37% of consumers prefer to go to shops and make purchases directly because, 78% feel they can see the product directly, 68% feel they can immediately take home the goods they have purchased, 61% minimize damaged goods and lost items, 57% can try items before buying them, and 42% provide a form of quality time for themselves or their family (Suharto, 2010).

Based on the above phenomenon, there are several inconsistent studies (inconsistent findings), namely: Arora & Sahney (2019) research proves that Perceived Usefulness of Online Search has a positive effect on Webrooming Intention, while research by Aw et al. (2021) shows that Perceived Usefulness of Online Search has no effect on Webrooming Intention. Another research by Arora & Sahney (2019) Perceived Ease of Online Search has a positive effect on Webrooming Intention, while research by Shankar & Jain (2021) Perceived Ease of Online Search has no effect on Webrooming Intention. Research by Kleinlercher et al. (2020) Sales Staff Assistance has a positive effect on Webrooming Intention, while Aw's research (2019) Sales Staff Assistance has no effect on Webrooming Intention.

With these inconsistent findings, researchers are interested in conducting further research on webrooming intention by testing the relationship between the variables Perceived Usefulness of Online Search (PUOS), Perceived Ease of Online Search (PEOS) and Sales Staff Assistance on Webrooming Intention.

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II. LITERATURE REVIEW

A. Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a theory first developed by Fred Davis in 1989 regarding the use of information technology systems which is considered to be very influential and explains individuals' use of information systems. TAM is used to explain the factors that influence user acceptance of new technology (Yuniar Firdaus et al., 2022). The TAM concept was formed based on the Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen (1975). In TAM, user acceptance of an information system is determined by two main factors, namely perceived usefulness and perceived ease of use (Iqbal, 2018).

According to Famawati (2015), perceived usefulness is that users believe that using new technology will make it easier to use and will not encounter difficulties and hard work, while perceived ease of use is that users believe that using new information technology will provides benefits to users and will improve their performance from various aspects. There are several advantages of TAM according to Pratiwi et al. (2020) including:

1. TAM is an alternative answer when a system cannot answer user needs, so that users lose interest in the information system being created.
2. TAM exists with the aim of becoming a strong theoretical basis.
3. TAM has passed many research tests with the conclusion that TAM is included in the positive impact category.
4. TAM is a model that has a simple but valid appearance.

B. Smart Shopping Feelings

Smart shopping is a concept that describes the experience felt by consumers in the process of minimizing costs, time and energy expenditure and maximizing the results that can be obtained from the shopping process (Flavián et al., 2020). Smart shopping appears when consumers feel they want to get the right outcome when shopping so they choose to do webrooming to get the right shopping results by visiting offline stores. That way, consumers will feel they have more control over the goods they buy (Flavián et al., 2019).

According to Hartini & Hidayati (2021), when consumers engage in webrooming behavior when shopping, the feeling of smart shopping will increase. Consumers will look for information about the product they want to buy, such as looking for information about sales location, price, product specifications, etc. With the information they have obtained, consumers feel they spend less energy and are able to get cheaper prices.

C. Perceived Usefulness of Online Search (PUOS)

Perceived usefulness of online search is that someone believes that using a system can improve their performance (Fradiani et al., 2018). The perceived usefulness of online search can be increased when a system can provide benefits and facilitate online activities carried out by its users. When a system is equipped with fast access, providing user needs, it will create a positive user attitude towards the system (Syaharani & Yasa, 2022). In line with Santos & Gonçalves (2019) who say that the availability of information online is useful for consumers to avoid uncertainty.

The indicators of perceived usefulness of online search used in this research were adopted from previous research conducted by Shankar & Jain (2021), including:

1. Reviews provided by consumers online are very useful.
2. Reviews provided by consumers online make shopping easier.
3. Reviews provided by consumers online make the shopping process smart.

D. Perceived Ease of Online Search (PEOS)

Perceived ease of online search is described by Syaharani & Yasa (2022) as the perception of ease felt by users of a system, and if a system is easy to use then an individual will use the system. In line with Iriani & Andjarwati (2020) said that frequency of use and interaction with the system also shows ease of use. A system that is frequently used indicates that the system is easy to recognize, easy to operate and easy to use.

Another opinion was expressed by Dhir et al. (2020) who stated that the ease of using online search allows consumers to get the best possible information so that consumers get the opportunity to compare several products so they can choose the best product.

The perceived ease of online search indicators used in this research were adopted from previous research conducted by Shankar & Jain (2021), including:

1. It is easier to find information about a product online than offline.
2. It is easy to obtain product information online.
3. It is very easy to use online channels to obtain information about a product.

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E. Sales Staff Assistance

According to Aw (2019) sales staff assistance is someone who will help consumers in the shopping process. In line with this, Oktavia (2019) said that sales staff assistance plays a role in the purchasing process carried out by consumers from the beginning to after-sales, and the abilities that sales staff assistance must have include knowledge of the product, company conditions, competitors and ability in provide solutions when there are problems faced by consumers. Another opinion expressed by Kang (2018) is that sales staff assistance is someone who will provide feedback and information needed by consumers directly. The sales staff assistance indicators used in this research were adopted from previous research conducted by Shankar & Jain (2021), including:

1. Direct contact with other people makes the shopping process more enjoyable.
2. Feel happy interacting with sales staff when shopping.
3. The attention or assistance provided by staff is very important.
4. Having to use a machine when you can interact directly with staff is annoying.

F. Webrooming Intention

According to Arora & Sahney (2018), webrooming intention is the consumer's desire to search online and end by making a purchase offline. In line with Mas'ud & Azizurohman (2021) who say that webrooming intention is a shopping method carried out by a consumer who buys a product directly by visiting a physical store by first looking at the specifications of the product to be purchased via the internet.

The webrooming intention indicators used in this research were adopted from previous research conducted by Shankar & Jain (2021), including

1. Likes to collect information about a product online before buying it offline.
2. Likely to collect information about a product before buying it offline.
3. Be sure to collect information about a product online before buying it offline.

III. METHOD AND MATERIAL

This research aims to test whether the variables identified have a positive and significant relationship to Webrooming Intention. The following is the framework for this research:

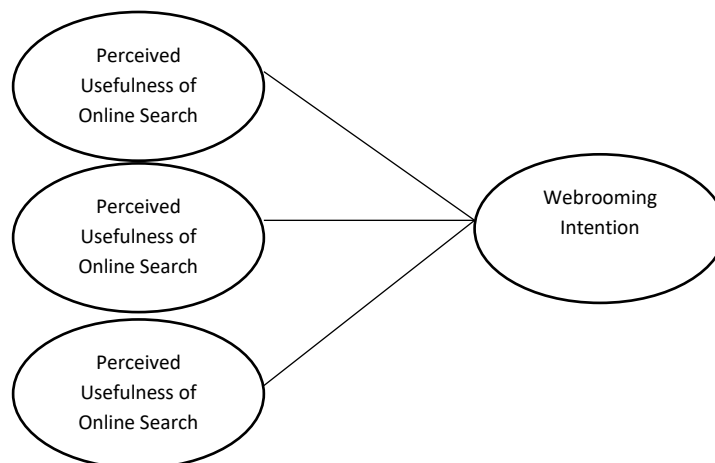


Figure 1. Research Framework

The population in this study were internet users, the sample size used in this study was calculated using Gpower 3.1 software with error parameters = 5%, statistical power = 95% and number of predictors = 3, resulting in a total sample size of 119 people. To obtain greater statistical power, the number of questionnaires that will be distributed is approximately 200 respondents. The data collection method in this research uses a questionnaire. In this study, the questionnaire was distributed electronically or online in the form of a Google form and distributed via social media Whatsapp and Instagram. The questionnaire given to respondents will then be measured using a Likert scale. The data analysis method in this research uses Partial Least Square (PLS). Partial Least Square (PLS) analysis is a multivariate statistical technique that compares multiple dependent variables and multiple independent variables. PLS model evaluation is carried out by evaluating the outer model and inner model.

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IV. RESULT AND DISCUSION

Respondent data shows that based on gender, the respondents were dominated by 115 women (50.9%). Based on monthly income, it is dominated by respondents with income of less than 4,000,000. based on age, the respondents were dominated by the age range 24 – 39 years as many as 110 people (48.7%). Based on education, the respondents were dominated by Bachelor (S1) as many as 108 (47.8%). Based on occupation, respondents were dominated by private employees, 99 (43.8%). Based on the domicile of the respondents, it was dominated by 82 respondents (36.3%).

Table 1. Reliability and Validity

Variable	Indicator	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE
Perceived Usefulness of Online Search (PUOS)	PUOS 1	0,788	0,827	0,878	0,591
	PUOS 3	0,761			
	PUOS 4	0,815			
	PUOS 5	0,766			
	PUOS 6	0,710			
Perceived Ease of Online Search (PEOS)	PEOS 1	0,798	0,915	0,932	0,661
	PEOS 2	0,832			
	PEOS 3	0,764			
	PEOS 4	0,640			
	PEOS 5	0,855			
	PEOS 6	0,759			
	PEOS 7	0,839			
Sales Staff Assistance	SSA 1	0,786	0,870	0,898	0,558
	SSA 2	0,711			
	SSA 3	0,721			
	SSA 4	0,792			
	SSA 5	0,740			
	SSA 6	0,742			
	SSA 7	0,735			
Webrooming Intention	WRI 1	0,713	0,801	0,857	0,503
	WRI 2	0,683			
	WRI 3	0,766			
	WRI 4	0,796			
	WRI 5	0,725			
	WRI 6	0,545			

According to Hair et al. (2017) the factor loading value of an indicator is above 0.7 for the targeted construct. However, factor loading values between 0.4 and 0.7 are still acceptable, whereas if an indicator has a factor loading value below 0.4 then it is not accepted and must be removed from the model. Based on table 2 above, it shows that each indicator has a factor loading value in accordance with the recommended value, so that each indicator can be declared to have passed the test and can be maintained. Each indicator has a Cronbach's Alpha and Composite Reliability value in accordance with the recommended value, namely 0.7, so that all constructs or variables in this research can be said to be reliable. Furthermore, each indicator has an AVE value in accordance with the recommended value, namely 0.5, so it can be declared valid.

Table 2. Path Coefficients

Relationship	Path Coefficient	Standard Deviation (STDEV)	T-statistics	P-Value	Decision
Perceived Usefulness of Online Search → Webrooming Intention	0,203	0,113	1,790	0,037	Supported
Perceived Ease of Online Search → Webrooming Intention	0,134	0,103	1,304	0,096	Not Supported
Sales Staff Assistance → Webrooming Intention	0,211	0,065	3,272	0,001	Supported

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Based on the results of the table above, several hypothesis test results can be concluded, namely:

1. Based on hypothesis testing in this research, the T-statistics value was 1.790, the p-value was 0.037, and the path coefficient value was 0.203. The T-statistics value is greater than the T-table value of 1.645, the p-value is in accordance with what is recommended, namely less than 0.05, and the path coefficient value shows a positive value. These results indicate that perceived usefulness of online search (PUOS) has a positive and significant effect on webrooming intention so that H1 is accepted. The results of this research are in line with research conducted by (Abdilla, 2023) where the results of his research show that Perceived Usefulness of Online Search has a positive and significant effect on Webrooming Intention.
2. Based on hypothesis testing in this research, the T-statistics value was 1.304, the p-value was 0.096, and the path coefficient value was 0.134. The T-statistics value is less than the T-table value of 1.645, the p-value does not match the recommended value, namely less than 0.05, and the path coefficient value shows a positive value. These results indicate that perceived ease of online search (PEOS) has no effect on webrooming intention so that H2 is rejected. The results of this research are in line with Shankar & Jain (2021) that there is no influence between Perceived Ease of Online Search on Webrooming Intention.
3. Based on the hypothesis test in this research, the T-statistics value was 3.272, the p-value was 0.001, and the path coefficient value was 0.211. The T-statistics value is greater than the T-table value of 1.645, the p-value is in accordance with what is recommended, namely less than 0.05, and the path coefficient value shows a positive value. These results indicate that sales staff assistance has a positive and significant effect on webrooming intention so that H3 is accepted. The results of this research are in line with research conducted by (Abdilla, 2023) where the results of his research show that Sales Staff Assistance has a positive and significant effect on Webrooming Intention.

V. CONCLUSIONS

Based on the analysis and discussion, it can be concluded as follows:

1. The significant influence of Perceived Usefulness of Online Search (PUOS) on Webrooming Intention shows that consumers utilize the features available in the marketplace such as relying on the opinions of other consumers and available product descriptions to make their final purchasing decisions. The process of reading online reviews from other consumers and product descriptions is considered to be a useful source of information and helps in the offline purchasing decision making process.
2. The influence of perceived ease of online search on webrooming intention shows that consumers do not consider ease of online search in marketplace features as an important factor. In this case, consumers feel that increasingly developing technology has made it easier for them to search for product information online so that consumers feel that Perceived Ease of Online Search no longer provides benefits for them.
3. The significant influence of Sales Staff Assistance on Webrooming Intention shows that consumers consider salespeople to be very helpful in the purchasing process. The availability of assistance from salespeople is an attraction for consumers to switch from online to offline shopping, because in the context of online shopping consumers do not get a direct response from salespeople when they encounter difficulties or want to ask questions about the product they want to buy. So having salespeople available in the shop makes it easier when you want to communicate about products.
4. It is hoped that this research can provide a reference for future researchers in developing theories using other variables, such as Need for touch, Anticipated Regret, Online Risk Perception or other variables that can influence Webrooming Intention.

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