THE FACTORS INFLUENCING THE STUDENTS’ PURCHASING INTENTION AT PRESIDENT UNIVERSITY
(A Case Study of KASKUS Online Shopping Website)

By

Dea Kusnandar
014200900031

A thesis presented to the
Faculty of economics President University
In Partial fulfillment of the requirement for
Bachelor Degree in Economics Faculty of Management

June 2013
This thesis entitled “THE FACTORS INFLUENCING STUDENTS’ PURCHASING INTENTION IN PRESIDENT UNIVERSITY (A Case study of KASKUS Online Shopping Website)” prepared and submitted by Dea Kusnandar in partial fulfillment of the requirements for the title Degree of Bachelor of Science in the faculty of Economic has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia, June, 2013

Acknowledged by, Recommended by,

Vinsensius Jajat K., SE, MM Suresh Kumar, S.T., M.Si
Head of Management Study Program Thesis Advisor
DECLARATION OF ORIGINALITY

I declare that this thesis, entitled “THE FACTORS INFLUENCING STUDENTS’ PURCHASING INTENTION IN PRESIDENT UNIVERSITY (A Case study of KASKUS Online Shopping Website)” is to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, June, 2013

The researcher,

Dea Kusnandar
The Panel of Examiners declare that the thesis entitled “THE FACTORS INFLUENCING STUDENTS’ PURCHASING INTENTION IN PRESIDENT UNIVERSITY (A Case study of KASKUS Online Shopping Website)” that was submitted by Dea Kusnandar, majoring in International Business from the Faculty of Economics was assessed and approved to have passed the Oral Examinations on June, 2013.

Drs. Bruno Rumvaru, MA
Chair-Panel of Examiners

Suresh Kumar, S.T., M.Si
Examiner I

Geraldine Advincula, MBA
Examiner II
Abstract

The researcher wants to provide some information about factors that could be an influence and influencing the factor about KASKUS online shopping website. The theme of the researcher’s research or observation was The factors (Website Design, Reliability Website, Customer-Service Website and Security Website) influencing students’ purchasing intention at President University (A Case study of KASKUS online shopping website). Furthermore, the researcher took the Quantitative research for this research. This research is about the unsatisfied KASKUSERS which is the President University students with the KASKUS online shopping website. So, the researcher wants to know from these four Independent variables (Website Design, Reliability Website, Customer-Service and Security Website) which are the major factors that influencing the student’ purchasing intention at President University. Taken at President University also students form batch 2010 only. This research used the Multiple Regression methodology using the SPSS version 20.0 application. Taken the 20 students first to fill up the pre-questionnaire that being made by the researcher according to the past research to be processed to know whether it is reliable and valid or not. And after that process then the researcher spread it out to the 80 respondents at President University and calculate the result with SPSS version 20.0 application. And from the result, the major factors from the four independent variables that being mentioned above are the Reliability Website (0.034) and Security Website factors (0.001) that influencing their purchasing intention and satisfied with KASKUS online shopping. So, the researcher know that the other two majors which are the Website Design and Customer-Service website are the unsatisfied factors and must be improved by the KASKUS online shopping website. In summary, the researcher wants to provide some information as a reference for the future researchers and also the readers.

Keywords: Online shopping, purchasing intention, Website Design, Reliability Website, Customer-Service Website, Security Website.
Acknowledgment

First of all, I would like to say thank you from the bottom of my heart to my Almighty God, Jesus Christ. Because of His blessings in my life I could finish this thesis. Honestly, this thesis has been a huge part of my life in terms of the education level, because this thesis is the peak step for me to reach my Bachelor Degree. This thesis is the best and also the worse part in my education life and my personal life, because of this thesis I’ve been through a lot of things such as anxiety, worries, confuse circumstance, sickness, time consuming step, limitation budget, happiness and relieve.

And my next thank you is going to my the one and only advisor Sir. Suresh Kumar that has been so helpful, thoughtful also patient in dealing with me and consult this thesis together with me. If there is no advisor like him, I do not know what happen to me and my thesis

Next thank you from me is to my family my DAD, my MOM and my SISTER that always been my support and my courage to finish this thesis. They were always reminding me to finish my thesis as soon as possible and also pray for me to be succeed in the future.

The last but not least, thank you so much to my friend Erlin Vilia, Lycke Febr尼亚nti, Rista, Dizar Kawinur, William Wijaya, Andrea, Sabrina, Beta, Riris, Firda, Leon, Reno, Grace, Nike, Aai, Michelle, Monica, and others to encourage me and always giving me spirit to keep on going until this thesis finished. We are always encouraging each other to finish it together and graduate with an excellent mark from this university. Thank you so much guys.

At the end, I’ve been blessed to study, learn, and have so many friends in this university and graduate from this university soon. And for all the lecturers which has always in my heart and genuinely thought me, thank you for everything and see you guys in the future. Where’s tomorrow’s leaders come together.

Cikarang, June 2013

Dea Kusnandar
# TABLE OF CONTENTS

THESIS ADVISER……………………………………………………………………..i
DECLARATION OF ORIGINALITY……………………………………………… ii
PANEL OF EXAMINERS APPROVAL SHEET………………………………..iii
ABSTRACT………………………………………………………………………… iv
ACKNOWLEDGEMENT………………………………………………………… v
TABLE OF CONTENTS…………………………………………………………... vi
LIST OF TABLE………………………………………………………………… viii
LIST OF FIGURE……………………………………………………………… ix
LIST OF CHART……………………………………………………………… xi
I. INTRODUCTION…………………………………………………………….1
  1.1 Background of the study……………………………………………… 1
  1.2 KASKUS Online Shopping Profile…………………………………… 9
  1.3 Problem Identification……………………………………………… 11
  1.4 Statement of Problem……………………………………………… 11
  1.5 Research Objectives………………………………………………... 12
  1.6 Significance of the study……………………………………………… 12
  1.7 Theoretical Framework……………………………………………… 13
  1.8 Scope and limitation………………………………………………… 14
  1.9 Assumption and Hypothesis………………………………………… 14
  1.10 Definition of Term………………………………………………….. 16
II. LITERATURE REVIEW…………………………………………………..17
  2.1 Online Shopping……………………………………………………… 17
  2.2 Purchasing Intention………………………………………………… 20
2.3 Website Design..........................................................................................22
2.4 Reliability and Security Website..................................................................23
2.5 Customer-Service Website.........................................................................24
2.6 Previous Studies.........................................................................................25

III. RESEARCH METHODOLOGY...................................................................30
3.1 Research Methodology.............................................................................30
3.2 Research Framework................................................................................32
3.3 Time and Place.........................................................................................33
3.4 Data Collection..........................................................................................33
3.5 Data Analysis.............................................................................................33
3.6 Instrument..................................................................................................34
3.7 Sampling.....................................................................................................40
3.7.1 Size and Methodology............................................................................40
3.8 Technique Measurement...........................................................................40
3.9 Statistical Treatment................................................................................41
3.9.1 Validity Testing......................................................................................41
3.9.2 Reliability Testing..................................................................................43
3.10 Classical Assumption...............................................................................44
3.10.1 Normality Test......................................................................................44
3.10.2 Heteroscedasticity Test........................................................................44
3.10.3 Multicollinearity Test...........................................................................45
3.10.4 F-Test..................................................................................................45
3.10.5 T-Test..................................................................................................46
3.10.6 Multiple Regression.............................................................................46
IV. ANALYSIS OF DATA AND RESULTS

4.1 Validity Test..........................................................48
4.2 Reliability test .........................................................50
4.3 Respondents Profile.................................................52
4.4 Classical Assumption..............................................54
4.4.1 Normality Test......................................................54
4.4.2 Heteroscedasticity Test.........................................56
4.4.3 Multicollinearity Test...........................................56
4.5 Regression Model..................................................58
4.6 F-Test...............................................................59
4.7 T-Test...............................................................60
4.8 Interpretation of Result............................................63

V. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion..........................................................65
5.2 Recommendation..................................................67
5.2.1 Recommendation for The Official Website...............67
5.2.2 Recommendation for The Future Researcher.............68

REFERENCES .............................................................69

E-JOURNAL.................................................................69
INTERNET.................................................................73
E-BOOKS.................................................................74
APPENDICES...............................................................78
QUESTIONAIRES.......................................................81
LIST OF TABLE

Table 2.1 Previous Studies Table.................................................................28
Table 3.1 Pre-questionnaire.........................................................................34
Table 3.2 The Valid Statements.................................................................37
Table 3.3 Likert Scale Table......................................................................41
Table 4.1 The Result of Valid Statements................................................49
Table 4.2 The Result of Invalid Statements.............................................50
Table 4.3 Reliability Statistic’s Table, Cronbach’s Alpha.........................50
Table 4.4 Item-Total Statistics, Corrected Items-Total Corellation..........51
Table 4.5 Multicollinearity Test.................................................................57
Table 4.6 Multiple Regression Result (Coefficient)............................58
Table 4.7 ANOVA Result..........................................................................59
Table 4.8 Multiple Regression Result (Model Summary)......................60
Table 4.9 T-Test Significant Result (Coefficient)....................................60
LIST OF FIGURE

Figure 1.1 The Relationship Table x1-x4 to Y......................................................14.
Figure 3.1 Research Framework Flow.................................................................32
Figure 4.1 Normality Test Probability Plot Histogram.........................................55
Figure 4.2 Normality Probability Plot Graphic......................................................55
Figure 4.3 Result of Heteroscedasticity Test.........................................................56
LIST OF CHART

Chart 4.1 Gender........................................................................................................................................52
Chart 4.2 Major........................................................................................................................................53
Chart 4.3 Pocket Money.............................................................................................................................54
CHAPTER I

INTRODUCTION

1.1. Background of the Study

In every business that is going on right in this era, people always want to develop themselves and their business activity. For an entrepreneur it is really important to develop their business in a good way of promoting, selling and delivering the products to the customers. People in this era want something new and instant or easy to access a business. Not only an entrepreneur but also for the people who wants to make or run a new business. Starting a new business is not always hard, need a huge amount of capital and a lot of business colleagues that those people already knew. So, people trying to come up with something that really fulfills their need to have their business. Mostly traditional market is on the roadside place and traditional market mostly for and being visited by the lower economic class people. Then for the modern market mostly being placed and built in the real-estate, it provides the society there on ease to purchase everything they need. (Alba, 1997; Winer, 1997) For instance, online consumers’ concerns about lack of opportunity to examine products prior to purchase are regarded as the specific factor affecting the online buying decision. Therefore, several researchers proposed that consumers’ shopping behavior in online shops may be fundamentally different from that in the traditional environment.

Now, people could find another alternative that being given by the technology called internet to pursue the effectiveness of shopping. And online shopping is the one of the easy shopping terms right now that people used to use this term of shopping to purchase their needs.
In online shopping there is something or phrase to call the supplier and the seller which is the supplier called as the drop shipper and for the seller called as the reseller.

Resellers are the key for the seller or drop shipper to promote and sell the drop shipper or supplier’s product. Every business especially in online shopping the seller and reseller must have the purposed that have to be achieved and accomplished also commitment in this business then the last one is strategy to sell the product. As people and entrepreneurs out there know that marketing mix is also the important strategy to sell the product.

First is Product; before starting a new business especially in online shopping the first thing that every seller must know is the product because product is the starting point when the seller wants to run and open a new business. There are two orientations in this business which are product oriented and market oriented. For the product oriented, it means that the seller is trying to sell a product that he or she could possibly and definitely make and create. For the second orientation is the reverse of the first orientation, which is the stress point is right before the seller sells the product they have to make a basic research to decide what are the products that could possibly be sold or be absorbed and accepted by the customers and market. (JokoSalim, 2012)

The second one is Price; price also the important point to sell the product. The seller has to decide the price before they sell it to the customers but depends also from the economic level of the customers.

There is no product that been called over expensive and too cheap because it is also depend on the place where the seller wants to sell their product. For example, a product was being priced by the seller at 60 IDR that being sold in Mangga Dua and a million IDR which is being sold in Plaza Senayan Jakarta, the different price appears because of the different economic level target. If the sellers decided
to sell their product to the middle lower economic class then they have to decide the relative lower price that being given to the customers and vice versa.

The third one is Place; place is being concluded as the distribution line of a business. A product could be a market segment with the right price and for sure it has to be reachable by the customers. If the seller does not sell it in the right segmentation market then it is not going to be a hit product in the market.

The forth one is Promotion; People or customers do not purchase a product if they do not know the existence of it, because of that promotion is the ultimate solution or way to sell and spread your product. Imagine, if there is a good product, useful product to fulfill every body’s needs and also with the affordable price but the problem is that the customers do not know the product and also the function of the product itself. Then how come you as the customers purchase that product? Also how come as the seller or entrepreneur you could sell your product to the customers? So, the perfect way to solve it is through a promotion step.

Online shopping is a form of electronic commerce that really booming right now in terms of shopping method or way. Online shopping is the best way to get your needs and likes, because it is easy to catch up on this online. In here also there is a transaction between the seller and buyer, the bargaining system also does occur in this online shopping. Online shopping could be called as an internet store, web store, web shop, etc. According to (Nunes, 2011) the more frequent online buyers are expected to use online shopping more frequently as it enhances their trusts in the respective website than for less frequent online buyers. Clearly, electronic markets have some unique economic characteristic.
If e-marketers intend to ignore the fundamental truths about consumer behavior due to this point, most of the promises of E-marketing in the business-to-consumer context will not be fulfilled. And the shopping activity in online shopping is called business-to-customers which is like the simple way of shopping or purchasing needs. And the largest online retailing or shopping corporation nowadays is EBay and Amazon.com. Online shopping has its own advantages and disadvantages for the seller and also the customers as a buyer. To make a lot of profit an entrepreneur must think the way to sell and promote their product to the customer without expand a high production cost, without any capital on hands the seller or owner could make an online shopping by being a reseller or franchise.

To promote the product in online shopping the owner could attract the customers by the visualization by editing the pictures with an attractive decoration design and also a cheap price or a selling tactic if the customers purchase two products or stuffs it is cheaper and economist rather than the customers purchase only one product. For the payment itself, usually the buyers or the customers use their e-banking payment system which is via transfer but it depends on the customers and the seller to use which one of the bank to transfer the payment that is based on the both side decision. Then, products must be delivered safely and on time to the customers, so the customers satisfy and come back to purchase another product. Mostly the delivery product is taking care by the delivery service, in Indonesia the very famous and trusted one delivery service is Tiki JNE Delivery Service. The online shopping business generally uses this delivery service to deliver the order to the customers. And this online shopping business is being well-known on Facebook the really well-known social media in the present.

On Facebook, people usually have a lot of friends and easily to being friend by others, so to have and run an online shopping in social media via Facebook is really easy for the people who want to have an online shopping business.
Sometimes online shopping could change the customers’ shopping behavior, because everyone now is related and live in an advance world and also developing world with busy and hectic schedule which is really need something easy to access, effective, fast, flexible and cheap. Because of that condition that being demanded nowadays, online shopping is a really good facility of business and online trading.

Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing cost, thereby reducing the price of their products and services in order to stay ahead in highly competitive market. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback also to conduct satisfaction surveys with customers (Greenberg, 2000). Every business especially online shopping has two kinds of perspectives which are positives and negatives or advantages and disadvantages. Here are the advantages for the customers who buy the products via online, such as effectiveness in terms of time consuming and transportation; no need to think about the transportation to go to mall and how long does it take to go to the mall just access the internet and link to online shopping that the customers want to access then purchase, bargain, pay and delivered. Save extra money as the transportation cost, if we want to go to the mall by taxi or whatever kind of transportation the customers need to pay the transportation cost itself so it is kind of take out another money before the customer purchase something that they want and need.

The price is cheaper rather than in a shop in the mall, sometimes there is an online shopping that provides a bargaining price system to the customers and of course it is an advantage for the customers. The customers are being entertained by the attractive design of its online shopping with a really attractive online shopping design, so the customers feel interested and curious by it and stay to
looking at to another product. Online shopping could be accessed 24 hours everywhere this is the advantage that every mall or manual store could not give to the customers. And to access it the customers need an internet connection and the customers could do this activity everywhere because nowadays every café, schools, campuses, restaurants provide an access and connection called Wi-Fi. Then, the customers could ask the owner or seller to refund their money if there is any failure of the order. Customers use the Internet not only to purchase the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business. Research predicted that the amount of E-commerce activities worldwide will reach US$ 6.8 trillion by 2004, from US$ 43 billion in 1998 (Greenberg, 2000). Online shopping must provide the details of the product such as text, photos, multimedia files, the information of the product is it authentic or not between the real product and the pictures or photos that really needed by the customers, it is the next advantage for the customers. The customers are also being provided a safety procedure from the seller and free to ask questions about the product that the customers are willing to buy so the customer also could compare the price with another online shop. Also, the customers could see and access another online shopping freely without bothering the seller and the customers are being provided a lot of choices of online shopping in Facebook or website even a blog. Next advantages is without paying any taxes because of it is an import stuff or products just paying the delivery cost which is not too expensive.

Advantages for the seller are they do not need to have the stock or product storage, because the seller could be a reseller to sell their product to the customers. In terms of selling the product the seller could do the pre order system so it reduces the loss possibility for the seller. In business the seller wants the best profit, in here the seller get a lot of profit from the selling activity and the seller does not have to pay the delivery service cost. For a huge profitability for the
seller is the seller does not have to rent or build a new store in a real building that took a lot of cost to promote and sell their products to the customers just access and make a new website or on Facebook then the seller could sell their product and get the same profit like the other real building stores.

Here are the negatives perspectives about online shopping for the customers, the lack of ability for the customers to inspect the product before the purchase because there is no witness or the real product the customers just saw it through the picture and sometimes the color is way too different rather than in the picture. So the customers just rely on the picture. It has a huge possibility that the customers take a high risk of being misled by the seller, after the payment is done there is no product and the money is gone just like that. Online shopping is undoubtedly riskier than shopping in a store that has been physically visited, in that shoppers cannot concretely experience or touch the goods they wish to purchase (Hansen, Jensen, & Solgaard, 2004). Then the customers also are being misled by the detail of the seller’s contact and comment from the customers that pretend to be the customer. Fake reputation of online shopping that could be a problem for the customers, because the customers trust the fake reputation online shopping because this online shopping has its copyright but actually fake and the comment from the fake customers it could be occurred and the other customers just believe and then being misled by it then the customers’ money just gone like that. Because the customers believe that they are dealing with the reputable one.

Next disadvantage is the customers could not check the quality of the product itself, because the customers could not see and check it with their eyes how is the quality of the fabric of those products. Next disadvantage is if the product is already delivered by the delivery service so the product responsibility is out of the seller’s hand if there is any missing problem then the customer could not complain to the seller.
There are also some disadvantages for the seller, such as the seller must travel along the way to go abroad if the product is from overseas or import product and it takes a long time to do that, next is the photo shoot that must be done and time consuming for sure.

Editing the photo is also time consuming for the seller, because the seller must make a really attractive decoration design to attract the customers so they are willing to purchase the products.

The phenomena that happen with the President University students about their purchasing intention because of the online shopping that affect them personally, from the old school way to the online way right now. The researcher had done an interview with a couple of President University student’s via BBM. The most basic phenomena that change and also affecting the President University students purchasing intention from the traditional to the online one are because the stuff in the online shopping is not market quality means that the stuff doesn’t spread all over the market so it is exclusive; about the size that also being consider with the President University students which been interviewed by the researcher; because even though the size was free size but the stuff rarely disappointed them ; also simple to choose and no need to fit it in the fitting room because when they went to the mall it took a long time to fit the clothes in the fitting room and sometimes they didn’t have a piece of cloth to buy; and if they went to the mall the cloths were quality market or everyone could buy and have those stuff; time consuming on the way when they were getting to the mall and transportation cost is also being their consideration why they chose online shopping rather than do the mall; the price consideration was also being a reason why the President University students prefer do the online shop rather than the mall and traditional shopping activity; they like it too but prefer to do the online one. The students commented that if they went to the mall the price was higher than the online one why it is occurring because the tax such as the building and company taxes that included in
the price, so it was too expensive rather than the online one because the online one just spent a very cheap delivery cost without included any tax in it. And the quality of the product was also as the consideration of them to purchase the product via online rather than the traditional one, because not all of the online shops had a bad quality about the product itself. They have the same quality product between the traditional and the online one.

From all those phenomena, advantages and disadvantages the President University students could change also their purchasing intention. Of course the students more extravagant and really willing to take out their money to purchase something that they are really like and need, also decreasing their pocket money otherwise they could not earn their money yet. They want the instant way to shop, more buying the imported products rather than the local product. So the researcher want to find out about all those thing above, is it true or not that online shopping could affecting and also change their purchasing intention or not.

1.2. KASKUS Online Shopping Profile

Every online shopping has their own specialty it could be reached in fashion, gadget, service, airline tickets and many more. Here are three examples of online shopping that exist in the Facebook and also via BBM and the website one.

KASKUS (KASAK & KUSUK), established on November 6th, 2000 by three Indonesian University students where had studied in United States of America. This site managed by PT. Darta Media Indonesia. The idea of this KASKUS website is to gather the Indonesians that live in Indonesia or abroad into a community.

In August 2005, KASKUS was awarded as “The best Indonesia Community” by PC Magazine Indonesia. At the moment KASKUS members had reached about 1 million members which were coming from around the world.
On May 23rd, 3006 KASKUS management was forced to change their domain from .com to .us, because of the Brontok virus attack which is designed to attack these Indonesian largest sites where KASKUS is one of the targets to be attacked.

Data from Ad Google shows that KASKUS began from a small online community, turn into the largest Indonesia community and marketplace, ranked as the number one local site. KASKUS had this unique visitation path, from 11 million visitors to 32 million visitors. Thus made KASKUS became the top 600 out of Top 1000 website list in Ad Google, 2010.

The interaction activities in KASKUS, like discussion for individual post is run by the KASKUSER (as a term of the member in KASKUS) with minimal oversight and control by the company. The feedback system is developed to create the KASKUSER’s reputation that could be used for information which is regarding to the fast transactions conducted by the users. The word of mouth communication fosters a further growth of KASKUS. Moreover, the KASKUS online community has become a self-sustaining business design in which customer do most of their own marketing and customer service through their trade forum which refers to Forum Jual/Beli (Buying Selling Forum).

The front page of KASKUS site contains of Buying and Selling, Radio, Blogs and Groupee Forum and there are hot categories include: Lounge, News and Politics, Computers, Jokes, Movies, Supernatural, Sports, Games, Automotive, Music and Regional. KASKUS site has a radio station called KASKUS Radio Forum. KASKUS Radio Forum is an Indonesia internet radio carried by the KASKUSERS. KASKUS radio is commonly abbreviated as KR; it has more than 20 broadcasters. The KR plays songs for 24 hours a day. KR plays song from much different kind of song and languages, such as English, Mandarin, Japanese, Korean, and many more.

Source: Agung Firman Triadi (Factor analysis correlation matrix)
1.3. Problem Identification

Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store.

The problem here is the KASKUSER which is the President University students do not satisfy with this KASKUS online shopping website that could decrease their purchasing intention with this website. So, the researcher wanted to know from which four independent variables could satisfy them with this website that influencing their purchasing intention.

1.4. Statement of Problem

In this part, the researcher wants to underline the topic, questions and rationale that related to this online shopping theme.

Topic : Website design, reliability website, customer-service website and security website influence the President University students’ purchasing intention (A Case Study of KASKUS online shopping website)

Question : Do the Website design; reliability website, customer-service website and security website influence online shopping purchasing intention of the students at President University (a case study of KASKUS online shopping website)?

Rational : Which the major factors form the Website design, reliability website, customer-service website and security website that is influencing the online shopping purchasing intention of students at President University (a case study of KASKUS online shopping website)?
1.5 Research Objectives

To find out to which independent variable (website design, reliability website, customer-service website and security website) that influencing the most of dependent variable for the President University students put into? And to find out which part from these four independent variables that the President University students perceived satisfy with this website.

1.6. Significance of the Study

As the researcher mentioned it before for this research the researcher wants to observe and research about the online shopping and purchasing intention from the online shopper which is the President University students and also to fulfill the graduate standard that been given by the university to the researcher.

The point of the study here is to understand that whether from four of reasons such as: website design; reliability website; customer service website or security website that is influencing the President University students’ purchasing intention in case of KASKUS online shopping website. Do the President University students feel the influence from online shopping based on these four factors above or not?

And also knowing which part of that the KASKUSER which are the President University students do not feel satisfy with this website. So, the researcher wanted to find out from these four independent variables that made them satisfy with this website.

The benefit for KASKUS about this research is to highlight their website to be better in the future, to improve some weaknesses they have in the website, and also to attract another researcher to observe their website and use it to make a research or thesis.
On the other hand, the benefit also came to the campus about this research. This research could add another website or company to be discussed and observed. And also another benefit is to provide a variety type of topic for the students in the campus. And have so many samples to be observed in the future.

1.7. Theoretical Framework

According to the online shopping, online shopping is the best way right now to shop in every people’s eyes especially for the President University students. Because of the advanced era and the era is growing and developing on its way so people also get into it and involved within it.

Demand of online shopping examines the point that online shopping is now a trend in the social network especially on KASKUS, Facebook and another online shopping website and moves how the way of the customers which is the President University students’ shopping. In international trade and also in Indonesia, online shopping is always the preferable way of shopping for the customers. And also the purchasing intention of President University students also demanded in this research.

And the purchasing intention could influenced by another factor, the customers want to shop that might be because of the website design, website reliability or fulfillment, website customer service and website security and privacy.
Figure 1.1 The Relationship Table of x1-x4 to Y

Source: Gurvinder S. Shergill (Massey University) Auckland, New Zealand and Zhaobin Chen (Global Integration Ltd) Auckland, New Zealand, constructed by the researcher.

1.8 Scope and Limitations of the Study

The location for this research or observation is in President University, Cikarang. Also for the gender are female and male students.

Taken from the batch 2010 President University students and from the whole major such as IB, BF, VCD, ACC, PR, IE, BA, IR, IT, BA, MHH and MKT. Then, based on their pocket money range per month such as from, < 500k IDR, 500k-1000k IDR, 1.100k-1.500k IDR, 1.600k-2.000k IDR and > 2.000k IDR.

1.9. Assumption and Hypothesis

Research Assumption:

The researcher assumed that these four independent variables are influencing the President University students’ purchasing intention of KASKUS online shopping website.
Research Hypothesis:

Hypothesis is a tentative explanation for an observation, phenomenon or research and scientific problem that occurred and could being tested by further investigation also the hypothesis is statement that the researcher intends to test. And this hypothesis is also to answer the unsatisfied KASKUSER which is the problem that being highlighted here.

Hypothesis:

H0: The Website Design is not influencing the President University students’ purchasing intention.

H1: The Website Design is influencing the President University students’ purchasing intention.

H0: The Reliability Website is not influencing the President University students’ purchasing intention.

H2: The Reliability Website is influencing the President University students’ purchasing intention.

H0: The Customer-Service Website is not influencing the President University students’ purchasing intention.

H3: The Customer-Service Website is influencing the President University students’ purchasing intention.

H0: The Security Website is not influencing the President University students’ purchasing intention.

H4: The Security Website is influencing the President University students’ purchasing intention.
1.10. Definition of Terms

**Online shopping** : Form of electronic internet base that being set up by a human being through social media to have a trading interaction between the seller and buyer also to reach an agreement of trading.

*Source: E-JOJURNAL (www.proquest.com)*

**Purchasing intention** : the desire or feeling that all the people had to buy and own something that they need and want in life.

*Source: E-JOJURNAL (www.proquest.com)*

**Website Design** : maintenance that being composed by the different areas of website design included the graphic design, interface design, authoring, artistic factor to maintain the art factor that being shown to the customer so the customers are being attracted by it.

*Source: E-JOJURNAL (www.proquest.com)*

**Reliability Website** : a website that being relied and trusted by the customers and also because of the commitment that being given to the customers by the website.

*Source: E-JOJURNAL (www.proquest.com)*

**Customer-Service Website** : a provision and supply of service that being given to the customer before, during, and after purchasing by the website.

*Source: E-JOJURNAL (www.proquest.com)*

**Security Website** : protection that being given by the website to the customers by protecting their privacy data such as their identity, account, order, etc which is related to the customers.

*Source: E-JOJURNAL (www.proquest.com)*
CHAPTER II

LITERATURE REVIEW

In here there are several literatures that explained the researcher’s research about online shopping is influencing the customers’ which is the President University students’ online shopping purchasing intention (A Case Study of KASKUS online shopping website) And the student’s decision that in fact they are willing to purchase the products via internet or online, and prefer to choose this online shopping is the way they are shopping right now to fulfill their needs that is really affecting their shopping behavior. And also the factors behind the online shopping that affecting or influencing the customers which are the President University students. Internet, Smartphone, PC and laptop are the ways to do this online business and to access the online shopping itself. Here, there are so many opinion and statement from the experts about online shopping and shopping behavior in this advance era. And then also to define the independent variables based on the subchapter.

2.1 Online Shopping

Technological progress in the sphere of information and communication is encouraging the use and development of new shopping methods, leading to a rapid growth in non-store shopping as the individual can buy products/services without having to travel to retail outlets (Sharma and Sheth 2004; Thompson 1997). This growth in non-store shopping and new trends in technology have facilitated the introduction of electronic marketing and promise to provide new ways of impacting and serving consumers in the future (Balasubramanian, Peterson and Jarvenpaa 2002; Reynolds 2000; Sivanad, Gesta and Sulep 2004). Practically all products/services can be purchased quickly, conveniently and
without moving from home (Davison, Dorrington and McCoy 1982; Eroglu, Machleit and Davies 2003; Rosenberg and Hirschman 1980; Sheth 1983).

The Internet has changed how information is communicated and processed. People use the Internet for different purposes, including communicating with friends, researching and monitoring online stock prices, trading stock, paying bills, banking, and shopping. Growing numbers of consumers purchase goods and services, gather product information, or just to browse online.

Online shopping is the process whereby consumers buy goods or services directly from a seller in real time, without an intermediary service, over the Internet. Online shopping environments are, therefore, playing an increasing role in the relationship between marketers and their consumers (Demangeot & Broderick, 2007).

The interactive nature of the Internet has increased the convenience of shopping: however, information processing in online shopping environments has challenged the consumer's knowledge, experience, and cognitive ability (Li, 2010). For example, consumers purchasing online cannot inspect the service environment nor can they see or physically inspect the products.

A consumer’s trust in an Internet store can be thought as the consumer’s trust directly in the store. Nevertheless, (Hoffman et al. 1999) argued that the effectiveness of third-party trust, certification bodies and the public key encryption infrastructure for ensuring financial security, are the central success factors for building consumer trust in Internet shopping.

Kini and Choobineh (1998) suggested that trust in the Internet business is necessary, but not sufficient, for an Internet buying behavior to take place. The consumer must also trust the transaction medium for online shopping. As a consequence, the antecedents of attitude toward websites may consist of three major components. The first component is the belief about me contents of the
website as perceived by consumers, including availability, design attractiveness, and structure of information on the websites (Luna, Peracchio, & Juan, 2002; Yilmaz, 2004) and interaction speed or response time of the website (Lin & Lu, 2000; Novak, Hoffman, & Yung, 2000). The second component is the utilitarian shopping value as perceived by consumers, which might "depend on whether a particular shopping trip was accomplished successfully" (Babin, Darden, & Griffin, 1994). Utilitarian consumer S has been described as energetic, task-related, and rational (Holbrook, 1986). Utilitarian value may result from a situational-involved consumer collecting information out of necessity rather than as recreation (Babin, Darden, & Griffin, 1994). The third component is the hedonic shopping value as perceived by consumers, which is mainly a result of emotional arousals, fun, and playfulness during the shopping process.

Consumer risk perceptions and concerns regarding online shopping are mainly related to aspects involving the privacy and security of personal information, the security of online transaction systems and the uncertainty of product quality. (Rogers, 2003) argues that “the adoption of one new idea may trigger the adoption of several others in a cluster which consists of one or more distinguishable elements of technology that are perceived as being interrelated”. The technology cluster concept has been used to examine the adoption of videotext (LaRose & Atkin, 1992), Ecommerce (Eastin, 2002) and Mobile-Commerce (Yang, 2005). This concept posits that consumers are likely to adopt a technology offering the same functions as those already adopted.

Mobile commerce is a technology developed from computers and communication technologies so consumers who adopt cell phones, PDA, notebook computer or on-line shopping, should be more likely to adopt M-Commerce.

Customers’ decision is also affected by their intention to purchase the stuff that they like which is according to the accumulation of online shopping experience.
will increase familiarity with, and knowledge of, online shopping (Ha & Perks, 2005). When consumers have more familiarity with an object, they will be more confident in their ability to make a right decision (Mourali, Larache, & Pons, 2005; Park & Stoel, 2005). Therefore, it was expected that the greater the online shopping experience, the higher would be the evaluation-based satisfaction. Moreover, the evaluation involves perceived risk and perceived benefit activities (Finucane, Alhakami, Slovic, & Johnson, 2000).

Accordingly, consumers with plentiful online shopping experience are more likely to create another favorable experience due to knowledge and familiarity, and shift their desired level still further upward, which eventually results in a higher degree of emotion-based satisfaction. Then from the result of emotion the public at home use not only Internet but also the new mobile technologies such as electronic diaries and mobile phones.

### 2.2 Purchasing Intention

Park and colleagues (2007) found that consumer satisfaction increases with the level of message quality, which leads to higher purchasing intention. This stream of research was focused on the argument quality of messages. Strong messages which are understandable and objective are considered more effective in changing attitude than are weak messages that demonstrate an emotional and subjective style (Petty & Cacioppo, 1984; Petty, Cacioppo, & Schumann, 1983). Online reviews that consist of understandable and fact-supported arguments are more persuasive than reviews expressing subjective feelings and emotional comments. In other words, a more favorable attitude will be formed when a higher quality online review is processed.

Based on the elaboration likelihood model (ELM; Petty & Cacioppo, 1981, 1986), in the present study the effects of online reviews on purchasing intention are explored using need for cognition as a moderator. Findings that emerge from the
results are: Firstly, when online reviews are high quality this has a positive effect on the purchasing intention of online shoppers. Secondly, when there are a high number of online reviews this positively affects the purchasing intention of online shoppers. Finally, shoppers with a high need for cognition take the central route in attitude change, but shoppers with a low need for cognition tend to adopt the peripheral route in forming attitude. Marketing implications are suggested.

One theoretical perspective that can enrich understanding of the influence of online reviews is the Elaboration Likelihood Model (ELM) developed by Petty and Cacioppo (1981, 1986). Park, Lee, and Han (2007) used the ELM to explore the mechanism of how online consumer reviews influence the attitudes of online shoppers. An experimental study was conducted to investigate the moderating role of involvement in determining the route to persuasion.

They found that the quality and quantity of online reviews affect consumers' purchasing intention but low-involvement consumers are affected by quantity rather than quality of online reviews and high-involvement consumers are affected mainly by review quantity when the review quality is high. Park and colleagues pioneered investigations into the influence process of online reviews, but their findings were not consistent with those of most of the studies of ELM. More research is required to better understand the effects of online reviews. Hence, the present study was aimed at extending the application of ELM into the emerging knowledge domain of online reviews. The contribution of the present study to social behavior literature in the context of electronic commerce is in the introduction of ELM as a referent theory.

High quality argument in online reviews will have a positive impact on purchasing intention. An online review is considered as a new form of recommender similar to the messenger of traditional word-of-mouth communication (Chatterjee, 2001). However, the contributors of online reviews are often prior users who wish to remain anonymous, while the sources of traditional word-of-mouth
recommendations are often familiar people. Lack of credibility motivates online shoppers to use other cues in attitude formulation. The number of online reviews is often used to determine the product's popularity because it is considered to represent the market performance of the product (Mayzlin & Chevalier, 2006).

The number of reviews can also provide a reference to strengthen online shoppers' confidence while reducing uncomfortable feelings of risk exposure (Buttle, 1998). In other words, consumers may perceive that more reviews represent a more popular product and greater importance. Online purchase intention is the strength of a consumer’s intentions to perform a specified purchasing behavior via Internet.

Relationship quality (comprising satisfaction and trust) with online tourist agents is likely to result in a consumer’s positive or negative feelings about performing online purchasing behaviors. Empirical evidence has stated for a positive linkage between satisfaction, trust and customer online purchase intention. The first limitations associated with the discussion of customer online purchase intention towards tourist service. In fact, purchase intension may not be a perfect representative of purchase behavior. To sum up, the focus of this study should be regarded as an exploratory theory proposing the influence of four different antecedents on consumers’ evaluations on Internet tourist service as well as their purchase intention. Researchers can take note of these limitations and drawbacks in planning research and studies in the future.

2.3 Website Design

Design characteristics of a web page were found to affect consumers’ online buying decision. (Ho and Wu, 1999) found that homepage presentation is a major antecedent of customer satisfaction. The other antecedents; such as logical support, technological characteristics, information characteristics and product characteristics; are also predictive factors to satisfaction. By using a sample of
214 online shoppers, (Ranganathan and Ganapathy, 2002) found four key dimensions of B2C web sites: information content, design, security and privacy.

They concluded that, though all these dimensions have an impact on the purchase intention, security and privacy were found to have greater impact on the purchase intent of online buyers. (Dholakia and Rego, 1998) investigated the factors which make commercial web pages popular. They found that a high daily hit-rate is strongly influenced by the number of updates made to the website in the preceding three month period.

The number of links to other websites was also found to attract visitor traffic. (Lohse and Spiller, 1998) used a regression model to predict store traffic and sales revenues, as a function of interface design features and store navigation features. The findings indicated that including additional products in the store and adding a FAQ section attracted more traffic. Providing a feedback section for customers will lead to higher sales. Finally, they found that improved product lists significantly affected sales.

2.4 Reliability and Security Website

A consumer’s trust in an Internet store can be thought as the consumer’s trust directly in the store. Nevertheless, (Hoffman et al. 1999) argued that the effectiveness of third-party trust, certification bodies and the public key encryption infrastructure for ensuring financial security, are the central success factors for building consumer trust in Internet shopping. (Kini and Choobineh. 1998) suggested that trust in the Internet business is necessary, but not sufficient, for an Internet buying behavior to take place. The consumer must also trust the transaction medium for online shopping. In addition to the impact of trust and perceived risks associated with online shopping, enjoyment of the online shopping experience is also an important determinant of retaining online shoppers (Rice, 1997). Many online purchasers said that they would not shop on a
particular website next time if they had an unpleasant experience with it. On the web, shopping enjoyment is positively and significantly related both to attitudes and intentions toward shopping on the web (Eighmey, 1997).

Online shopping is, however, a different experience from shopping in a physical retail store. One major point of difference deals with store atmospherics (Engel et al., 1990). This term describes the physical aspects of a store; such as colors, music type, music volume and tempo and layout of products. Store atmospherics have a direct effect on customer mood and behavior (East, 1997).

Web stores so far cannot fully simulate the ambiance of a physical store on account of the limitations of devices. So, the system design of the E-retailing experience must compensate for the loss of traditional in-store ambiance.

### 2.5 Customer-Service Website

Service failure may occur during the process of service delivery and service providers must adopt appropriate recovery strategies to reduce complaints and dissatisfaction of customers. The risk of service failure occurring cannot be completely mitigated but appropriate service recovery can help build long-term relationships that make customers loyal (Boshoff, 1997; Kelley, Hoffman, & Davis, 1993).

Previous researchers have shown that delayed delivery is a common cause of online service failure (Cho, Im, &Hiltz, 2003; Holloway & Beatty, 2003). Customers of traditional retailers typically receive purchases immediately after paying, averting potential delivery error problems. By contrast, except when selling digital products such as MP3 audio files or software online, satisfying customers with product delivery is exceptionally difficult for e-retailers. Because of these major differences between e-retailers and physical retailers, the problem of delayed delivery should be the primary focus of attention in e-retailing.
2.6 Previous Studies

There are several examples that related to online shopping website and shopping behavior and shopping intention. Here are the examples:

This is the previous study which is the researcher tried to implement in Indonesia. This previous study is from New Zealand, owned by Gurvinder S. Shergill (Massey University) Auckland, New Zealand and Zhobin Chen (Global Integration Ltd) Auckland, New Zealand. The topic is Web-Based Shopping: Consumers’ attitudes towards online shopping in New Zealand.

The background of the study is to identify four different factors including Website Design, Reliability Website, Customer-Service Website and Security Website by online buyers that affect the online purchase behavior. They used a factor analysis technique to classify these four factors which buyers keep in mind while shopping online. They classified online buyer into different categories; including trial online buyers, occasional online buyers, frequent online buyers and regular buyers; on the basis of purchase frequency. Based on a survey of 102 respondents they investigated how these various categories of online buyers perceived these four factors. They found that it is a challenge for E-marketers to convert low frequency online buyers into regular buyers into regular through successful website design and by addressing concerns about reliable performance. The classic consumer purchasing decision-making theory can be characterized as a continuum extending from routine problem solving behaviors, through to limited problem-solving behaviors and then towards extensive problem-solving behaviors (Schiffman, 2001).

They used the scale .comQ developed by Wolfinbarger and Gilly (2002), as it has already been tasted and validated. The .comQ scale includes fourteen items to measure the quality of online retail site. They used the Liker Scale anchored by 1= strongly disagree and 5= strongly agree. A structured questionnaire was used
for this research, as the data collection method involved a mall intercept survey. This paper targets a sample population drawn from consumers who have experienced online purchasing in New Zealand. Several methods of data collection: telephone surveys and personal surveys were compared. The conclusion was that it would cost too much in time and money to obtain a random sample from the whole population of online shoppers in New Zealand through a random sampling survey. They approached prospective respondents in shopping malls with previous online shopping experience in shopping areas of Auckland. A total of 149 questionnaires were distributed and 102 usable questionnaires were returned.

The result, the first factor which is the Website Design indicated that online New Zealand buyers were still less comfort and satisfied with these areas. It can be said that online New Zealand buyers rated the website design factor lower than overall average. The level of personalization, in this particular, had a poor rating in this factor.

Secondly, online New Zealand buyers rated the website reliability factor the highest mean score. This is implied that they were more satisfied with the honesty attributed of E-retailers. Both the factor mean scores ad website variables means indicated online buyers’ satisfaction with E-retailers’ fulfillment and reputation.

Thirdly, online New Zealand buyers rated the website customer service factor at 3.51, which was just slightly higher than the overall perceived average score of 3.50. Prompt reply and response to the consumers’ need both had the same mean, with problem solving rating slightly lower. This implies that online consumers were satisfied with the level of customer service E-retailers provided.

Fourthly, compared with the perceived overall of a website with a mean score of 3.50, online New Zealand buyers rated the website privacy factor at a considerably lower mean score. The mean score was 3.13. This factor suggested
that consumers considered this factor to be a possible obstacle to their online purchasing.

And for the conclusion, this research indicated that the least satisfying aspect to buy online is till website security, which rated the lowest factor mean of 3.13. This result is consistent with the findings from the annual report of Taylor Nelson Sofres (2002). Many New Zealand online purchasers are less satisfied with the website design. The factor scored the second lowest mean of 3.35 in the survey. The ambience associated with the website, and how it functions, plays an important role in whether online consumers are satisfied or unsatisfied with their online shopping experiences. Moreover, website efficiency and usability can facilitate the buying process and establish consumer confidence in the site.

This research findings indicated that each of the four website factors identified has a crucial influence on all online buyers’ perceptions of online purchasing. One of the findings also indicated that different types of online purchasers (trial, occasional, frequent and regular online buyers) have different evaluations of website design and website reliability. This implies that the security issue; with the lowest score; is an important issue occupying the mind of most online buyers. Moreover, the significant discrepancy in how online purchasers perceived website design and website reliability will account for the difference in online purchase frequencies. It is a challenge for E-marketers to convert low frequency online consumers into regular consumers through successful website design and by addressing concerns about reliable performance.

At this is the first ever research conducted on New Zealand data, it has set the groundwork for further research. Firstly, random sampling techniques are not employed in this research; ability of the collected data to generalize the entire population is reduced because only online buyers in Auckland city were sampled. A random sample covering the whole of New Zealand should be employed to examine whether the results from this study are replicated. Secondly, the sample
size was relatively small. A large sample should be used to carry out any future research in this field.

Table 2.1 Previous Studies Table

<table>
<thead>
<tr>
<th>Name</th>
<th>Research Method</th>
<th>Topic</th>
<th>Background of the Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chou-Kang Chiu</td>
<td>This study proposes customers using online tourist service provided by tourism industries, and through an examination of substantial determinants of online purchase intention may bring about important points for management in e-tourism.</td>
<td>Understanding relationships quality and online purchase intention in E-tourism</td>
<td>Discussing about the relationship of quality is really important to be applied in understanding the purchase intention of customer in e-tourism and also this purchase intention also consider to create a new strategies and also a different strategies to be applied or implemented to the e-tourism customers</td>
</tr>
<tr>
<td>Agung Firman Triadi</td>
<td>Factor analysis; correlation matrix with the KMO (Kaiser-Meyer-Olkin Measure of sampling adequacy) and Bartlett’s Test; factor extraction.</td>
<td>Dominant factors (Site Related Quality; Information Quality; Interaction Quality; Buying-Selling Interaction Qualities) of website quality at KASKUS Buying-Selling Forum (Case study of President University students at dormitory)</td>
<td>The rapid industrial development of – commerce particulary in Indonesia</td>
</tr>
<tr>
<td>Enrique Bigne (Department of Marketing); Carla Ruiz (Department of Marketing)</td>
<td>Multiple Regression</td>
<td>The impact of the internet user shopping patterns and demographics in consumer mobile</td>
<td>To make an approximation (socio-demographic and behavioral) of the M-shopper profile based on a sample of M-commerce</td>
</tr>
<tr>
<td>Authors</td>
<td>Methodology</td>
<td>Research Focus</td>
<td>Study Objective</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>----------------------</td>
<td>--------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Marketing) and Silvia Sanz</td>
<td></td>
<td>buying behavior</td>
<td>To synthesize the representative existing literature on consumer online shopping attitudes and behavior based in analytical literature review</td>
</tr>
<tr>
<td>(Department of Marketing)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Na Li and Ping Zhang</td>
<td>Multiple Regression</td>
<td>Lack of coherent understanding of the impact of relevant factors on online attitudes and behavior and an inconsistent identification of relevant independent and dependent variables.</td>
<td>Investigated the relationship Internet privacy and trustworthiness, along with beliefs about perceived behavioral control and the expectations of important others and online purchasing behavior</td>
</tr>
<tr>
<td>Joey F. George (Professor of IS)</td>
<td>Multiple Regression</td>
<td>Planned behavior and internet purchasing</td>
<td></td>
</tr>
<tr>
<td>and Thomas L. Williams Jr.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Methodology

There are two research methodologies which are qualitative and quantitative. Quantitative produces data in the form of numbers while qualitative research tends to produce data that are stated in prose or textual forms. In order to produce different types of data, qualitative and quantitative research tend to employ different methods. Using the terminology from (Hentschel’s, 1999) non-contextual methods applied across the population universe, often a country or region is designed to achieve breadth in coverage and analysis. Typically, the random sample survey produces quantifiable data that can be statistically analyzed with the main aim of measuring, aggregating, modeling and predicting behavior and relations. Contextual methods in contrast are applied to a specific locality, case or social setting and sacrifice breadth of population coverage and statistical generalizing in order to explore issues in depth (Booth et al, 1998). Contextual research includes ethnographic techniques, such as participant observation, interviews and participatory tools that are often group-based and visual. Using open-ended questions these methods are designed to capture judgments and perceptions and allow complex analyses of often non-quantifiable cause-and-effect processes.

Qualitative is In common with qualitative research, participatory research tends to employ more contextual methods and elicit more qualitative and interpretive information, but brings an important additional commitment to respect local knowledge and facilitate local ownership and control of data generation and analysis (Chambers, 1994, 1997). This aspect of ownership and control in participatory research is intended to provide space for local people to establish their own analytical framework and to be in a position to challenge ‘development
from above’ (Mukherjee, 1995). In contrast to the individualized observation and discussions in much qualitative investigation, participatory research focuses on public and collective reflection and action.

At its most extractive, participatory research simply uses a suite of participatory methods to improve outsiders’ understanding of local context (while adhering to certain ethical principles relating to behavior, transparency and ownership).

At its most political, participatory research is a process in which reflection is internalized and promotes raised political consciousness. In this way, population involvement in research shifts from passive to active. Participatory methods generate both qualitative and quantitative data. ‘Participatory numbers’ can be generated and used in context, but have also been taken to scale, most notably through participatory surveys or through aggregation of group-based scoring and ranking activities. Participatory methods can be quick and efficient, producing data in a timely fashion for evidence-based analysis and action. In a significant recent application participatory methods generating quantitative data as part of a project evaluation were utilized to generate robust population estimates. Research teams showed that it was possible to generate statistics which would be taken seriously by policy makers from research using participatory methods. One key requirement, however, is to produce results from a sufficiently large sample for national level inference and analysis. This can imply working in a larger number of research sites than is usually the case with participatory research.

Source: (GSD RC; Quantitative and Qualitative Methods in Impact Evaluation and Measuring Results; Sabine Garbarino and Jeremy Holland; March 2009)

For this research, the researcher used the Quantitative Methodology which is the methodology was structured in the form of numbers that could immediately
transport into the numbers (Ross, 1999). This research had its three type of design, which is: exploratory design, descriptive design and casual design. The researcher chose the descriptive design, the major objectives of descriptive research is to describe something and the simplest descriptive study concerns a question or hypothesis in which the researcher asks or state in something about size, form, distribution or existence of variable (Cooper & Schindler, 2006).

3.2 Research Framework

Here is the research framework that the researcher constructed according to the topic.

Figure 3.1 Research Framework Flow

Processed by the researcher

Problem → Past research → Construct Questionnaire → Validity and Reliability Test

- Valid and Reliable
  - Yes → Data Collection → Multiple Regression → Conclusion
  - No → Validity and Reliability Test

Constructed by the researcher
3.3 Time and Place

The distribution of these questionnaires is going to spread out to the President University male and female students’ batch 2010. The questionnaires were distributed on 2012. For the place was being taken at President University.

3.4 Data Collection

For the data collection itself, the researcher chose to use the primary data and secondary data. For the primary, the researcher chose to collect the data with the questionnaire. For the questionnaire and the data collection itself, it took a lot of time and money to print out and spread it to the respondents which the President University students. (Sekaran, 2006) The researcher took 20 students to fill up the pre-questionnaire to do the validity and reliability test to find out whether the statements are valid or invalid. This is an unknown population because the researcher didn’t know how many students in President University are KASKUSER. So, the researcher decided to take 80 respondents to fill up the valid questionnaire. The questionnaire is using the Likert Scales anchored by 1= strongly disagree to 5= strongly agree.

Information could be found in the Internet, so the researcher looked for the information and data about online shopping, purchasing intention, website design, reliability website, customer service website and the security website via Internet and E-journal.

3.5 Data Analysis

The researcher used the SPSS (Statistical Product and Service Solution) 20.0 version application software to process the questionnaire or data, validity, reliability (Cronbach’s Alpha), and multiple regression and also the Microsoft Excel 2007 to process the cumulative or total for each variables. And through the
Multiple regression process, Multicollinearity Test, Heteroscedasticity Test, F-Test and T-test.

3.6 Instrument

In this research, the researcher took the questionnaire as the research instrument. Using the Likert Scales to measure the respondents’ (President University female students) preferences of online shopping which is influencing the students’ purchasing intention in President university (A Case study of KASKUS Online shopping website). And to make the valid one, the researcher must make or create the pre-questionnaire. And the hardest part of making these 2 questionnaires is to create all the statement and a little bit time consuming and also spent a lot of the researcher’s pocket money. Then the researcher had 1 questionnaire before created the valid one. There are the 1 pre-questionnaire that had been made by the researcher.

<table>
<thead>
<tr>
<th>No.</th>
<th>Independent Variables</th>
<th>Indicators</th>
<th>Measurement of Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Website Design (x1)</td>
<td>It is quick and easy to complete a transaction at this KASKUS website of online shop</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The site of KASKUS online shopping has competitive prices</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The website of KASKUS online shopping has a good selection</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>This KASKUS online shopping website understands my needs</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The KASKUS online shopping website provides in-depth information</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Section</td>
<td>Description</td>
<td>Rating</td>
<td></td>
</tr>
<tr>
<td>---------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>This KASKUS online shopping site doesn’t waste my time</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The level of personalization at this KASKUS online shop site is about right, not too much or too little</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I love the KASKUS online shopping website design</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>2. Reliability Website (x2)</td>
<td>The product that came was represented accurately by the KASKUS online shopping website</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>You get what you ordered from this KASKUS online shopping website</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The product is delivered by the time promised by the KASKUS online shop company</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I like the reliability or fulfillment of this KASKUS online shopping website</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>3. Customer-Service Website (x3)</td>
<td>The KASKUS online shopping website and company is willing and ready to respond to customer needs</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>When you have a problem, the KASKUS online shopping website shows a sincere interest in solving it</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I like KASKUS online shopping website customer service</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>4. Security Website (x4)</td>
<td>I feel safe in my transaction with KASKUS online shopping website</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Purchasing Intention (Y)</td>
<td>Description</td>
<td>Rating</td>
<td></td>
</tr>
<tr>
<td>-------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------</td>
<td></td>
</tr>
<tr>
<td></td>
<td>This KASKUS online shopping website has adequate security features</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I feel that my privacy is protected at this KASKUS online shopping site</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I feel secure about my privacy to shop in this KASKUS online shopping website</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I would return to KASKUS online shop website</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I would consider purchasing from KASKUS online shop website in the short term</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I would consider purchasing from KASKUS online shop website in the long term</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I would buy a stuff from KASKUS online shop website</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
</tbody>
</table>

Source: Ms. Excel, constructed by the researcher

SD (1): Strongly Disagree; D (2): Disagree; M (3): Moderate; A (4): Agree; SA (5): Strongly Disagree

After processing the first pre-questionnaire, the researcher found that there was three out of 23 questions that was invalid questions that was the question number 14, 15, and 21. And it was being spread out to the 20 President University students.
<table>
<thead>
<tr>
<th>No.</th>
<th>Independent Variables</th>
<th>Indicators</th>
<th>Measurement of Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Website Design (x1)</td>
<td>It is quick and easy to complete a transaction at this KASKUS website of online shop</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The site of KASKUS online shopping has competitive prices</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The website of KASKUS online shopping has a good selection</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>This KASKUS online shopping website understands my needs</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The KASKUS online shopping website provides in-depth information</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>This KASKUS online shopping site doesn’t waste my time</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The level of personalization at this KASKUS online shop site is about right, not too much or too little</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I love the KASKUS online shopping website design</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>2.</td>
<td>Reliability Website (x2)</td>
<td>The product that came was represented accurately by the KASKUS online shopping website</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>You get what you ordered from this KASKUS online shopping website</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The product is delivered by the time promised by the KASKUS online shop</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td>company</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>-------------------------------------------------------------------------</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I like the reliability or fulfillment of this KASKUS online shopping website</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Customer-Service Website (x3)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The KASKUS online shopping website and company is willing and ready to respond to customer needs</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Security Website (x4)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I feel safe in my transaction with KASKUS online shopping website</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>This KASKUS online shopping website has adequate security features</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I feel that my privacy is protected at this KASKUS online shopping site</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I feel secure about my privacy to shop in this KASKUS online shopping website</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Purchasing Intention (Y)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I would return to KASKUS online shop website</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I would consider purchasing from KASKUS online shop website in the long term</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I would buy a stuff from KASKUS online shop website</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
</tbody>
</table>

Source: Ms. Excel, constructed by the researcher

(1) : Strongly Disagree; (2) : Disagree; (3) : Moderate; (4) : Agree; (5) : Strongly Agree
Finally, there are 20 questions that are valid to being spread out to 80 President University students that related to the researcher’s research. This research data is constructed by the researcher herself but also supported by the other theory which is from the (Alba, 1997; Winer, 1997) For instance; online consumers’ concerns about lack of opportunity to examine products prior to purchase are regarded as the specific factor affecting the online buying decision.

Therefore, several researchers proposed that consumers’ shopping behavior in online shops may be fundamentally different from that in the traditional environment. More frequent online buyers are expected to use online shopping more frequently as it enhances their trust in the respective website than for less frequent online buyers. Clearly, electronic markets have some unique economic characteristics. If E-marketers intend to ignore the fundamental truths about consumer behavior due to this point, most of the promises of E-marketing in the business-to-consumer context will not be fulfilled (Nunes, 2001).

Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with consumers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business.
3.7 Sampling

The researcher chose the sample size within the batch 2010 population. But, because the researcher didn’t know how many students from the batch 2010 students are the KASKUSERS. So this is the samples that being taken from the unknown population and the researcher decided to multiply each variable by 20 students (Sekaran, 2006) or respondents to fill up the questionnaire and there were 4 variables then it became 80 respondents that answered the questionnaires.

3.7.1 Size and Methodology

Sampling was taken at President University so the population was unknown because the researcher didn’t know how many students are the KASKUSERS. Before the valid questionnaires being spread out to the students at President University, the researcher made 20 pre-questionnaire (Sekaran, 2006) to do the validity and reliability first that consist of 23 questions. And after the validity and the reliability check then the result declare that statement number 14, 15 and 21 was invalid and needed to be deleted from the questionnaire. And then the remaining was 20-question which was the valid one. And then after got the valid questions then the questionnaire that consists of 20 questions is being spread put to the 80 President University students in the library and dormitory.

3.8 Technique Measurement

The researcher used the Likert Scale as the measurement technique also the researcher used the primary data that also been tested by the previous or other researchers, because this research is already been tested before in an observation or research.
Likert Scale method in here was using the scale from 1 to 5 measurement scales. It contents of 1= Strongly Agree; 2= Agree; 3= Moderate or Neutral or Average; 4= Disagree and 5= Strongly Disagree.

Table 3.3 Likert Scale Table

<table>
<thead>
<tr>
<th>Answer</th>
<th>Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>5</td>
</tr>
<tr>
<td>Agree</td>
<td>4</td>
</tr>
<tr>
<td>Neutral</td>
<td>3</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
</tr>
</tbody>
</table>

Collection of the primary data is from the questionnaires that the researcher had tested before. But without any plagiarism, the researcher created the whole new questions to be put into the researcher’s questionnaire.

3.9 Statistical Treatment

3.9.1 Validity Testing

Validity test was really important step before spread out the valid questions to the real respondents. This validity test is a test to determine whether these 23 questions that the researcher made are valid or not.

And also whether the variables that been used are valid or not. There is a method called Product Moment Correlation Coefficient Method to measure the correlation between each questions in the questionnaire with the total score.
This method published by Pearson also to aim or identify whether there is any correlation between variables that been used in the questionnaire or not.

There are some reasons to calculate the data that using the Product Moment Correlation Coefficient Method formula, because:

• Data used in this calculation is real, so the mistake in the final result for the r result would be small
• Signs of negative or positive of an r cold be achieved directly
• Calculation that using this method is simple and it could be used in the other mathematical or statistical software.

where \( r_{ix} \) is a correlation product moment:

\[
r_{ix} = \frac{n\Sigma ix - \Sigma i \Sigma x}{\sqrt{(n\Sigma i^2 - (\Sigma i)^2)(n\Sigma x^2 - (\Sigma x)^2)}}
\]

\( r_{ix} \): correlation between overall question instruments

\( S_i^2 \): Variance answers of respondents to the instruments to the i

\( S_x^2 \): Variance answers of respondents overall instrument

\( \Sigma X \): the number of answers of respondents for the whole instrument

\( \Sigma i \): the number of answers of the respondents to the i instruments

\( \Sigma X^2 \): number of answers of respondents for the whole instrument squared.

\( \Sigma i^2 \): The number of answers of the respondents to the i instruments squared
The basic of decision making:

a. If $r$ Positive, and $r \geq r_{\text{table}}$ the item of the questionnaire is valid

b. If $r$ negative, and $r < r_{\text{table}}$ the item of questionnaire is invalid

3.9.2 Reliability Testing

After making the data valid, one step closer that should be passed is the reliability testing. According to Sarwono (2006) cited in (Dally: 2011) “reliability refers to consistency and stability of the results of the measurement scale”. This test is also showing the stability and accuracy from the variables that been used in the instrument which is questionnaire. In measuring the reliable variables in the questionnaire, the researcher tends to use the Cronbach Alpa coefficient formula to process and analyzed the reliability of the data that been taken from the respondents.

To test reliability in this research, the author uses the Alpha reliability coefficients include Cronbach,:

$$
\alpha = \left[ \frac{k}{k-1} \right] \left[ 1 - \frac{\sum S_i^2}{S_x^2} \right]
$$

Where:

$K$ : The number of instruments in question

$\sum S_i^2$ : The amount of variance from each instrument

$S_x^2$ : Variance of the whole instrument
3.10 Classical Assumptions

3.10.1 Normality Test

Normality test aims to test whether the dependent variable and independent variables in the regression model has a normal distribution or not. Good regression models are having normal or near-normal distribution. Testing for normality in this case is done by analyzing the chart plot probability normal. Normality test have to be done in order to determine whether the sample data taken from a normally distributed population, so it can be used in parametric statistics (inferential statistics) where this process will have great analysis of correlation and regression. (Wijaya, 011)

3.10.2 Heteroscedasticity Test

Heteroscedasticity test aims to test whether the regression model of the residual variance occurs inequality one observation to another observation. If the residual variance from one observation to another observation remains then called and if different homoskedastisitas called heteroscedasticity. Regression models is that homoskedastisitas good or not happen heteroscedasticity (Gozali, 2001). Detection of the presence or absence of heteroscedasticity can be done by looking at whether there is a pattern in the scatterplot chart. Testing whether or not the symptoms heteroscedasticity with the following steps:

a. If $t_{\text{count}} > t_{\text{table}}$ or value prob. Sig. < 0.05 then the assumption Homocedasticity rejected or there is heteroscedasticity.

b. If $t_{\text{count}} < t_{\text{table}}$ or value prob. Sig. > 0.05 then the assumption Homocedasticity received or there is no heteroscedasticity.
3.10.3 Multicollinearity Test

This test is important to be done in order to analyze the correlation among independent variables in this research where according to (Wijaya, 2011), the aim of this test:

*Aimed to test whether the regression model found a correlation between the independent variables, if there is a correlation then called multicollinearity.*

Multicollinearity Test does it to see the value of tolerance and the value of inflation factor (VIF). (Lawrence, Glenn, and Guarino, 2005) cited in (Richard, 2012). If the VIF value is smaller than 0.10 or greater than 10 then there is multicolinearity, otherwise if there is no multicolinearity between the independent variables VIF values, in the range of 0.10 to 10.

a. If VIF value < 0.10 / VIF Value > 10 → There is Multicolinearity
b. If VIF value = 0.10 / VIF Value = 10 → There is no Multicolinearity

3.10.6 Multiple Regression

Ordinary least squares linear regression is the most widely used type of regression for predicting the value of one dependent variable from the value of one independent variable. It is also widely used for predicting the value of one dependent variable from the values of two or more independent variables. When there are two or more independent variables, it is called multiple regressions.

The steps in multiple regressions are basically the same as in simple regression. State the research hypothesis. State the null hypothesis. Gather the data. Assess each variable separately first (obtain measures of central tendency and dispersion; frequency distributions; graphs); is the variable normally distributed? Assess the relationship of each independent variable, one at a time, with the dependent variable (calculate the correlation coefficient; obtain a scatter plot); are the two
variables linearly related? Asses the relationships between all of the independent variables with each other (obtain a correlation coefficient matrix for all the independent variables); are the independent variables too highly correlated with one another? Calculate the regression equation from the data. Calculate and examine appropriate measures of association and tests of statistical significance for each coefficient and for the equation as a whole. Accept or reject the null hypothesis. Reject or accept the research hypothesis. Explain the practical implications of the findings

Where:

\[ Y = \alpha + \beta_1 \cdot X_1 + \beta_2 \cdot X_2 + \beta_3 \cdot X_3 \]

\( Y \) = the value of the Dependent variable (predicted or explained)
\( \alpha \) = the Constant or intercept
\( \beta_1 \) = the Slope (Beta coefficient) for \( X_1 \)
\( X_1 \) = First independent variable that explained the variance in \( Y \)

3.10.4 F test

The aim of this test is to know whether all of independent variables (X) simultaneously give significant effect to dependent variable (Y) or not. The criteria that used to reject \( H_0 \) and accept \( H_1 \) is \( F_{\text{computation}} > F_{\text{table}} \) and the formula to know value of \( F \) table is

\[ F_{\text{table}} = F_\alpha (V1) (V2) \]

Where:

\( V_1 = df \text{ numerator} = \text{amount of variables (k)} - 1 \)
V2 = df denominator = amount of respondents (n) – k

3.10.5 T Test

The aim of this test is to know whether each of independent variable (X) has significant effect to dependent variable (Y) or not. The following below is the criteria which used for this test:

- t computation > t table, H0 rejected, H1 accepted
- -t computation < -t table, H0 rejected, H1 accepted
- -t table < t computation < t table, H0 accepted, H1 rejected

For 2 tailed test, value of α also should be divided into 2. To determine the value of t table, the formula is $t \frac{\alpha}{2 \, (n-k)}$. For determining the decision for hypothesis on this test can use the value of significance on coefficients table with the criteria:

- If sig. < α, H0 rejected, H1 accepted
- If sig. ≥ α, H0 accepted, H1 rejected
CHAPTER IV

ANALYSIS OF DATA AND INTERPRETATION OF RESULT

4.1 Validity Test

In this research, finally the researcher already collected and processed the data completely and appropriately. From many students of President University, the researcher took the sample and knew that 80 from them which is consist of 50 students as the respondent that this KASKUS website has been known by the President University Students.

And they had their own opinion and scale about the four variables or factors that the researcher tried to observe around the President University International library and dormitory environment life. There are 4 independent variables that affecting or influencing the 1 dependent variable in this research. Here are the 4 independent variables and 1 dependent variable:

The data that is being tested by the reliability and validity testing is the valid one. With using the validity and reliability testing, the researcher could know about the validity and reliability of every questions or statement that been created by the researcher from the respondents. With this testing, the researcher could measure the data while also knowing the data valid or invalid.

The researcher made 20 pre-questionnaire for the 20 respondents that been spread to the respondents around library and dormitory environment. Consist of 23 statements and the valid statements are 20 statements.

Here are the explanation for the reliability statistical from the 20 respondent for 20 pre-questionnaire:
### Table 4.1 The Result of Valid Statements

<table>
<thead>
<tr>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Squared Multiple Correlation</th>
<th>Cronbach's Alpha if Item Deleted</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>VAR00001</td>
<td>69.1</td>
<td>68.2</td>
<td>0.635</td>
<td>0.867</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00002</td>
<td>68.95</td>
<td>72.261</td>
<td>0.295</td>
<td>0.875</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00003</td>
<td>68.95</td>
<td>71.524</td>
<td>0.314</td>
<td>0.875</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00004</td>
<td>69.2</td>
<td>71.116</td>
<td>0.411</td>
<td>0.873</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00005</td>
<td>68.75</td>
<td>67.355</td>
<td>0.666</td>
<td>0.866</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00006</td>
<td>69.05</td>
<td>68.576</td>
<td>0.567</td>
<td>0.868</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00007</td>
<td>69.1</td>
<td>69.147</td>
<td>0.474</td>
<td>0.871</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00008</td>
<td>68.85</td>
<td>68.766</td>
<td>0.486</td>
<td>0.871</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00009</td>
<td>69.25</td>
<td>68.724</td>
<td>0.479</td>
<td>0.871</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00010</td>
<td>68.8</td>
<td>67.221</td>
<td>0.552</td>
<td>0.868</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00011</td>
<td>68.9</td>
<td>66.095</td>
<td>0.558</td>
<td>0.868</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00012</td>
<td>69.25</td>
<td>71.039</td>
<td>0.33</td>
<td>0.875</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00013</td>
<td>68.85</td>
<td>67.082</td>
<td>0.57</td>
<td>0.868</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00016</td>
<td>69.15</td>
<td>69.187</td>
<td>0.441</td>
<td>0.872</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00017</td>
<td>69.1</td>
<td>68.726</td>
<td>0.458</td>
<td>0.871</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00018</td>
<td>69.15</td>
<td>66.976</td>
<td>0.521</td>
<td>0.869</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00019</td>
<td>69</td>
<td>69.263</td>
<td>0.555</td>
<td>0.869</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00020</td>
<td>68.95</td>
<td>71.208</td>
<td>0.411</td>
<td>0.873</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00022</td>
<td>69.3</td>
<td>66.958</td>
<td>0.601</td>
<td>0.867</td>
<td>Valid</td>
</tr>
<tr>
<td>VAR00023</td>
<td>69.25</td>
<td>68.934</td>
<td>0.461</td>
<td>0.871</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: SPSS version 20.0

Here, the researcher found out that the valid statements from 23 statements has been made are 20 statements. Because according to Sugiyono (2002), if the respondents are 20 so the r must be greater than 0.3 which is valid, the otherwise if the r less than 0.3 are invalid.
Table 4.2 The Result of Invalid Statements

<table>
<thead>
<tr>
<th>Item</th>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Squared Multiple Correlation</th>
<th>Cronbach's Alpha if Item Deleted</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>VAR00014</td>
<td>69.1</td>
<td>71.989</td>
<td>0.231</td>
<td>0.878</td>
<td>Invalid</td>
<td></td>
</tr>
<tr>
<td>VAR00015</td>
<td>69.1</td>
<td>70.516</td>
<td>0.26</td>
<td>0.879</td>
<td>Invalid</td>
<td></td>
</tr>
<tr>
<td>VAR00021</td>
<td>69.3</td>
<td>73.168</td>
<td>0.196</td>
<td>0.878</td>
<td>Invalid</td>
<td></td>
</tr>
</tbody>
</table>

Source: SPSS version 20.0

Here, the researcher found out there are 3 statements which are invalid after being processed by the SPSS application. Because according to Sugiyono (2002), if the respondents are 20 so the r must be greater than 0.3 which is valid, the otherwise if the r less than 0.3 are invalid.

4.2 Reliability Test

The function of Reliability test is used to find out the items or questions in the questionnaire whether it is consistent or not when the items are used. The researcher used software SPSS version 16.0 for the computation and Cronbach Alpha method to measure the reliability of the items/questions in the questionnaire. The coefficient value must be 0.60 or > 0.60 to make the result “acceptable” and which means it can be use to continue the study.

Table 4.3 Reliability Statistic’s table, Cronbach’s Alpha

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.876</td>
<td>.876</td>
<td>23</td>
</tr>
</tbody>
</table>

Source: SPSS version 20.0 (Portable)
### Table 4.4 Item-Total Statistics, Corrected Item-Total Correlation

<table>
<thead>
<tr>
<th>Item-Total Statistics</th>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Squared Multiple Correlation</th>
<th>Cronbach's Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>VAR00001</td>
<td>69.1000</td>
<td>68.2000</td>
<td>.635</td>
<td>.867</td>
<td></td>
</tr>
<tr>
<td>VAR00002</td>
<td>68.9500</td>
<td>72.261</td>
<td>.295</td>
<td>.875</td>
<td></td>
</tr>
<tr>
<td>VAR00003</td>
<td>68.9500</td>
<td>71.524</td>
<td>.314</td>
<td>.875</td>
<td></td>
</tr>
<tr>
<td>VAR00004</td>
<td>69.2000</td>
<td>71.116</td>
<td>.411</td>
<td>.873</td>
<td></td>
</tr>
<tr>
<td>VAR00005</td>
<td>68.7500</td>
<td>67.355</td>
<td>.666</td>
<td>.866</td>
<td></td>
</tr>
<tr>
<td>VAR00006</td>
<td>69.0500</td>
<td>68.576</td>
<td>.567</td>
<td>.868</td>
<td></td>
</tr>
<tr>
<td>VAR00007</td>
<td>69.1000</td>
<td>69.147</td>
<td>.474</td>
<td>.871</td>
<td></td>
</tr>
<tr>
<td>VAR00008</td>
<td>68.8500</td>
<td>68.766</td>
<td>.486</td>
<td>.871</td>
<td></td>
</tr>
<tr>
<td>VAR00009</td>
<td>69.2500</td>
<td>68.724</td>
<td>.479</td>
<td>.871</td>
<td></td>
</tr>
<tr>
<td>VAR00010</td>
<td>68.8000</td>
<td>67.221</td>
<td>.552</td>
<td>.868</td>
<td></td>
</tr>
<tr>
<td>VAR00011</td>
<td>68.9000</td>
<td>66.095</td>
<td>.558</td>
<td>.868</td>
<td></td>
</tr>
<tr>
<td>VAR00012</td>
<td>69.2500</td>
<td>71.039</td>
<td>.330</td>
<td>.875</td>
<td></td>
</tr>
<tr>
<td>VAR00013</td>
<td>68.8500</td>
<td>67.082</td>
<td>.570</td>
<td>.868</td>
<td></td>
</tr>
<tr>
<td>VAR00014</td>
<td>69.1000</td>
<td>71.989</td>
<td>.231</td>
<td>.878</td>
<td></td>
</tr>
<tr>
<td>VAR00015</td>
<td>69.1000</td>
<td>70.516</td>
<td>.260</td>
<td>.879</td>
<td></td>
</tr>
<tr>
<td>VAR00016</td>
<td>69.1500</td>
<td>69.187</td>
<td>.441</td>
<td>.872</td>
<td></td>
</tr>
<tr>
<td>VAR00017</td>
<td>69.1000</td>
<td>68.726</td>
<td>.458</td>
<td>.871</td>
<td></td>
</tr>
<tr>
<td>VAR00018</td>
<td>69.1500</td>
<td>66.976</td>
<td>.521</td>
<td>.869</td>
<td></td>
</tr>
<tr>
<td>VAR00019</td>
<td>69.0000</td>
<td>69.263</td>
<td>.555</td>
<td>.869</td>
<td></td>
</tr>
<tr>
<td>VAR00020</td>
<td>68.9500</td>
<td>71.208</td>
<td>.411</td>
<td>.873</td>
<td></td>
</tr>
<tr>
<td>VAR00021</td>
<td>69.3000</td>
<td>73.168</td>
<td>.196</td>
<td>.878</td>
<td></td>
</tr>
<tr>
<td>VAR00022</td>
<td>69.3000</td>
<td>66.958</td>
<td>.601</td>
<td>.867</td>
<td></td>
</tr>
<tr>
<td>VAR00023</td>
<td>69.2500</td>
<td>68.934</td>
<td>.461</td>
<td>.871</td>
<td></td>
</tr>
</tbody>
</table>

Source: SPSS version 20.0 (Portable)

From this pre-questionnaire for the 20 respondents at President University, the researcher got 3 variables from each factors above that were invalid. From Factor or variable 3 (Customer-Service Website) (x3) the invalid one was variable number 14 (0.231) (0.878) because the validity it must be more than 0.3 for all variables on corrected item-total correlation and it is reliable or valid if the Cronbach’s Alpha if item deleted not more than 0.876.
And the next invalid variable was variable number 15 (0.260) (0.879) from Factor 3 (Customer-Service Website) (x3). The third one was from Dependent variable (Y) number 21 (0.196) (0.878). And then the researcher passed for the pre-questionnaire validity and reliability test. Then the researcher composed the valid questionnaire. Because it must be above 0.3 according to Sugiyono (2002) all the 80-questionnaire that being spread out to the students in the President University.

4.3 Respondents Profile

Gender: Male and Female

Source: Ms. Excel 2007, constructed by the researcher

The 80 respondents are the President University students, the researcher took this data from the library and dormitory environment. Male 64 % (51 students) and Female 36% (29 students).
Major: IB, BF, VCD, ACC, PR, MHH, IE, BA IT, IR, HRM, MKT

Source: Ms. Excel 2007, constructed by the researcher

From the 80 participants batch 2010 consist of 12 majors. 16 IB students (20%); 11 BF students (13.75%); 8 VCD students (10%); 10 ACC students (12.5%); 9 PR students (11.25%); 2 MHH students (2.5%); 9 IE students (11.25%); 2 BA students (2.5%); 1 IT student (1.25%); 7 IR students (8.75%); 2 HRM students (2.5%); 3 MKT students (3.75%).
Pocket Money ($< 500,000 IDR - > 2,000,000 IDR$)

Source: Ms. Excel 2007, constructed by the researcher

From the pocket money per month the ranges are different, from < 500k IDR there were 3 students (4%); 500k-1,000k (IDR) there were 36 students (45%); 1,100k-1,500k (IDR) there were 26 students (32%); 1,600k-2,000k (IDR) there were 13 students (16%); > 2,000k IDR there were 2 students (3%) out of 80 students.

4.4 Classical Assumptions

4.4.1 Normality Test

Here the normality test from this research that being tested to the 80 respondents which is the President University students in library and dormitory living environment that being shown by the figure below:
Figure 4.1 Normality Test Probability Plots Histogram

Source: SPSS version 20.0 (Portable)

The above is like a ring bell shape from the graphic, so in summary the research here is normal.

Figure 4.2 Normality Test Probability Plots Graphic

Source: SPSS version 20.0 (Portable)
From the two figures above, the researcher found and concluded that the data distribution in this research is normal.

4.4.2. Heteroscedasticity Test

The last figure is explaining the result in multiple regressions is heteroscedasticity test. From the SPSS program, the researcher got the result. Here is the result:

**Figure 4.3 Result of Heteroscedasticity Test**

Source: SPSS version 20.0 (Portable)

The result from this scatterplot, the heteroscedasticity did not happen and the data could be processed and analyzed properly because the result are above the zero point and below the zero point.

4.4.3. Multicollinearity Test

Multicollinearity is a statistical phenomenon in which two or more predictor variables in a multiple regression model are highly correlated. The researcher use SPSS program to test of there is multicollinearity in the research.
Table 4.5 Multicollinearity Test

<table>
<thead>
<tr>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>.691</td>
<td>1.448</td>
</tr>
<tr>
<td>.676</td>
<td>1.479</td>
</tr>
<tr>
<td>.815</td>
<td>1.228</td>
</tr>
<tr>
<td>.966</td>
<td>1.035</td>
</tr>
</tbody>
</table>

Source: SPSS version 20.0 (Portable)

According to Sunyoto, D. (2011), the condition of variance inflation factor (VIF) must be below than 10, alpha tolerance 10% or 0.10 then the VIF = 10. (VIF, <10). For the indicator of tolerance, the result is must above than 10% or 0.1. The researcher concludes there is no collinearity, since the result from the table above, VIF result is below than 10, and the tolerance computation is above than 0.1. Because for all the independent variables above, the Collinearity Tolerance is above the 0.1 for the (x1) is 0.691; for the (x2) is 0.676; for the (x3) is 0.815 and the (x4) is 0.966. Also for the Statistics VIF values for each variable are not more than or equals to 10 for the (x1) is 1.448; (x2) is 1.479; (x3) is 1.228 and (x4) is 1.035.
4.5 Regression Model

Multiple Regressions is the chosen test method that the researcher used to process the data and knowing that the website design; reliability website; customer-service website and security website are influencing the students’ purchasing intention in President University (a case study of KASKUS online shopping website). And from all the process that the researcher had done the 80 respondents, here are the Multiple Regression test result by SPSS 20.0 portable version

Table 4.6 Multiple Regression Result (Coefficients)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Correlations</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td>t</td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.865</td>
<td>.585</td>
<td>4.900</td>
<td>.000</td>
</tr>
<tr>
<td>x1</td>
<td>.207</td>
<td>.150</td>
<td>.170</td>
<td>1.380</td>
</tr>
<tr>
<td>x2</td>
<td>-2.87</td>
<td>.133</td>
<td>-2.68</td>
<td>-2.155</td>
</tr>
<tr>
<td>x3</td>
<td>-.060</td>
<td>.081</td>
<td>-.084</td>
<td>-.739</td>
</tr>
<tr>
<td>x4</td>
<td>.383</td>
<td>.105</td>
<td>.379</td>
<td>3.635</td>
</tr>
</tbody>
</table>

Source: SPSS version 20.0 (Portable)

Then Multiple Regression is being stated:

\[ Y = a + b1X1 + b2X2 + e \]

Which

\[ Y = 2.865 - 0.287X2 + 0.383X4 \]

Where:

Y : Purchasing intention
X1 : Website Design
X2 : Reliability Website
X3 : Customer Service Website
X4 : Security Website

From the result above, the researcher concluded that the (x2) Reliability Website (0.034) and (x4) Security Website (0.001) are the significant factor out of four factors. So there were 2 major independent variables for the President University that is influencing their purchasing intention of KASKUS online shopping website. From that significant independent variables, the researcher also knew that the other factors which are the Website Design (x1) (0.172) and Customer-Service Website (x2) (0.462) as a consideration from KASKUSERS which President University students wanted to purchase in KASKUS Online Shopping Website and they felt unsatisfied with these both factors.

4.6 F-Test

Table 4.7 ANOVA Result

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>4.131</td>
<td>4</td>
<td>1.033</td>
<td>5.098</td>
<td>.001*</td>
</tr>
<tr>
<td>Residual</td>
<td>15.193</td>
<td>75</td>
<td>.203</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>19.324</td>
<td>79</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: y
b. Predictors: (Constant), x4, x3, x1, x2

Source: SPSS version 20.0 (Portable)

To test all the factors from x1-x4, the researcher used the Multiple Regression method. The main point of F-test is to know the affect or influence from the four factors above which are (x1) Website Design; (x2) Reliability Website; (x3) Customer-Service website and (x4) Security Website influencing students’
purchasing intention in President University (A Case study of KASKUS online shopping website) And the result for ANOVA or F-test could be calculated with the 0.001 level of significant in 5.098 F value.

Table 4.8 Multiple Regression Result (Model Summary)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.462*</td>
<td>.214</td>
<td>.172</td>
<td>.45008</td>
</tr>
</tbody>
</table>

* Predictors: (Constant), x4, x3, x1, x2  
* Dependent Variable: y

Source: SPSS version 20.0 (Portable)

For the Adjusted R square is 0.172. So, this is 17.2% the President University students’ purchasing intention could being described or explained by the (x2) which is the Reliability Website and (x4) the Security Website. Moreover, the rest is 82.8% (100%-17.2%) is could be explained by another factor out of those four factors above.

4.7 T-Test

Table 4.9 T-Test Significance Result (Coefficients)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.865</td>
<td>.585</td>
<td>4.900</td>
<td>.000</td>
</tr>
<tr>
<td>x1</td>
<td>.207</td>
<td>.150</td>
<td>.170</td>
<td>.172</td>
</tr>
<tr>
<td>x2</td>
<td>-.287</td>
<td>.133</td>
<td>-.268</td>
<td>-2.155</td>
</tr>
<tr>
<td>x3</td>
<td>-.060</td>
<td>.081</td>
<td>-.084</td>
<td>-.739</td>
</tr>
<tr>
<td>x4</td>
<td>.383</td>
<td>.105</td>
<td>.379</td>
<td>3.635</td>
</tr>
</tbody>
</table>

Source: SPSS version 20.0 (Portable)
In here, for the T-test itself the result could be seen beside the “t” value which is the “Sig.” one. It showed the result of the significant value out of the four variables above. With the 80 respondents, the researcher used the T value from the T table above and distributed to the 80 respondents with the 0.05 significance level is +/- 1.990. In this research, the researcher used the two-tail one. And for the right side of the tail, if the T value > T table then H0 rejected and Ha accepted. For the left side of the tail, if the –T value < T table then H0 rejected and Ha accepted.

From the table of the T coefficients table above, the researcher concluded:

1. From the coefficients table above, from column T and Sig. table, but column T first, the T value for (x1) Website Design is 1.380 is less than T table 1.990. So, this means Ho accepted and Ha rejected and also based on the Sig. column the (x1) is greater than the significant level 0.05 which is 0.172. So, the website design is not influencing the President University students’ purchasing intention in a case study of KASKUS online shopping website. This factor also being a consideration for the KASKUSERS to purchase stuffs in KASKUS online shopping website. Because if the KASKUS online shopping website didn’t improve this factor, the KASKUSERS may be bored and move to another online shopping website.

2. From the coefficients table above, from column T and Sig. table, but column T first, the T value for (x2) Reliability Website is -2.155 is less than T table - 1.990. So, this means Ho rejected and Ha accepted and also based on the Sig. column the (x2) is less than the significant level 0.05 which is 0.034. So, the reliability website is influencing the President University students’ purchasing intention in a case study of KASKUS online shopping website. And also made them satisfy with KASKUS online shopping website. Because reliability is an important point in a website to attract and keep the users believe to the website. And KASKUS online shopping website has it,
and this could be a point to be kept by the KASKUS online shopping website to maintain the KASKUSERS to purchase in the website itself.

3. From the coefficients table above, from column T and Sig. table, but column T first, the T value for (x3) Customer-Service Website is -0.739 is greater than T table -1.990. So, this means Ho accepted and Ha rejected and also based on the Sig. column the (x3) is greater than the significant level 0.05 which is 0.462. So, the customer-service website is not influencing the President University students’ purchasing intention a case study of KASKUS online shopping. The Customer-Service website in KASKUS online shopping website must be improved based on the research the KASKUSERS felt that they didn’t get a good and fast response from the seller there. So, this is the point where the KASKUSERS didn’t influence their purchasing intention to purchase stuff here in the KASKUS online shopping website.

4. From the coefficients table above, from column T and Sig. table, but column T first, the T value for (x4) Security Website is 3.635 is greater than T table 1.990. So, this means Ho rejected and Ha accepted and also based on the Sig. column the (x4) is less than the significant level 0.05 which is 0.001. So, the security website is affecting the President University students’ purchasing intention and choice of KASKUS online shopping.

In summary, from all the result above the second (x2) Reliability Website and forth factor (x4) are accepted as the factor that influencing the students’ purchasing intention in President University (A case study of KASKUS online shopping website). And for the rest the first (x1) Website Design and the third (x3) Customer-Service Website are not influencing students’ purchasing intention in President University (A Case study of KASKUS online shopping website) and they didn’t satisfy with these both factors.
4.8 Interpretation of Result

In this part of the research, the researcher will describe the result of each independent factor (X) above towards the dependent variable (Y).

From the ANOVA (F-Test), the level of significance is 0.001 which is lower than 0.005 the level alpha 5% means that four independent variable from this research which are (x1) Website Design; (x2) Reliability Website; (x3) Customer-Service Website and (x4) Security website are affecting the independent variable which is (Y) the purchasing intention of the President University in a case study of the President University students’ choice in library and dormitory living environments.

a. X2 (Reliability Website) to Y (President University students’ purchasing intention)
   From the Multiple Regression test result, the researcher conclude that the Reliability Website is influencing the President University student’s purchasing intention. Because the President University students preferred the trusted and well known one if they wanted to buy something from there.

b. X4 (Security Website) to Y (President University students’ purchasing intention)
   From the Multiple Regression test result, the researcher conclude that the Security Website is influencing the President University student’s purchasing intention. From the overall mean scores the (x4) they are all agree that the Security Website is influencing their purchasing intention. Because this business needed some data from the customers and the data could be spread out to the public if the seller wanted to reveal it and so does the buyer. But because of the professionalism of the seller on this KASKUS website then the data is being covered for the buyer’s pleasant and feel secure of their
private data. There is phone number and address of the buyer and it is very private. So, the buyer will come back to this website because the website is well trusted to keep the buyer’s data and buy more from this website.

Then the conclusion from the above explanation and also from the adjusted R square column that 17.2% the X2 and x4 are the independent variables that could explained the purchasing intention of the President University students. And the most dominant from the 2 significance variables are the x4 which the Security website that the KASKUS online shopping gave to the customers especially the President University students. Because the Security Website that the KASKUS online shopping website gave to the KASKUSERS is good right now, it could be seen from the dominant result for x4(Security Website) which is 0.001
CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

In terms of online shopping that the researcher that been discussing, especially in KASKUS online shopping website the four factors that being stated by the researcher which are Website Design, Reliability Website, Customer-Service Website and Security Website is influencing the President University students’ purchasing intention and satisfy them as the KASKUSERS. Because if there is that both factors a website and this website could not have any trust and purchasing intention from the customers to purchase something or sell something on this website. In this research the respondents are the helper to fulfil this research. After the validity and reliability test that being tested there were 20 questions out of 23. And after the calculation pop up the 2 significance variable out of 4 variables. So, hypothesis (H2) and hypothesis (H4) are accepted because the sig. Here are the brief explanation of the 2 independent variables that influencing the dependent variable:

1. Factor 2: The Reliability Website is also influencing the customers’ purchasing intention. Because if there is any website that has not a reliability to attract and keep the customer to see the website and especially purchase something in this website then there is no other reason to keep this online shopping website could survive in this e-commerce and also this factor really common factor nowadays. So the reliability in this website is really important to keep every customers’ trust to keep their intention for purchasing any stuffs in this website. The variables in the x2 (Reliability Website) are Var 9 (The product that came was represented accurately by the online shopping website), Var10 (You get what you ordered from this KASKUS online
shopping website), Var 11 (The product is delivered by the time promised by the online shop company) and Var 12 (I like the reliability or fulfillment of this KASKUS online shopping website).

2. Factor 4: Security Website of KASKUS online shopping website is influencing the customers which is the President University students to have a purchase intention to go back to the website and purchase something in this website and also this factor really common factor nowadays. Because if the customers trust the website itself because of their security in securing and keeping the private data of the customers then there is no doubt that they (the customers which is President University students) will come back to purchase with the same website which is KASKUS online shop website then their purchasing intention is decreasing. The variables in the x4 (Security Website) are Var 16 (I feel safe in my transaction with KASKUS online shopping website), Var 17 (This KASKUS online shopping website has adequate security features), Var 18 (I feel that my privacy is protected at this KASKUS online shopping site) and Var 19 (I feel secure about my privacy to shop in this website).

3. The result from this research was showing the real factor out of four factors that been researched before, there were reliability and security website that really influence the President University students’ perspective and preference about KASKUS online shopping website. These two factors are related to the trust section, so without any secure and private service that the KASKUS online shopping gave to the customer so these two factors were not be the major factor from four. And from those four independent variables the researcher found out that the KASKUSERS satisfied with the Reliability and Security KASKUS online shopping website.
5.2 Recommendation

5.2.1 Recommendation for the official website

There is a couple of suggestions from the researcher for the official website which is the KASKUS online shopping website:

1. KASKUS website must improve the website design more than before, because one of the reason that the customer wanted to visit a website is the attractive and cool decoration and design of a website so the President University students more interested in this website and really impacting to the President university because website design is a additional factor that makes the President University students interested in this website. And the KASKUSERS which is the President University students feel unsatisfied with this factor, they didn’t like the current Website Design, they preferred the old one.

2. Also for the Customer-Service Website for the President University Website is also influencing their purchasing intention to this KASKUS website, but it is not the dominant and significant factor for them. So this website must improve the customer service and take some times to serve the President University as its customers. And the KASKUSERS felt like the service is too low when they wanted to ask some questions to the seller. This factor also made the KASKUSERS felt unsatisfied with this KASKUS Website and also influencing their purchasing intention to purchase stuffs here, it could decrease their purchasing intention also.
REFERENCES

A. E-JOURNAL


B. E-BOOKS


GSD RC (Quantitative and Qualitative Methods in Impact Evaluation and Measuring Results; issues paper; Sabine Garbarino and Jeremy Holland; March 2009) www.proquest.com


Journal of Electronic Commerce Research, VOL. 6, NO.2, 2005 (Gurvinder S. Shergill and Zhaobin Chen)


### APPENDICES

<table>
<thead>
<tr>
<th>Var</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
<th>13</th>
<th>14</th>
<th>15</th>
<th>16</th>
<th>17</th>
<th>18</th>
<th>19</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

78
| 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 |
| 3 | 3 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |
| 3.8 | 3.2 | 3.5 | 3.4 | 3.5 | 3.6 | 3.5 | 3.6 | 3.5 | 3.8 | 3.7 | 3.6 | 3.7 | 3.6 | 3.7 | 3.7 | 3.8 | 3.7 | 3.7 |
| 6 | 9 | 1 | 8 | 5 | 4 | 5 | 6 | 3 | 5 | 4 | 6 | 4 | 3 | 0 | 4 | 0 | 3 | 0 |
## Questionnaire

<table>
<thead>
<tr>
<th>No.</th>
<th>Independent Variables</th>
<th>Indicators</th>
<th>Measurement of Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Website Design (x1)</td>
<td>It is quick and easy to complete a transaction at this KASKUS website of online shop</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The site of KASKUS online shopping has competitive prices</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The website of KASKUS online shopping has a good selection</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>This KASKUS online shopping website understands my needs</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The KASKUS online shopping website provides in-depth information</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>This KASKUS online shopping site doesn’t waste my time</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The level of personalization at this KASKUS online shop site is about right, not too much or too little</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I love the KASKUS online shopping website design</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>2.</td>
<td>Reliability Website (x2)</td>
<td>The product that came was represented accurately by the online shopping website</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>You get what you ordered from this KASKUS online shopping website</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The product is delivered by the time promised by the online shop company</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td><strong>I like the reliability or fulfillment of this KASKUS online shopping website</strong></td>
<td><strong>1 2 3 4 5</strong></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---------------------------------------------------------------------------------</td>
<td>---------------</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td><strong>Customer-Service Website (x3)</strong></td>
<td><strong>1 2 3 4 5</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The online shopping website and company is willing and ready to respond to customer needs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td><strong>Security Website (x4)</strong></td>
<td><strong>1 2 3 4 5</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I feel safe in my transaction with KASKUS online shopping website</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>This KASKUS online shopping website has adequate security features</td>
<td><strong>1 2 3 4 5</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I feel that my privacy is protected at this KASKUS online shopping site</td>
<td><strong>1 2 3 4 5</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I feel secure about my privacy to shop in this website</td>
<td><strong>1 2 3 4 5</strong></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td><strong>Purchasing Intention (Y)</strong></td>
<td><strong>1 2 3 4 5</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I would return to KASKUS online shop website</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I would consider purchasing from KASKUS online shop website in the long term</td>
<td><strong>1 2 3 4 5</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I would buy a stuff from KASKUS online shop website</td>
<td><strong>1 2 3 4 5</strong></td>
<td></td>
</tr>
</tbody>
</table>