

## **FACTORS THAT INFLUENCE ATTITUDE TOWARDS ONLINE SHOPPING AT SHOPEE AMONG GENERATION Z**

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### **ABSTRACT**

*This research aims to examine the influence of relative advantage and E-WOM on trust and attitude towards online shopping, as well as examining the influence of trust on attitude towards online shopping. Then this research also aims to empirically test trust as a mediator of the relative advantage and E-WOM variables on attitude towards online shopping. The sample in this study was collected using a non-probability sampling technique and using a purposive sampling method. The data in this research was collected using a questionnaire distributed online via Google Form. The total sample in this study was 174 respondents who were Generation z Shopee consumers in Jakarta, had written reviews on Shopee product pages, and had shopped at Shopee at least three times within one month. The data that was collected was then processed using PLS-SEM with the help of SmartPLS version 3 software. The results of this research show that relative advantage and E-WOM have a positive and significant influence on trust. Likewise, the variables relative advantage, E-WOM, and trust have a positive and significant influence on attitude towards online shopping. In addition, the trust variable was found to be able to mediate relative advantage and E-WOM on attitude towards online shopping. The implication of this research is that Shopee understands appropriate actions to encourage positive attitude towards online shopping activities, such as guarantee the quality of its products and services and also Shopee need to be able to guarantee the security of its users data, both personal data and financial data.*

**Keywords:** *Relative Advantage, E-WOM, Trust, Attitude Towards Online Shopping*

## **1. INTRODUCTION**

Technological developments accompanied by the internet recently have brought significant changes, where this has opened something new in online business in promoting and selling goods and services (Caputo, *et al.*, 2019). E-Commerce is one proof of the results of current technological developments in the field of promotion and selling goods and services. The use of E-Commerce is considered profitable because it can reduce storage costs, faster delivery times, shorter procurement processes, and higher levels of satisfaction. It is important to realize that the use of E-Commerce is also based on consumer trust because trust in carrying out online shopping activities is not something that is easy to achieve, because trust is something that must be built (Utama, *et al.*, 2016).

One of the E-Commerce that is very popular in Indonesia is Shopee. Shopee is an E-Commerce that is tailored to each region and provides an easy and safe online shopping experience for customers. Shopee is also used as an online shopping platform that is very popular among generation z (Azzahra, *et al.*, 2023).

Generation z is a generation that grew up side by side with various advances in digital technology, thus making a significant contribution to online shopping activities. To fulfill their needs or

desires, Generation z often relies on Shopee as a means of shopping. However, Generation z is also known as the generation that is most critical in carrying out online shopping activities, because they prioritize high quality at prices that tend to be low, so this provides a critical assessment of attitude towards online shopping (Baskoro, *et al.*, 2023).

Online shopping activities can be considered to provide a positive view or attitude towards online shopping if there are relative advantage received by generation z, the existence of positive E-WOM that supports, and also trust in online shopping activities. If online shopping activities cause losses for Generation z, such as slow delivery and inappropriate goods received, then this can encourage negative attitude towards online shopping (Caniago, *et al.*, 2022). Apart from that, the existence of E-WOM that is not credible, such as fake reviews, is also a problem for generation z, thereby making generation z deceived (Wulandari, *et al.*, 2023). Receiving goods that do not match the photo is also a problem that can be experienced by generation z, so it can influence attitude towards online shopping among generation z (Rahmadhana, *et al.*, 2022).

Based on the description above, the author conducted research to empirically determine the influence of relative advantage, E-WOM, and trust on attitude towards online shopping at Shopee among generation z in Jakarta.

### **Relative Advantage**

Relative advantage shows how the currently available methods are better than previous methods (Ramli, *et al.*, 2017). Relative Advantage is also the level at which an idea is considered to be better than ideas that previously existed, and is considered more useful in various aspects, especially economically (Schiffman, *et al.*, 2010).

### **E-WOM**

E-WOM is private communication carried out by a consumer to collect and obtain information about a product or service which can then influence consumer purchasing decisions later (Hendro, *et al.*, 2020). E-WOM is also a situation where consumers carry out social communication via the internet both to convey information and obtain information about a product or service (Arif, 2021).

### **Trust**

Trust is the hope or belief of a person or group to carry out buying and selling activities aimed at ensuring that a brand can meet consumer expectations (Hendro, *et al.*, 2020). Trust can also be defined as a firm belief that a person has where they believe that the company or other parties will do all the work well to realize the things previously promised (Kurniadi, *et al.*, 2023).

### **Attitude Towards Online Shopping**

Attitude towards online shopping are consumers' positive or negative feelings related to purchasing behavior in E-Commerce (Chiu, *et al.*, 2005). In assessing consumer attitudes, the characteristics of consumers who usually shop online are needed and what their attitudes are when shopping online (Delafrooz, *et al.*, 2009).

### **Relationship Between Variables**

#### **The relationship between relative advantage and trust**

In empirical studies, it is known that relative advantage has an influence on trust (Akroush, *et al.*, 2015). In the context of online shopping, the higher the relative advantage a person receives from E-Commerce, the higher the person's trust in that E-Commerce (Akroush, *et al.*, 2015). The existence of relative advantages can make sellers build long-term relationships with consumers in

E-Commerce, which can increase their trust in E-Commerce (Park, *et al.*, 2003). Based on the aforementioned description, the first hypothesis (H1) is as follows:

H1: Relative advantage has an influence on trust at Shopee among generation z in Jakarta

### **The relationship between relative advantage and attitude towards online shopping**

In empirical studies, relative advantage has been identified as a factor that has a major influence on consumers' attitude towards online shopping (Delafrooz, *et al.*, 2011). E-Commerce nowadays is filled with maximum performance and productivity, so this can encourage positive attitudes of consumers when shopping online at E-Commerce, but on the other hand, if E-Commerce cannot work productively, then this can encourage attitude consumer negativity towards online shopping (Ma'ruf, 2018). Another advantage of shopping online in E-Commerce is that consumers can purchase products and services whenever and wherever they are, so this will help consumers make online purchases and encourage positive attitude towards online shopping (Liu, *et al.*, 2012). Based on the aforementioned description, the second hypothesis (H2) is as follows:

H2: Relative advantage has an influence on attitude towards online shopping at Shopee among generation z in Jakarta

### **The relationship between E-WOM and trust**

By reading and interacting with E-WOM sources, consumers will become more familiar with the E-WOM platform and E-WOM content, so that this can form consumer trust (Hsu, *et al.*, 2013). E-WOM in the form of reviews often occurs on E-Commerce, the more positive reviews there are on E-Commerce, the more confident consumers will be with the product they choose (Permadi, 2016). E-WOM is considered to have a positive and significant influence on trust, because the more positive an E-WOM is, the higher a consumer's trust will be (Chetioui, *et al.*, 2021). Based on the aforementioned description, the third hypothesis (H3) is as follows:

H3: E-WOM has an influence on trust at Shopee among generation z in Jakarta

### **The relationship between E-WOM and attitude towards online shopping**

E-WOM itself is considered to have a strong persuasive effect on online buyers' attitudes (Jalilvand, *et al.*, 2012). E-WOM is often used by consumers to avoid the risks of purchasing online, through E-WOM it plays an important role in supporting consumers' positive attitude in purchasing goods or services online (Yaylı, *et al.*, 2012). E-WOM is considered to have a positive and significant influence on attitude towards online shopping, because the more positive the E-WOM, the more positive a consumer's attitude towards online shopping will be (Chetioui, *et al.*, 2021). Based on the aforementioned description, the fourth hypothesis (H4) is as follows:

H4: E-WOM has an influence on attitude towards online shopping at Shopee among generation z in Jakarta

### **The relationship between trust and attitude towards online shopping**

Trust is an important factor in encouraging attitude towards online shopping when considering the risks that consumers can experience (Heijden, *et al.*, 2003). In the context of online shopping, security of consumer data and consumer privacy must be the main concern of E-Commerce, with trust in consumers' privacy, this can encourage positive attitude towards consumer online shopping (Al-Debei, *et al.*, 2015). Apart from that, in the context of online shopping, consumer trust in product quality must always be considered, with product quality that matches consumer trust, this can encourage positive attitude towards online shopping (Themba, 2021). Based on the aforementioned description, the fifth hypothesis (H5) is as follows:

H5: Trust has an influence on attitude towards online shopping at Shopee among generation z in Jakarta

### The relationship between relative advantage and attitude towards online shopping mediated by trust

Trust is an important factor in encouraging attitude towards online shopping when considering the risks that consumers can experience (Heijden, *et al.*, 2003). In carrying out economic activities, it is very important for E-Commerce to continue to prioritize the relative profits that will be received by consumers (Kim, *et al.*, 2008). By prioritizing relative advantage for consumers, this can increase consumer trust, which will later lead to positive attitude towards online shopping (Chetioui, *et al.*, 2021). Based on the aforementioned description, the sixth hypothesis (H6) is as follows:

H6: Trust mediates the relative advantage on attitude towards online shopping at Shopee among generation z in Jakarta

### The relationship between E-WOM and attitude towards online shopping mediated by trust

E-WOM is considered capable of contributing to a person's trust, where this trust can be used as a key determinant of attitude towards online shopping (Lin, 2011). The existence of E-WOM such as public opinions and recommendations or reviews is able to create trust for online buyers, where trust can encourage positive attitude towards online shopping (Chetioui, *et al.*, 2021). Based on the aforementioned description, the seventh hypothesis (H7) is as follows:

H7: Trust mediates E-WOM on attitude towards online shopping at Shopee among generation z in Jakarta

### Research Model

Based on the aforementioned description, the research model in this research is as follows:

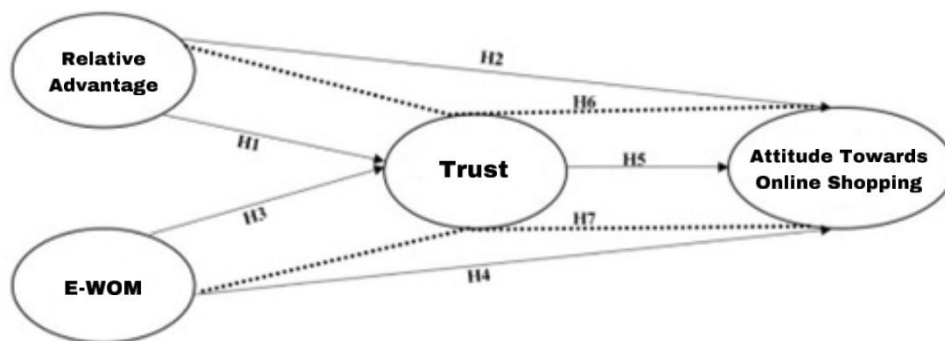


Figure 1. Research Model  
Source: Research Model created by the Researcher

## 2. RESEARCH METHOD

The research design in this study is a cross-sectional descriptive research design. The research was carried out through quantitative data collection using non-probability sampling techniques and using the purposive sampling method. The sample in this study consisted of 174 respondents with certain criteria, such as being generation z, living in Jakarta, Shopee consumers, shopping online at least three times a month, and having written reviews on Shopee. Questionnaires were distributed online via Google Form via various social media. Data measurement was carried out using an ordinal scale. The data analysis technique in this research is structural equation modeling. Below are the indicators for each variable in this research:

Table 1. Variable Indicators

| Indicators  | Code  | References  |
|---|-------|---|
| <b>Relative Advantage</b>   |       |   |
| Shopping privacy  | RA1   | (Chetioui, et al., 2021)                              |
| Freedom to shop   | RA2   |   |
| Cost  | RA3   |   |
| Effort expended in shopping   | RA4   |   |
| <b>E-WOM</b>  |       |   |
| Online recommendations  | EWOM1 | (Chetioui, et al., 2021)                              |
| Online consumer recommendations and reviews to increase consumer confidence | EWOM2 |   |
| Positive review   | EWOM3 |   |
| <b>Trust</b>  |       |   |
| Trust in E-Commerce   | TR1   | (Chetioui, et al., 2021)<br>(Kim, et al., 2011)       |
| Reliability in E-Commerce   | TR2   |   |
| Information in E-Commerce   | TR3   |   |
| Policies in E-Commerce  | TR4   |   |
| Payment security  | TR5   |   |
| Protection of personal financial information                                | TR6   |   |
| Protection of personal information  | TR7   |   |
| <b>Attitude Towards Online Shopping</b>                                     |       |   |
| Online shopping ideas   | AT1   | (Chetioui, et al., 2021)<br>(Jarvenpaa, et al., 2000) |
| Benefits of shopping online   | AT2   |   |
| Excitement of online shopping   | AT3   |   |
| Product variations  | AT4   |   |
| Interest in online shopping   | AT5   |   |
| Explanation and product description   | AT6   |   |
| Product photos  | AT7   |   |

This research uses SmartPLS version 3 software, with data analysis which includes validity testing, reliability testing, coefficient of determination, predictive relevance, effect size, and hypothesis testing.

### 3. RESULTS AND DISCUSSIONS

Data analysis was first carried out by conducting a validity test. The validity test is an instrument used to assess the suitability between the object and the data that the researcher has collected (Sugiyono, 2019). Validity tests are divided into convergent validity and discriminant validity.

Convergent validity is used to assess the extent to which two measures of the same concept correlate and show that the scale is able to measure the intended concept. Convergent validity is considered valid if the Average Variance Extracted (AVE) value is greater than 0,50 (Hair, *et al.*, 2019) and the loading factor value must be at least 0,50 or greater (Hair, *et al.*, 2019). Below are the results of the AVE and loading factors in the research, where the AVE and loading factor values of each variable have met the criteria.

Table 2. AVE and Loading Factor Analysis Results  
 Source: Data Processing Results on SmartPLS version 3 by Researcher

| Variable           | Indicator | Loading Factor | Average Variance Extracted (AVE) |
|--------------------|-----------|----------------|----------------------------------|
| Relative Advantage | RA1       | 0,710          | 0,540                            |
|                    | RA2       | 0,822          |                                  |
|                    | RA3       | 0,640          |                                  |
|                    | RA4       | 0,757          |                                  |

|                                  |       |       |       |
|----------------------------------|-------|-------|-------|
| E-WOM                            | EWOM1 | 0,796 | 0,629 |
|                                  | EWOM2 | 0,795 |       |
|                                  | EWOM3 | 0,790 |       |
| Trust                            | TR1   | 0,766 | 0,575 |
|                                  | TR2   | 0,812 |       |
|                                  | TR3   | 0,755 |       |
|                                  | TR4   | 0,772 |       |
|                                  | TR5   | 0,770 |       |
|                                  | TR6   | 0,746 |       |
|                                  | TR7   | 0,679 |       |
| Attitude Towards Online Shopping | AT1   | 0,773 | 0,545 |
|                                  | AT2   | 0,605 |       |
|                                  | AT3   | 0,694 |       |
|                                  | AT4   | 0,743 |       |
|                                  | AT5   | 0,815 |       |
|                                  | AT6   | 0,717 |       |
|                                  | AT7   | 0,798 |       |

Apart from validity, reliability testing is also needed in conducting research. Reliability testing is needed to determine the accuracy of measuring instruments which generally use questionnaires (Sugiyono, 2019). Reliability testing is carried out by looking at the Cronbach's alpha and composite reliability values, where both values must be greater than 0,70 (Hair, *et al.*, 2019). Below are the results of Cronbach's alpha and composite reliability from the research conducted, where both values are in accordance with the criteria, so that the variables in this research can be said to be reliable or dependable.

Table 3. Reliability Analysis Results  
 Source: Data Processing Results on SmartPLS version 3 by Researcher

| Variable                         | Composite reliability | Cronbach's alpha |
|----------------------------------|-----------------------|------------------|
| Relative Advantage               | 0,823                 | 0,713            |
| E-WOM                            | 0,836                 | 0,707            |
| Trust                            | 0,904                 | 0,877            |
| Attitude Towards Online Shopping | 0,893                 | 0,859            |

### Coefficient of Determination Test Results ( $R^2$ )

In the research conducted, it can be seen that relative advantage and E-WOM have an influence on trust of 43.4%, while the remaining 56.6% is influenced by other variables not used in this research. In addition, the variables relative advantage, E-WOM, and trust have an influence on attitude towards online shopping by 65.4%, while the remaining 34.6% is influenced by other variables not used in this research.

Table 4. Coefficient of Determination Test Results ( $R^2$ )  
 Source: Data Processing Results on SmartPLS version 3 by Researcher

|                                  | <i>R Square</i> | <i>R Square Adjusted</i> |
|----------------------------------|-----------------|--------------------------|
| Trust                            | 0,434           | 0,428                    |
| Attitude Towards Online Shopping | 0,654           | 0,648                    |

### Predictive Relevance Test Results ( $Q^2$ )

In the research conducted, the variable has good relevance and can predict the model that has been formed, because it has a  $Q^2$  value of more than 0.

Table 5. Predictive Relevance Test Results ( $Q^2$ )  
 Source: Data Processing Results on SmartPLS version 3 by Researcher

|                                  | $Q^2 (=1-SSE/SSO)$ |
|----------------------------------|--------------------|
| Trust                            | 0,237              |
| Attitude Towards Online Shopping | 0,339              |

### Effect Size Test Results ( $F^2$ )

In this research, it was found that relative advantage on trust had a moderate effect, likewise relative advantage on attitude towards online shopping had a moderate effect. The trust variable on attitude towards online shopping has a moderate effect. Finally, E-WOM on trust has a small effect, as well as the E-WOM on attitude towards online shopping has a small effect.

Tabel 6. Effect Size Test Results ( $F^2$ )  
 Source: Data Processing Results on SmartPLS version 3 by Researcher

|                    | Trust | Attitude Towards Online Shopping |
|--------------------|-------|----------------------------------|
| Relative Advantage | 0,314 | 0,240                            |
| E-WOM              | 0,050 | 0,080                            |
| Trust              |       | 0,176                            |

### Hypothesis Test Results

Table 7. Hypothesis Test Analysis Results  
 Source: Data Processing Results on SmartPLS version 3 by Researcher

|   | Original Sample (O) | P-values |
|---|---------------------|----------|
| Relative Advantage => Trust                                     | 0,518               | 0,000    |
| Relative Advantage => Attitude Towards Online Shopping          | 0,406               | 0,000    |
| E-WOM => Trust  | 0,206               | 0,014    |
| E-WOM => Attitude Towards Online Shopping                       | 0,209               | 0,000    |
| Trust => Attitude Towards Online Shopping                       | 0,328               | 0,000    |
| Relative Advantage => Trust => Attitude Towards Online Shopping | 0,170               | 0,000    |
| E-WOM => Trust => Attitude Towards Online Shopping              | 0,068               | 0,018    |

#### H1: Relative advantage has an influence on trust at Shopee among generation z in Jakarta

Based on the results of hypothesis testing, the first hypothesis is supported. Relative advantage has a positive and significant influence on trust, this can be seen from the path coefficient value of 0,518 and p-values of 0,000 ( $\leq 0,05$ ). This research is in line with research by (Madjid, *et al.*, 2018). The implication of this research is that the relative advantages offered by Shopee have provided advantages for generation z in online shopping activities, so this gives great trust to Shopee in carrying out online shopping activities.

#### H2: Relative advantage has an influence on attitude towards online shopping at Shopee among generation z in Jakarta

Based on the results of hypothesis testing, the second hypothesis is supported. Relative advantage has a positive and significant influence on attitude towards online shopping, this can be seen from the path coefficient value of 0,406 and p-values of 0,000 ( $\leq 0,05$ ). This research is in line with research by (Akroush, *et al.*, 2015). The implication of this research is that the relative advantages offered in online shopping activities at Shopee encourage positive online shopping attitude for generation z.

### **H3: E-WOM has an influence on trust at Shopee among generation z in Jakarta**

Based on the results of hypothesis testing, the third hypothesis is supported. E-WOM has a positive and significant influence on trust, this can be seen from the path coefficient value of 0,206 and p-values of 0,014 ( $\leq 0.05$ ). This research is in line with research by (Eneizan, *et al.*, 2020). The implication of this research is that the existence of E-WOM activity among Shopee users who share their good experiences using Shopee will increase user trust's in choosing the Shopee application compared to other e-commerce applications.

### **H4: E-WOM has an influence on attitude towards online shopping at Shopee among generation z in Jakarta**

Based on the results of hypothesis testing, the fourth hypothesis is supported. E-WOM has a positive and significant influence on attitude towards online shopping, this can be seen from the path coefficient value of 0,209 and p-values of 0,000 ( $\leq 0,05$ ). This research is in line with research by (Madjid, *et al.*, 2018). The implication of this research is that the existence of E-WOM, such as positive reviews from Shopee users, will greatly influence attitude towards online shopping

### **H5: Trust has an influence on attitude towards online shopping at Shopee among generation z in Jakarta**

Based on the results of hypothesis testing, the fifth hypothesis is supported. Trust has a positive and significant influence on attitude towards online shopping, this can be seen from the path coefficient value of 0,328 and p-values of 0,000 ( $\leq 0,05$ ). This research is in line with research by (McCole, *et al.*, 2010). The implication of this research is that with trust in Shopee e-commerce, this of course encourages a positive attitude towards online shopping.

### **H6: Trust mediates the relative advantage on attitude towards online shopping at Shopee among generation z in Jakarta**

Based on the results of hypothesis testing, the sixth hypothesis is supported. Trust is able to mediate the relative advantage of attitude towards online shopping, this can be seen from the path coefficients of 0,170 and p-values of 0,000 ( $\leq 0,05$ ). This research is in line with research by (Chetioui, *et al.*, 2021). The implication of this research is that the relative advantage received by Shopee users have played an important role in increasing user trust, so this has an impact on positive attitude towards online shopping activities at Shopee.

### **H7: Trust mediates the E-WOM on attitude towards online shopping at Shopee among generation z in Jakarta**

Based on the results of hypothesis testing, the seventh hypothesis is supported. Trust is able to mediate E-WOM on attitude towards online shopping, this can be seen from the path coefficient value of 0,068 and p-values of 0,018 ( $\leq 0,05$ ). This research is in line with research by (Akroush, *et al.*, 2015). The implication of this research is that the existence of various types of E-WOM, such as reviews or public opinion, can increase user trust in Shopee, so that this has an impact on positive attitude towards online shopping activities at Shopee.

## **4. CONCLUSIONS AND SUGGESTIONS**

Based on research that has been conducted, the conclusion of this research is that relative advantage and E-WOM have a positive and significant influence on trust at Shopee among generation z in Jakarta, relative advantage and E-WOM have a positive and significant influence on attitude towards shopping online at Shopee among generation z in Jakarta, trust has a positive and significant influence on attitude towards online shopping at Shopee in generation z among



Jakarta, and trust mediates relative advantage and E-WOM on attitude towards online shopping at Shopee among generation z in Jakarta.

To continue to increase positive attitude towards online shopping, the author advises Shopee to pay attention to aspects that can influence attitude towards online shopping, such as relative advantage, E-WOM, and trust. This can be done by providing product and service quality guarantees to consumers, providing various kinds of discounts or promotional vouchers, providing customer satisfaction guarantees, and safeguarding Shopee consumers' personal or financial data.

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