

Attitude Components Towards Online Purchase Intention

Teguh Wicaksono ^{1*}, Syahrani ², Defin Shahril Putra ³

^{1,2,3} Economic Faculty, Islamic University of Kalimantan Muhammad Arsyad Al Banjari.
Adhyaksa Street No. 02 Banjarmasin, South Kalimantan, Indonesia.

*Corresponding Author :

Email: teguh.uniska@gmail.com

Abstract.

As the behaviour main foundation, intention gives a strong contribution in leading behaviour to perform certain actions. It is necessary to prove empirically the psychological factor towards online purchase intention through attitude components, which are cognitive, affective, and conative. The aim of this study is to empirically describe and give evidence about the impacts of cognitive, affective, and conative levels on online purchase intention. The data is collected using survey and statistically analysed with multiple linear regression, engaging 150 respondents. The results of the study prove that cognitive and conative levels have a significant impact on online purchase intention, while the affective level does not give any impact towards it. The conative level is a factor that gives the greatest impact on online purchase intention, which means that the conveniences offered on online purchasing are the biggest aspects that lead to a desire to do online purchasing. The willingness to do online purchasing will result to a strong online purchase intention.

Key words: Cognitive, Affective, Conative, Interest in Buying Online.

I. INTRODUCTION

The digital era of communication gives significant effects to business sectors which provide various ways and opportunities. Businessmen, both independents and companies, are forced to adapt with new technology exploitation in their business process [1]. The use of cyber, automation technology, and internet is a trend in industrial world nowadays. The use of internet is not only for spreading information, but also used as a market place; both seller and buyer could do an online transaction. Online purchasing is a shopping method through the internet [2], [3]. Almost all businessmen support their business process and transaction using the internet [4], [5]. In Indonesia, E-commerce is projected to grow up into 40 percent in every year [6], [7]. It is believed that the existence of E-commerce will gradually be able to flip consumers' behaviour from conventional to online purchasing way [8]. Several studies have adopted the Theory of Planned Behaviour (TPB) to explain behaviour concepts on online purchasing. It explains that a consumer's attitude towards an online purchasing constructing her or his intention to purchase a product or not [9], [10]. Intention is the main foundation of individual behaviour [11], [12]. As the main foundation of behaviour, it is necessity to construct a framework which has to be able to sketch any factors causing intention on online purchasing. Intention in online purchasing is a manifested desire to buy a product in the form of goods or services from the websites [13]. Attitude is one of the psychological factors that could attract costumer's intention to do online purchasing [3], [5]. Attitude is a feeling or way of thinking that affects individual's positive and negative feelings, thoughts and predisposition to act toward some objects. [14]. More the positive feelings are obtained; greater the intention to do the online purchasing [15]. Therefore, attitude is the result of a complex evaluation of something based on cognitive, affective, and conative information. Attitude is a response about an object that can be seen through cognitive, affective and conative aspects [16], [17].

Cognitive is a component related to knowledge, views, and beliefs which affects individual's perception towards an object. Affective is a component related to feeling and emotion towards an object. Conative is a component related to predisposition to act and desire towards an object. The Banjarese people prefer to purchase conventionally, for they could directly check the product quality to ensure the product is properly manufactured and to bargain the price. Other reasons why Banjarese are reluctant to do online purchasing are the product availability in the conventional market and disbelieving online market, because they worry to receive improper product and fear to get deceived by the online seller. Previous studies have shown that there is no significant difference in the cognitive, affective, and conative levels among the Banjarese community towards online purchasing [18], which means that men or women, old or young, high

or low income, have the same attitude levels towards online purchase intention. The study of Verhagen & Bloemers shows that cognitive, affective and conative aspects as a *think-feel-do* hierarchy which is emerging the online purchase intention [19]. The results also show that the intention of online purchasing could be emerged from the experience of online purchasing. Nur'sakdah study, on the other hand, shows some contrary where the online purchase intention is only driven by affective and conative aspects [20]. The results of this study could not prove the impact of cognitive aspect towards online purchase intention. From the description above, it is still found the inconsistencies in this study about attitude components towards online purchase intention. Therefore, this study is conducted to empirically prove the construction of online purchase intention based on cognitive, affective, and conative aspects. The purpose of this study is to build a conceptual model to describe and empirically prove the influence of cognitive, affective, and conative levels towards online purchase intention.

II. METHODS

The conceptual framework of this study is presented in Figure 1. This study is using survey as the data collection method to examine its sample. Questionnaire, as the instrument of the data collection, is then statistically analysed to test the hypothesis of this study [21]. The research was conducted in Banjarmasin from October 2021 to March 2022. The indicators of variable measurement used in this study refer to [22]. The cognitive level indicators consist of obtaining, searching, and sorting out the information. The indicators of the affective level consist of the understanding of ways of working, risks, and advantages. Conative level indicators consist of enjoying online purchasing, referring to others, and preferring online purchasing. The population of this study is the Banjarmasin citizen who are registered at the Banjarmasin Central Bureau of Statistic (BPS) until 2021 which are 662,320 people. The sampling technique used is non-probability sampling, where each member of the population was not given the same opportunity to be used as research samples [23]. To obtain the minimum number of samples, the following Slovin formula as used [24].

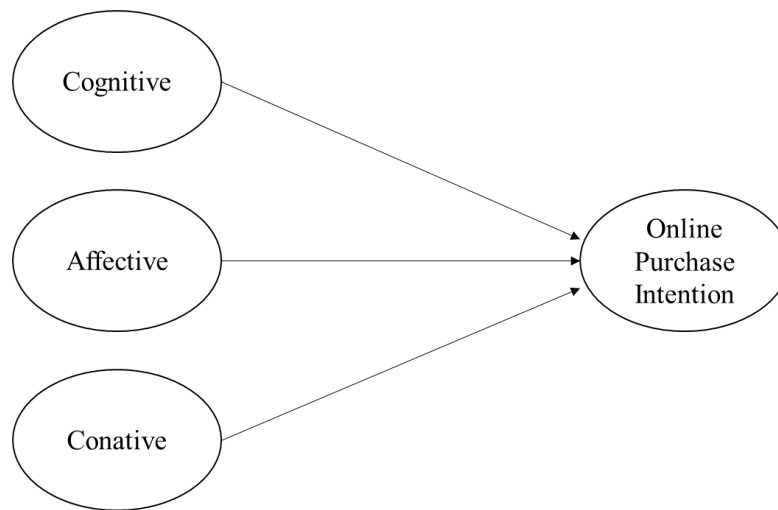
$$n = \frac{N \cdot Z^2 \cdot 1 - \alpha / 2 \cdot p \cdot (1 - p)}{(N - 1) d^2 + Z^2 \cdot 1 - \alpha / 2 \cdot p \cdot (1 - p)}$$

Where:

- n = Sample size
- Z = Value of standard normal distribution (table Z) at = 0.05
- P = Proportion in population (10%)
- d = Margin of error (5%)
- N = Population size

From the formula above, the researcher has obtained the number of samples used for this study as many as 150 respondents. Data analysis techniques used as follow:

1. Test the validity and reliability, to test the quality of the data by comparing the value of r-count with r-table to test the validity, and see the value of Cronbach's Alpha for reliability test.
2. Descriptive analysis in the form of a frequency distribution table, to determine the distribution of answers from respondents to each indicator of each variable.
3. Multiple linear regression to determine whether there is an impact of cognitive, affective, and conative level on online purchase intention, with the following hypothesis:
 - H1 : Cognitive level has a significant effect on online purchase intention.
 - H2 : Affective level has a significant effect on online purchase intention.
 - H3 : The conative level has a significant effect on online purchase intention.

**Fig 1.** Conceptual Framework

III. RESULTS AND DISCUSSION

Validity and Reliability Test Results

The validity test result is presented in table 1 which shows a significant result. The reliability test result obtains the Cronbach's Alpha value of 0.856. Because Cronbach's Alpha value is $0.856 > 0.60$, it can be concluded that all question items are reliable or consistent.

Table 1. Validity Test Result

Items	r-count	r table	Mixed ending
Cog1	0.692	0.349	Valid
Cog2	0.810	0.349	Valid
Cog3	0.731	0.349	Valid
Aff1	0.716	0.349	Valid
Aff2	0.858	0.349	Valid
Aff3	0.854	0.349	Valid
Con1	0.726	0.349	Valid
Con2	0.804	0.349	Valid
Con3	0.893	0.349	Valid
M1	0.712	0.349	Valid
M2	0.866	0.349	Valid
M3	0.799	0.349	Valid

Source: Data processed, 2022

Characteristics of Respondents

From the research results, the characteristics of the research respondents are as presented in table 2.

Table 2. Characteristics of Respondents

	Frequency	Percentage
Gender		
Man	65	43.3%
Woman	85	56.7%
Total	150	100%
Age		
under 20 years old	2	1.3%
20 – 30 years	113	75.3%
31 – 40 years	18	12.0%
41- 50 years old	12	8.0%
over 50 years old	5	3.3%
Total	150	100%
Occupation		
Jobless	1	0.7%
Student / University Student	74	49.3%
Government worker	11	7.3%
Private employee	36	24.0%

Businessman	4	2.7%
Professional Services	7	4.7%
Other	17	11.3%
Total	150	100%
Education Level		
Elementary / Junior / High school	76	50.7%
Diploma	6	4.0%
Bachelor's Degree	50	33.3%
Master's Degree	14	9.3%
Doctorate	4	2.7%
Total	150	100%
Income		
< Rp.1,000,000	48	32.0%
Rp.1,000,00 - 2,500,000	36	24.0%
Rp.2,550,000 - 4,900,000	41	27.3%
Rp.5,000,000 - 9.999,999	18	12.0%
> Rp.10,000,000	7	4.7%
Total	150	100%

Source: Data processed, 2022

Table 2 shows that the majority of respondents in this study are women (56.7%), age between 20 - 30 years (75.3%), have elementary/junior/high school education level (50.7%) and are students / university students (49.3%).

Descriptive Analysis

Descriptive analysis in the form of a frequency distribution table used to determine the answers distribution from respondents to each indicator of each variable which is presented in table 3.

Table 3. Frequency Distribution of Respondents' Answers

Items	STS		TS		CS		S		SS		mean	Variable Mean
	F	%	F	%	F	%	F	%	F	%		
Cognitive Level												
Kog1	1	0.7	3	2.0	50	33.3	90	60.0	6	4.0	3.65	3.76
Kog2	3	2.0	10	6.7	38	25.3	83	55.3	16	10.7	3.66	
Kog3	1	0.7	2	1.3	31	20.7	79	52.7	37	24.7	3.99	
Affective Level												
afe1	1	0.7	3	2.0	40	26.7	87	58.0	19	12.7	3.80	3.87
afe2	1	0.7	1	0.7	28	18.7	93	62.0	27	18.0	3.96	
afe3	2	1.3	3	2.0	27	18.0	102	68.0	16	10.7	3.85	
Conative Level												
Kon1	1	0.7	9	6.0	73	48.7	54	36.0	13	8.7	3.46	3.16
Kon2	2	1.3	14	9.3	72	48.0	56	37,3	6	4,0	3,33	
Kon3	4	2,7	60	40,0	63	42,0	22	14.7	1	0.7	2,71	
Online Purchase Intention												
M1	4	2,7	8	5,3	72	48.0	55	36.7	11	7,3	3,41	3,19
M2	1	0.7	11	7.3	75	50.0	57	38.0	6	4.0	3.37	
M3	3	2.0	56	37.3	61	40.7	26	17.3	4	2.7	2.81	

Source: Data processed, 2022

Multiple Linear Regression Analysis

The multiple linear regression, which is used as predicting the regression coefficients, result shows the impact value of the independent variable towards the dependent variable, are presented in table 4.

Table 4. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Conclusion
	B	Std. Error	Beta			
(Constant)	-,659	,381		-1,732	,085	
Cognitive Level	,402	,084	,344	4,765	,000	Significant
Affective Level	,122	,083	,105	1,463	,146	Not significant
Conative Level	,527	0.055	,524	9,605	,000	Significant

Dependent Variable: Interest in Buying Online

$R = 0.805$
 $R \text{ Square} = 0.643$
 $F = 89,818; \text{Sig.} = 0,000$
 $t - \text{table} = 1,976$

Source: Data processed, 2022

From the results of multiple linear regression as presented in table 4, it is found that the regression model is reliable to use with the F test statistic value of 89.818 and a significance value of 0.000. There is a very strong relationship between the cognitive, affective, and conative level towards the online purchase intention with a correlation coefficient value of 0.805. The level of cognitive, affective, and conative also could show the value of online purchase intention by 64.3%. From table 4, it is also known that the cognitive and the conative level have a significant influence on online purchase intention. On the other hand, the affective level gives no significant effect on online purchase intention. The result finds that the cognitive level had a positive and significant effect on online purchase intention. This significant value indicates that the cognitive level affects the online purchase intention, while the positive value indicates the higher a person's cognitive level, the greater the online purchase intention. The majority of people know about online purchasing. It can be caused by obtaining frequent information from social media, searching information and sorting out information related to online purchasing; the higher the intensity of searching for a product information on E-Commerce, the greater the intention to purchase online [25]. Finding about purchasing online also could emerge a desire to do online purchasing. This is in tune with previous studies that have been conducted which a person's cognitive level can affect online purchase intention [19].

The affective level has no impact on online purchase intention. This result also agrees with some previous studies which show that the affective component is not a variable that could affect online purchase intention [5]. Affective is a component that concerns a person's subjective emotional feeling towards an object. In this case, intention is challenged by several aspects which is about consumers' consideration before doing online purchasing, including the number of product units needed in a certain period of time, brands, how E-Commerce works, and the risks of online purchasing. [26]. Those walls create a barrier that will force the consumers to turn back into the conventional market or department store rather than try to leap at online purchasing [9]. In the contrary to the result of this study, affective variable could impact the online purchase intention if it is done through intermediaries or drop shippers [20], [27]. The conative level variable has an impact on online purchase intention. The conative level is a component in the structure of attitudes that shows how behaviour or behavioural tendency in a person relates to objects. The privileges offered on online purchasing, including searching and browsing products, ease of transactions, and the convenience of comparing a product from one store to another emerging an intention of online purchasing. This result agrees with the result of a study conducted by Verhagen & Bloemers, that enjoying online purchasing will an intention of purchasing online. [19]. In addition, someone who has enjoyed with online purchasing would refer the others to do online purchasing [28] [29].

IV. CONCLUSION

This study aims to empirically prove the influence of attitude components toward online purchase intention. The result in this study indicate that the conative level is a factor that has a greatest impact towards online purchase intention which could be said that online purchasing privileges are the biggest aspects that will lead to the online purchase intention. The findings of this study also support the previous study where enjoying online purchasing would result a high intention to do online purchasing. This study still has limitations, the first is the lack of theories regarding the components of attitude towards online purchasing intention. Second is regarding to the number of samples. For the further study, it is recommended to increase the number of samples to find better generalizations. In addition, to build a more complex conceptual model and create a better understanding, it is necessary to expand the conceptual framework by adding online purchasing behaviour or other independent variables which are not included in this study.

V. ACKNOWLEDGMENTS

The research team would like to express the honour and gratitude towards the Chairman of Research and Community Service Center, Muhammad Arsyad Al-Banjari Kalimantan Islamic University of Banjarmasin who has been funded this study; that this research could be carried out well.

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