Market Place

by Rita Ambarwati

Determinants of Behaviour Intention and Use Behaviour among Bukalapak's Consumers

Oxsy Giandi[1], Mohammad Isa Irawan[2], Rita Ambarwati[3]

Abstract– The development of communication and information technology has touched the marketing and sales industry. In recent years, there have been a lot of market places in Indonesia that are places where people buy and sell without having to meet in person. This study aims to look at the influence of people's intention to use behavior to use market place in Indonesia. The market that is the object of this research is Bukapalak. The data of this study were obtained using the questionnaire method. This study obtained respondents as many as 210 respondents and the data was processed by the method of partial least square. The results of this study are that there is a positive and significant influence of behavioral intention from non-consumer consumers on use behavior. The dominant determinant indicator in this study is the degree of purpose of using market place.

Keywords– Market Place, Bukalapak, Partial Least Squre, Behavioural Intention, Use Behaviour.

I. INTRODUCTION

This part will be discussed about the background of this research, previous research and research purpose.

A. BACKGROUND

In Industry 4.0, the integration of communication technology and information from technical processes to business processes in industry is one of the main ideas in the development of Industry 4.0 [1]. One of the improvements in the use of technology that is experiencing rapid development is in the marketing process of a product or brand [2].

B. PREVIOUS RESEARCH

Increasing product sales can depend heavily on the way the product owner markets his product. The product marketing process to increase the number of sales can use social media [3]. Consumers can freely choose the desired product with the many variations offered. Andreasen [4] proposes branding on a product's brand must know the brand or product of competitors and the community that will become consumers. One strategy in product branding is product design. The design of a product can be used to attract consumers and change consumer behavior [5].

The design of a product also has a direct impact on the environment, therefore before the product is launched into the market, it is first made a prototype of the product to be tested on consumers. Turhan [6] investigated the influence of a store brand on consumer behavior intentions in a clothing store in Turkey. The results of the analysis in the study indicate that when the product purchased exceeds the buyer's expectations, the consumer will return to the store. The approach using gender moderators showed slightly different results in two different store brands.

Convenience and payment systems influence female consumers more in determining where they buy products than male consumers. Male consumers when choosing a place to shop are more influenced by service when choosing items to buy.

Traditional markets (each producer has a physical store to market products made) is currently rivaled by the electronic market with the large number of products sold on social media and market place. At present, well-known brands in the world already have e-commerce markets their products and also work with market places to increase product sales [7]. At market place, consumers can only see images of a product without being able to touch it. This has an effect on the level of sales and consumer loyalty, especially if the product that has been purchased is not satisfactory for consumers [8].

The influence of consumer behavior intentions can be used for strategies in marketing products at a market place. The results of the study by Lia Zarantonello [9] show that consumers are divided into 3 namely holistic consumers, utilitarian consumers and hedonic consumers. Holistic consumers are consumers who are most affected by their experience when choosing, buying and using a product, but utilitarian consumers otherwise. Hedonic consumers are consumers who focus on self satisfaction and are not affected by the product. These three types of consumers influence the level of satisfaction and loyalty on brands and products that are marketed and sold. Dennis [10] developed a model to analyze the factors that influence e-consumers in purchasing e-shopping. The results of these studies indicate that the intensity of electronic consumers makes purchases based on attitude and trust.

[1] Oxsy Giandi is with Department of Management of Technology, Institut Teknologi Sepuluh Nopember (ITS), Surabaya, 60111, Indonesia. E-mail: oxsygiandi07@gmail.com

[2] Mohammad Isa Irawan is with Department of Mathematics, Institut Teknologi Sepuluh Nopember (ITS), Surabaya, 60111, Indonesia. E-mail: m.isa.irawan@gmail.com

[3] Rita Ambarwati is with Department of Management, Universitas Muhammadiyah Sidoarjo, Sidoarjo, 61271, Indonesia. E-mail: rita.mmt80@gmail.com

C.   RESEARCH PURPOSE

This study explains the effect of market place consumer behavior intentions on the use of consumer's preferences in buying products at a market place. This study aims to explain the effect of behavior intention on use behavior. Consumer behavior was investigated to find out the public interest in shopping at the market place in the era of Industry 4.0 in Indonesia.

In this study, researchers used a market place with core business consumer to consumer and used Bukalapak consumers as research subjects. The study used a questionnaire method with random selection of consumers. Questionnaires are made using Google Form and distributed in March to April 2019.

II. METHOD

Figure 1, shows the order of this research's methodology. This research began with a study of literature on e-commerce, technology acceptance, the concept of marketing and Partial Least Square-Structural Equation Model (PLS-SEM).

A.   LITERATURE STUDY

In e-commerce, where sellers and buyers meet is called E-Market Place or better known as market place [11]. Consumer to consumer (C2C) is a model of e-commerce that describes the sale and purchase transaction between two consumers (individuals) [12], [13]. One individual as a seller and the other as a buyer.

In the second stage, as in Figure 1, the design of the research model and hypothesis formulation are designed. In this study, the variables used are behavioral intention and use behavior [14]. Behavioral intention has two research indicators, namely the measurement of the degree of intention of consumers to shop at the market place (BI.1) and the degree of the purpose of using the market place to meet the daily needs of consumers (BI.2).
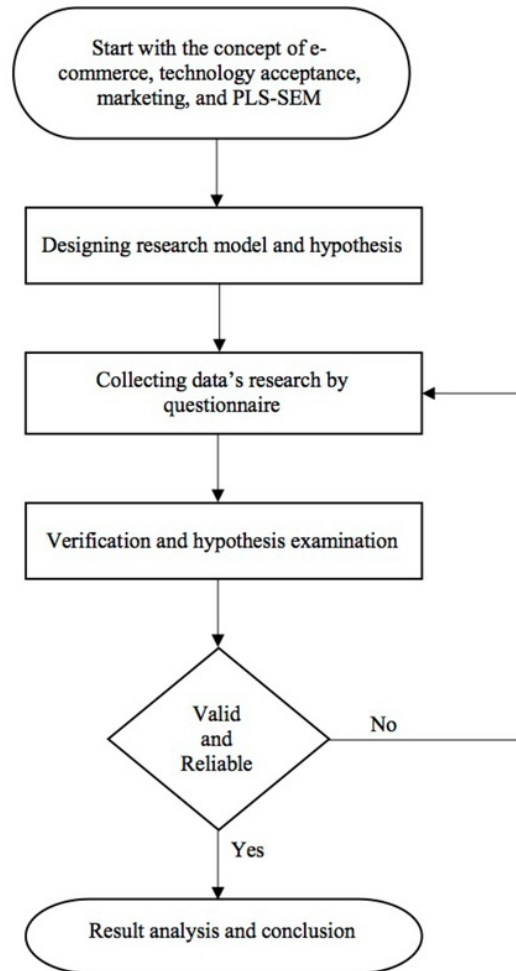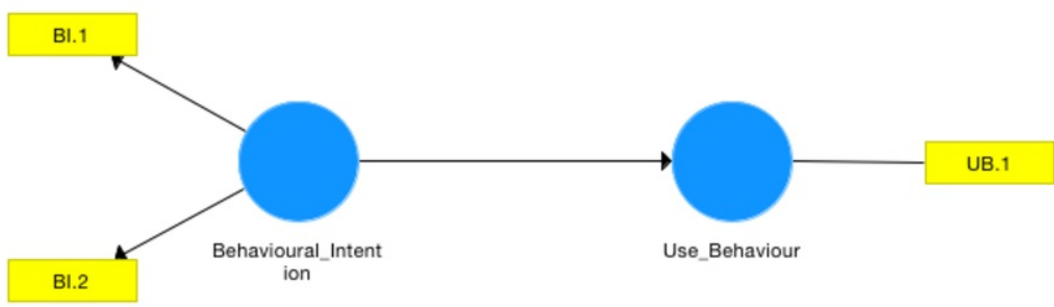

Figure 1 Research methodlogy

Figure 2 Research model

A. RESEARCH MODEL

The research model consist of two variables, there are exogenous variable and endogenous variable. This research model is formed like figure 2. Behavioral intention is exogenous variable. This variable will influence the use behavior which is called endogenous variable.

The indicators which is used on this research is formative indicators. Formative indicators is noted with an arrow which enter into laten variable. Formative indicators is defined as a indicator which become a causal indicator on a laten variable. Its mean that delete one indicator on a laten variable will not change another indicators.

Table 1 show the variable operation of this research. In the use behavior indicator the research studied is the market place (UB.1) consumer shopping frequency. In Figure 2, BI.1, BI2, and UB.1 each shows research indicators for intention to use, shopping destination, and shopping frequency.

The research indicator BI.1 and BI.2 are measured using a Likert scale (1 to 5) where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. On UB.1 research indicators, researchers used 4 scales to m the frequency of market place usage, namely 1 to 2 times a month, 3 to 5 times a month, 4-6 times a month and 7 times a month or more.

B. HYOPTHESIS FORMULATION

The hypothesis of this this research is formulated following as:

H0: Behavioral intention has a significant value in influencing the use of consumer behavior in using market place.

H1: Behavioral intention does not have a significant value in influencing the use of consumer behavior in using market place.

Table 1. Variable operational

Research Variables	Indicators	Research Items	Reference
Behavioral Intention (BI)	Intention (BI.1)	Intention to shop at the market place	[14]
	The purpose of using (BI.2)	Use market place to fulfill daily needs	
Use Behavior (UB)	Shopping frequency (UB.1)	To Shop more than 5 times a month	[14]

C. RESEARCH'S DATA

In the third stage of this study, researchers used a simple random sampling method to get respondents. Simple random sampling technique is a technique of taking samples from a population without certain rules or methods in sampling [15].

This technique is quite effective for sampling large populations and the exact population is unknown. The sample target to be collected in this study comes from people in Indonesia who have smartphones and on the smartphone have already installed the Bukalapak market place application.

D. DATA VERIFICATION

Verification of questionnaire results and hypothesis testing in this study using the PLS-SEM method and SmartPLS software. According to Geladi et al. [16], PLS is a multivariate statistical method that can handle many response variables and explanatory variables simultaneously. PLS is a powerful and robust analysis method because it can be applied to all data scales, does not require many assumptions and sample size does not have to be large.

The PLS method has 2 parts analysis, namely analysis of measurements / outer model and analysis of structural / inner models. Measurement analysis describes verification of the research instrument. Research verification is divided into 2 parts, namely validity test and reliability test.

Validity test on smartPLS is generated with the value of outer loading, Average Variance Extracted (AVE), and Discriminant validity. The outer loading value illustrates the magnitude of the correlation between each measurement indicator and its construct. The outer loading value must be greater than 0.7.

Convergent validity checks are carried out through the value of Average Variance Extracted (AVE). The AVE value describes the variance or diversity of manifest variables that can be owned by latent variables. The greater the variance or diversity of manifest variables contained by latent constructs, the greater the representation of the manifest variable on the latent construct and the AVE that must be greater than 0.5.

Discriminant validity describes the extent to which constructs differ from other constructs empirically or in other words constructs measure what they want to measure [17], [18].

Internal consistency reliability checks are generated Cronbach alpha values and composite reliability. Cronbach alpha and composite reliability the value must be greater than 0.7. Cronbach alpha is used as a lower limit in the measurement of contracted reliability. The use of composite reliability in internal consistency reliability examination is meant that the research indicators define the research construct in full [19], [20].

E. HYPOTHESIS TESTING

In structural analysis / evaluation of inner models, the relationship between the model and latent variables is formulated. In this analysis, the research hypothesis that has been made will be tested, after the research instrument is declared valid and reliable, then the final stage of the research is carried out using structural analysis. The value obtained in structural analysis is the value of determination coefficient (R^2), path coefficient, and variable effects (f^2). Hypothesis testing is carried out at the inner model evaluation stage, this study uses two tailed tests with a confident interval of 5%. This means that the hypothesis H0 is accepted and H1 is rejected if it has a T-statistic value of more than 1.96 and a P-value value of more than 0.05 or P-value more than 0.95 and vice versa.

III. RESULT AND DISCUSSION

In this study, respondents of the Bukalapak consumers obtained 211 respondents.

A. DATA DEMOGRAPHY

On this part, the demography of research data will be discussed.
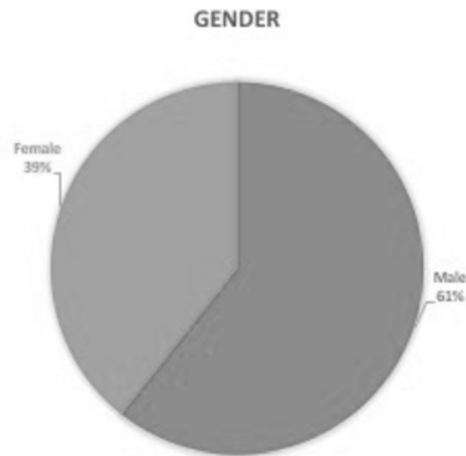
GENDER

Figure 3. Demography of gender

Figure 3 is the demographics of respondents from Bukalapak consumers. The comparison of the number of male and female respondents is 61% compared to 31%.
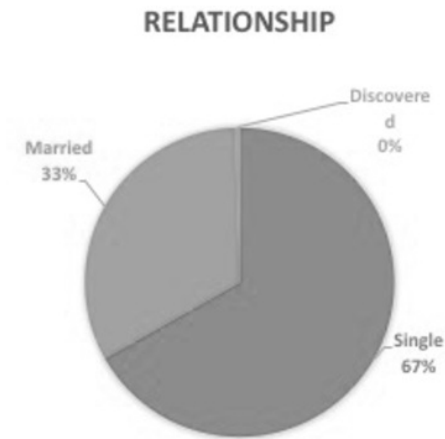
RELATIONSHIP

Figure 4. Demography of relationship

The demography of relationship is shown on figure 4. The number of unmarried respondents was 141 respondents, the number of married respondents was 69 respondents and those who divorced 1 respondent.
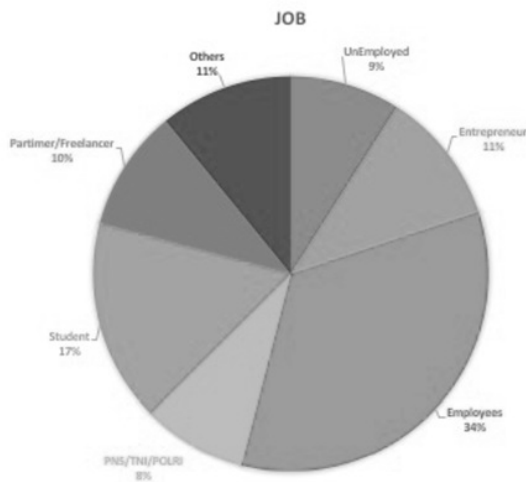
JOB

Figure 5. Demography of jobs

The work of the Bukalapak respondents obtained in this study is quite varied and shown of figure 5. Respondents who worked as employees were in the first position with a total of 72 respondents (51%). Respondents with the status of students were 35 respondents (17%), followed by respondents who were self-employed and respondents who had jobs outside the list were 11% or 23 respondents.

One of the jobs outside the list provided in this study were wives who did not work and relied on their husbands' income and were actively shopping at Bukalapak. Respondents who worked as casual workers were 10% or 21 respondents and respondents who worked as civil servants / military / police were 8% or 18 respondents.
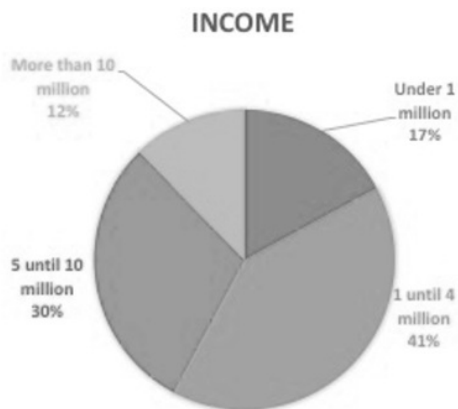
INCOME

Figure 6. Demography of income

Figure 6 show the demography of responden's income. Bukalapak respondents in this study, had the most income of 1 million to 4 million rupiah with 86 respondents (41%). In the second place are respondents who have income between 5 million up to 10 million rupiahs of 30% or 63 respondents. 36 respondents (17%) had income below 1 million rupiah and 12% or 26 respondents had income above 10 million.
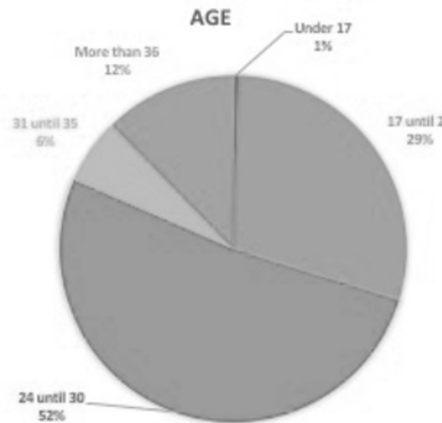
AGE

Figure 7. Demography of age

The demography of age is shown on figure 7. Respondents in the age range of 24 to 30 years have the largest number with 109 respondents (52%). In the second place with 62 respondents (29%) aged 17 to 23 years. This study only received 1 respondent under the age of 17 while respondents aged over 36 years were 26 respondents (12%) and respondents aged between 31 and 35 years were 13 respondents (6%).

B. DATA VERIFICATION

This session will discusses the verification of questionnaire results.

Verification of the questionnaire results is shown in tables 2 to 5. Table 2 is the result of variable validation tests involving indicators on each variable. All indicator values in the behavior intention variable and use behavior have a value of more than 0.7, this means that all the indicators are valid. Solid in table 2, it can be seen that the degree of purpose of using market place has more influence than the degree of intention of consumers in using market place.

Table 2. Outer loading validation

Outer Loading	Behavioural Intention	Use Behaviour	Justification
BI.1	0.88553263	-	Valid
BI.2	0.94623729	-	Valid
UB.1	-	1	Valid

In the next stage, the results of the variable diversity test are shown in table 3. The Average Variance Extracted value in table 3 shows that the latent variable intention behavior and use behavior are more than 0.5. Behavior intention has a value of 0.83 and means that the indicator on the intention behavior variable is good enough to represent its latent variables. In the use behavior variable has a value of 1 because it only has 1 indicator.

Table 3. AVE validation

Variable	Average Variance Extracted (AVE)	Justification
Behavioural Intention	0.83976652	Valid
Use Behaviour	1	Valid

Examining construct validity with discriminant validity values in table 4 shows that each indicator value for its latent variables is greater than other latent variables. This shows that there are no interchangeable indicators or misplaced indicators used to explain latent variables.

Table 4. Discriminant reliability

Variable	Behavioural Intention	Use Behaviour
BI.1	0.88553263	0.25273612
BI.2	0.94623729	0.36298335
UB.1	0.34486386	1

The internal consistency reliability check in table 5 shows that all 7 lues of latent variables in measurements with Cronbach alpha and composite reliability are more than 0.7. The value of composite reliability on latent behavior intention variable is 0.9, this means that the indicator on the latent variable is good enough to define the latent variable.

Table 5. Internal consistency reliability

Variable	Cronbach's Alpha	Composite Reliability	Justification
Behavioural Intention	0.81491711	0.91281823	Reliable
Use Behaviour	1	1	Reliable

The coefficient determination is shown on tabel 6. It will define the model fit. The research model formed in this study to measure use behavior of Bukalapak consumers only defines 12% in explaining the factors that influence consumers to continue shopping at Bukalapak while 88% of other factors are outside of this study.

Table 6. Coefficient determination

Use Behaviour	
R^2	0.127368352396752
R^2 Adjusted	0.12317300793712

This is also reinforced by the value of f^2 of 0.023, which means that the model made is not good to describe the factors that influence the attitude of consumers to continue shopping at Bukalapak. This result is following as

Table 7. Variable effect

Variable connection	f^2 value	Justification
Behavioural Intention → Use Behaviour	0.023	Less effect

Table 8. Significancy of variable

Variable connection	Path coefficient	T statistic	P value	Justification
Behavioural Intention → Use Behaviour	0.34486386	5.60836574	0.0000000338514	Significant

C. HYPOTHESIS TESTING

Hypotheis examination result is shown on table 8. Another thing obtained in this study is the positive influence of the latent behavioral intention variable in influencing the use of behaviors of bukalapak consumers. This positive influence is followed by the influence of a significant behavioral intention towards use behavior. This can be seen by the value of T-statistics which is more than 1.96 and the P-value is less than 0.05. Therefore the hypothesis H0 is accepted and H1 is rejected.

IV. SUMMARY

This part will be shown the conclusion and future research.

A. CONCLUSION

Behavior intention has a positive and significant influence on the use behavior of Bukalapak consumers. Positive and significant effects indicate that Bukalapak consumers still intend to shop at Bukalapak. This positive and significant influence can be interpreted that the existence of a market place in Indonesia, especially Bukalapak, is still in demand by the people of Indonesia. Both of these are known based on the behavior intention variable which has a formation formation of the degree of intention of consumers in using the market place is greater in establishing the use behavior variable compared to the purpose of using the market place to meet the daily needs of consumers. This means that there is a need for consumers to shop at Bukalapak.

B. FUTURE RESEARCH

This study focuses on the influence of behavioral intention on use behavior. The development of further research models can develop marketing strategies by

Bukalapak by adding variable performance expectancy and social influence.

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