

# Consumer Attitude Towards Online Shopping: Trust Effect, Perceived Benefits and Perceived Web Quality

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**Abstract.** The objectives of this study are 1) the effect of perceived web quality on perceived benefits, 2) the effect of perceived web quality on eWom, 3) the effect of perceived web quality on trust, 4) It was to judge the perceived influence of the Web Quality on consumer attitudes towards online shopping, 5) the impact of eWom on trust, 6) the impact of perceived benefits on consumer attitudes towards online shopping, 7) the impact of trust on consumer attitudes towards online shopping. The population of this survey is the residents/ consumers of the city of Padang who shop online at Lazada. A convenient sampling technique was used to sample this study. That is, all Lazada consumers who meet researchers randomly, while each sample is random. The sample size for this survey was 100 respondents. The data analysis technique used to test this research hypothesis is the use of a partial least squares (PLS 2) program. The results are as follows: 1) Perceived web quality has a significant impact on perceived benefits, 2) Perceived web quality has a significant impact on eWom, 3) Perceived web quality has a significant impact on confidence. 4) e-wom has a big impact on trust about consumer attitudes towards online shopping, which showed that 5) perceived web quality had a big impact. 6) Perceived profits have a significant impact on consumers' attitudes towards online shopping. 7) Trust has a great impact on consumers' attitudes towards online shopping.

**Keywords:** Perceived Benefits; Web Quality; Trust; Attitude towards Online Shopping

## 1 Introduction

With the spread of Internet technology, its progress not only revolutionized people's lives but also affected business operations. The Internet and related technologies are spurring new business models that acquire higher levels of wealth. In particular, many retailers, online shopping, and online shopping websites has increased significantly [1]. Consumers around the world can now shop online at Indonesian and international online shopping websites such as Lazada, Shopee, Tokopedia, and Bibli.

This survey examines consumer attitudes towards online shopping in the context of the city of Padang. Today's online shoppers can be considered the early adopters. Therefore it is very important to study the attitudes of these people at this stage. Attitudes towards online shopping play an important role and has a significant impact in purchasing decisions, and purchasing intention based on information and views received from early adopters [2], [3]. Individual

curiosity and inventiveness are the driving forces behind these early adopter innovation [4], [5]. According to the 2021 Top Brand Index (TBI), Shopee's TBI is 41.8%, followed by Tokopedia at 16.7% and Lazada at 15.2%. Shopee got the first TBI at 41.8%, followed by Tokopedia at TBI at 16.7% and Lazada at 15.2%.

Online buying has its own set of benefits and advantages over traditional purchasing from the consumer's perspective [6], [7]. First, customers from various locations can purchase goods and services at any time. Second, they can also save money, effort, and time. The customers can compare prices across online stores of a given product rapidly and effectively. Third, they are able to gather various informations with a high level of transparency and comfort that is not found in traditional purchasing. Consumer tendency toward online purchasing is significantly influenced by the benefits of online shopping [8]. On the other side, online purchasing has the drawback of preventing customers from touching or smelling the product.

Furthermore, online shopping allows customers to buy things immediately from the retailer's website. As a result, the consumer's experience in the online store is proxy of their actual experience. The design and layout of the online retailer's website has a significant impact on the consumer's attitude about online buying. The greater an online store's website quality, the more favorable the consumer's opinion of the online retailer is [9]. Furthermore, higher-quality websites are more likely to be trustworthy [10]. This is crucial when it comes to establishing confidence. This is a difficult task, but it's even more difficult to change customer attitudes in underdeveloped nations like Indonesia, where the vast majority of internet shoppers are risk-averse.

This survey provides an empirical verification of the history of consumer attitudes towards online shopping. Developed on the background above, the issues to be addressed are how women affect trust, how perceived utilities affect customers' attitudes towards online shopping, and perceived web quality online. How it affects the customer's attitude towards shopping and how it affects the perceived web quality. How Perceived Web Quality Affects e wom, How Perceived Web Quality Affects Trust, How Trust Affects Customers' Attitudes to Online Shopping How will it affect you.

#### *Online Shop Consumer Attitude*

The primary goal of this survey is to discover the influence of Internet users' attitudes towards online shopping. As stated before, consumers tend to prefer online shopping, so consider that Reasoned Action Theory (TRA) is an important predictor of action readiness, and that planned theory is. It is important to measure attitude at this stage [11]–[13]. A person's overall assessment of a concept is defined as attitude, and there are two types of attitudes. The first is attitudes towards objects and the second is attitudes towards behavior. The degree to which a person positively or negatively evaluates or views the behavior to be pursued is referred to as behavioral attitude. Behavioral attitudes are relevant to the context of this survey, as this survey aims to measure Padang's consumers' attitudes toward online shopping [14].

To put it another way, an attitude towards behavior can be described as a person's positive or negative assessment of the associated behavior and consists of one's dominant belief in the perceived consequences of performing the behavior [5], [14]. These definitions clearly state the importance of emotional nature of attitudes. Based on Theory of Planned Behavior, behavioral beliefs will relate a person's inner beliefs about the consequences of a particular behavior to their attitude toward actual behavior [12]. These beliefs vary from person to person based on their backgrounds. In addition to personal spirit, previous personal experience, personality traits and traits [15].

Consumer perceptions of internet shopping are influenced by trust and perceived utility.

The outcome of perceived online quality is trust. As a result, trust and recognition are essential. The authors discovered that customers' trust level corresponds with the perceived quality of the web. The better the web's perceived quality, the higher the customer's trust level. The latter is a perceived web quality function known as eWOM. Consumer opinions toward internet buying have been found to be strongly influenced by benefits, and based on previous research, perceived benefits and trust were responsible for 28% of the variations in attitudes about internet buying [16].

The consumer attitudes toward online shopping of Padang people are assumed primarily influenced by personal, psychological, and technical characteristics. Hence there are three main behavioral beliefs in this study that is perceived usefulness (ie, personal), perceived reliability (ie, psychological), and perceived web quality (ie, technology). Assumes that it affects the attitude of consumers in Padang City towards online shopping. This research also assumes that there is a direct function of perceived reliability to perceived web quality and electronic WOM. The study also assumes that the perceived web quality has a positive effect on the perceived usefulness and eWOM.

#### *Perceived Web Quality*

Perceived web quality is a simple, fluid, reliable, effective, and to some extent measure of the website design and process. Perceived web quality is also referred to as the complete quality and performance of an online shopping website. Sometimes an online shopping website is also referred to as an information system. It is because to manage information and the process of online shopping, it uses a web technology system. [17] defines system quality as a desirable characteristic of information systems. So in this study, perceived web quality is defined as an online shopper's desired characteristic of an online shopping website. Similarly, perceived web quality refers to how well a website's features and functions meet the needs and requirements of its users. [10].

The perceived web quality describes the functionality and discoverability of online shopping sites. Website features include element usability and interactivity [18]. Thus, it also indicates the easiness of navigation, responsiveness, interactivity, and accessibility of a website [5], [19]. Reference to online shopping, the functional elements of a website are measured by inspecting the characteristics of browsing, ordering, and placement of website information, and the speed at which these activities and processes can be performed. Search capabilities refer to the easiness, rapidity, and effectiveness of the collecting process of pieces of information that relate to product performances, prices, features, et cetera.

Several studies have shown that when consumer awareness of the quality of an online shopping site is high, the consumer awareness of the benefits of using the site is also high [20]–[22]. They hypothesized that if a website is easy to navigate and to search then information about products and services can be found rapidly and effortlessly. Internet pages that can be loaded immediately make ordering process can be carried out easily and safely. Website quality has a big impact on eWOM. Consumers are more motivated to post positive eWOM comments when they appreciate the shopping websites quality in terms of design, navigation and search capabilities. Previous research has also shown that website quality of an e-commerce is actively associated with eWOM [23].

The high quality of website online retailer leads to high trust perceived to buy products from that online retailer. In fact, previous research found that perceived web quality can explain some differences in building consumer trust [22], [24], [25]. In addition, Xiao etc. (2010) found that of the three components, the perceived web quality component had the strongest effect on consumer confidence in online shopping websites. This study also assumes that perception of

web quality will positively significant influences attitudes. When an online shopping website emphasizes usability and high interactivity, consumers take a more positive attitude towards the website. In fact, previous studies highlight the importance of perceived web quality in explaining attitudes [9], [19].

#### *Electronic Word of Mouth (eWom)*

E-WOM is a customer's positive or negative opinions about a product or company that can be accessed by an extensive of people and institutions via the Internet [26]. Precedent research found that exchanging of information through eWOM has a significant impact on shaping and influencing internet users' attitudes and behavioral intentions [27], [28]. In fact, thanks to the rapid advancement of internet technology in recent years, eWOM communication has rose because of the increasing number of consumers using the internet to search for pertinent information. Earlier research indicates that internet users asses online opinions and recommendations as credible and truthful [29]. The users of internet are also more likely to believe information from other customers rather than from the companies [30]. Both online opinions and recommendations are necessary for online shoppers to find new interesting information, for example product or service information and details on service quality [31]. As a result, this type of communication is considered to be able persuade internet users effectively [28]. Online opinions and recommendations can assist in reducing the risks and uncertainties that Internet users face when purchasing products and services online. The importance of eWOM in building online trust has been highlighted in previous research on online shopping [32]–[34].

#### *Perceived Benefits*

Online shopping can be seen as innovation and in that context, the perceived benefits can also be seen as comparative advantage. The extent to which innovation is perceived to bring more benefits than its successor is referred as relative advantage [35]. In regards to online shopping, the perceived utility is defined as the amount of profit that meets the needs or desires of the consumer [36]. Also, [7] defines the perceived usefulness in this context as "consumer beliefs about how much better it can be through online transactions with a particular website." Previously, [35] the perceived relative benefits of innovation, expressed in terms of economic interests, social fame, and / or other interests, were an important element of the decision-making process of adopting innovation. Some researchers defined the perceived benefits in terms of convenience and time savings which is also can be used in the context of e-commerce [37], [38], [39]. and therefore examined these in terms of utilitarianism. Through online shopping, consumers have the opportunities to buy products and services anytime and anywhere. Not only that consumers can also go window shopping, search for information and compare prices. Various studies have shown that the key factors that influence customer's acceptance decisions on online shopping over traditional in-store shopping is the perceived benefits [7], [37], [40], [41]. Therefore, the perceived benefits of online shopping provide great incentives for consumers and help to form a positive attitude towards online shopping. Consumers are more likely to be positive about particular online shopping if they recognize benefits of that website. In reference to e-commerce, many studies have emphasized the role that perceived usefulness can play in explaining consumer attitudes [6], [7], [42].

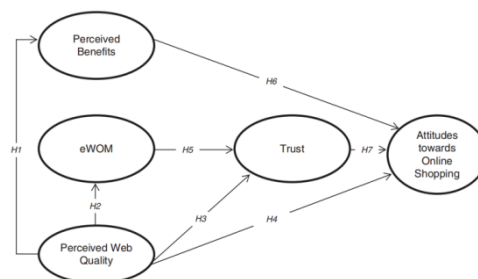
#### *Trust*

With a high degree of uncertainty and cyber dynamics, trust is theorized as a direct determinant of attitude [43]–[45]. Because of the concept's complexity and multidimensionality

[44], several different definitions of beliefs can be found in the relevant literature. For example, trust as "a common belief that neither party on the exchange exploits the vulnerability of the other" [46]. Rely on the action of other parties and be able to be vulnerable to them, and also expect them to do significant action to relying party [40]. Self-confidence, also called one's belief in the trust of others, can be determined by their perceived integrity, virtues, and abilities [24], [45]. In other words, trust can be understood as the expectation that other parties will not exploit the relying party by any chance [43], and that the provider will provide what is promised [47]. In a risky environment such as an online environment, trust is generally considered important [2]. In Jordan and the rest of the Arab world, trust is emphasized as the single major influencer associated with e-commerce [48] especially online shopping [49]. Built trust and security are important constraints for Jordanian e-commerce [48]. Previous e-commerce surveys have shown that trust is a determinant of an individual's buying attitude or willingness to buy [43]–[45], [50]–[52].

## 2 Research Methods

This survey uses structural equations. This is a second-generation multivariate analysis technique that allows researchers to recursively and non-recursively examine relationships between complex variables to get a complete picture of the model. The population of this survey is residents / consumers of the city of Padang who purchased products through Lazada's e-commerce service. The number of samples used in the survey was 100 respondents. The data analysis technique used to test this research hypothesis is SEM analysis using a partial least squares (PLS) program. To get the data needed for this survey, we used a survey distribution, a method of getting data by creating a list of questions asked by consumers in Padang City who shopped online on Lazada's website. it was done. To get research. The type of data collected is primary data. That is, the data that is collected and further processed based on the respondent's answers. The data obtained are consistent with the research variables. A list of questions was distributed to consumers in Padang City who shopped online on the LazadaeCommerce website to get the data they needed and to get the data according to what they were surveying. Based on background explanations, literature reviews, and the results of previous studies, the research conceptual framework has been summarized as follows:



**Fig.1.** The Conceptual Framework

From Figure 1, the impact of perceived web quality on perceived benefits, the impact of perceived web quality on eWom, the impact of perceived web quality on trust, and the impact of perceived web quality on online shopping. It shows the influence on the attitude of the person and the influence of eWom. The impact of trust, the perceived benefit impact on consumer

attitudes towards online shopping, and the impact of trust on consumer attitudes towards online shopping.

**Table 1.** Attitudes towards online shopping: Variables measurements and items

Variable	Indicator	Source
Online Shopping Attitude	1. It is recommended to purchase online from the catalog retailer's website	Van der Heijden et al (2003)
	2. Website Catalog Buying online from a website is better than buying from the original store.	
	3. Buying online from the site catalog dealer's website is fun	
eWOM	1. Online Catalog Carefully read the online recommendations for purchasing products from retailers	Ha (2004)
	2. Often post positive online comments about this online catalog retailer	
	3. Read this online catalog carefully positive online reviews about retailers' products	
	4. My e-community frequently posts online recommendations for purchasing from this online catalog retailer	
	5. When I buy products from these online catalog retailers, consumer online recommendations and reviews give me the confidence to buy the product.	
Trust	1. It is safe to pay for financial transactions on this catalog retailer's website	Constantinides et al (2010)
	2. Online Catalog Retailer Protects My Financial Information From Loss (Hacking)	
	3. Catalog retailers' websites are secure because they use digital certificates	
	4. Catalog retailers' websites do not sell personal information such as emails, phone numbers, names, etc. to third parties for commercial purposes.	
Perceived Web quality	1. Internal browsing of the catalog website suits my needs	Constantinides et al. (2010)
	2. The ordering process on the catalog website is simple	
	3. Catalog website content loads quickly	
	4. The internal search function of the catalog site meets my needs	
	5. You need to do a little search to find the product / information you need on the catalog retailer's website Overall, this website is well designed	
Perceived Benefit	1. You can personally shop from home by using this online catalog retailer.	Forsythe et al. (2006)
	2. I can shop at Thin online catalog retailers at any time	

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3. Buy from this online catalog retail store to save you the hassle of buying what you want to buy from offline / traditional stores.
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### 3 Results and Discussion

Based on the results of tabular data collection, the characteristics of the respondents who participated in this survey included age, gender, last education, occupation, purchase frequency of 100 respondents, and shopping on the Lazada website. The majority of consumers have an age group of up to 60 (60%) between the ages of 17 and 26, but 9 (9%) of all respondents are over 44 years old.

According to gender, 77 (77%) women and 23 (23%) men shopped in Lazada, Padang. It explained. In general, up to 48 (48%) consumers shopping in Lazada have the latest Diploma Three (DIII) education, and up to 15 (15%) of the total number of respondents have at least higher education. .. In terms of work, in general, up to 48 (48%) consumers in Lazada shop in their student profile, and up to 15 (15%) have the least number of people working as civil servants. There seems to be. .. Of all respondents. Regarding the frequency of shopping at Lazada, consumers generally shop more than five times with up to 36 people (36%) and at least 1 to up to 11 people (11%).

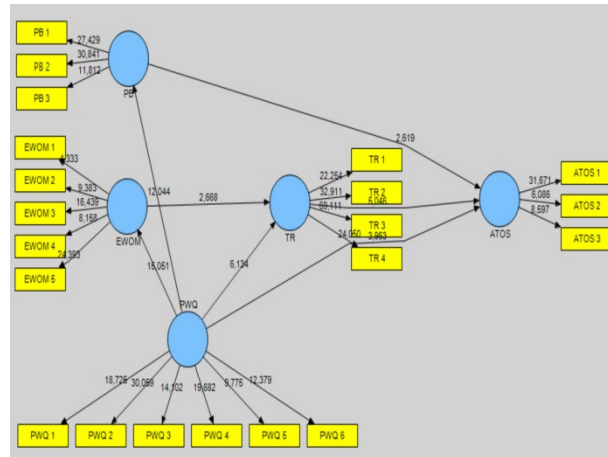
Correlation between item or indicator scores and construct scores will indicate the convergent validity of the reflective measurement model indicators. If individual indicators have correlation value above 0.70, they are considered reliable. However, when the research at the stage of scale development, a loading between 0.50 to 0.60 is still admissible [53]. If it refers to the required initial outer loading value of 0.50, all statement items have met the requirements, where the value of each outer loading for each statement item is  $> 0.50$ , so all statement items are declared entirely valid. The value of Average Variance Extracted (AVE) on the research variable has a value above 0.50. This means that each latent variable meets the requirements for good discriminative validity measurements.

**Table 2.** Overview

	AVE	Composite Reliability	R Square	Cronbachs Alpha
<b>ATOS</b>	0,580616	0,802571	0,740855	0,637102
<b>EWOM</b>	0,494274	0,827550	0,480303	0,744374
<b>PB</b>	0,690001	0,869599	0,452047	0,774938
<b>PWQ</b>	0,595588	0,897662		0,862628
<b>TR</b>	0,770571	0,930580	0,519387	0,900085

The compound reliability and Cronbach's alpha values for all components of online shopping attitude, eWOM, perceived benefits, perceived web quality, and trust are above 0.60 and all components of the estimation model. Indicates that the specified reliability criteria are met [53] This indicates that the configuration is considered reliable if the combined reliability and Cronbach's alpha values exceed 0.60. The R-squared value shows that the customer's attitude toward online buying affects the perceived benefit and perceived web quality by 0.741, while the perceived web quality by eWOM is affected by 0.480. It reveals that 0.452 has an

impact on perceived web quality. Trust has a 0.519 effect on perceived web quality as measured by WOM.



**Fig.2.** Result Of the Study

Based on the results of hypothesis testing using PLS, E-Wom has been shown to have a significant impact on reliability because  $t$ -statistics (2.668) >  $t$ -statistics (1.97). Then  $H_a$  is accepted and  $H_0$  is rejected. Since  $t$  statistic (2.619) >  $t$  statistic (1.97), the perceived benefits have a significant impact on the customer's attitude towards online shopping. Then  $H_a$  is accepted and  $H_0$  is rejected. Since  $t$ -statistic (3.962) >  $t$ -statistic (1.97), the perceived web quality has a significant impact on the customer's attitude towards online shopping. Then  $H_a$  is accepted and  $H_0$  is rejected. Since the  $t$ -statistic is (15.051) >  $t$ -statistic is (1.97), the perceived web quality has a great influence on e-wom. Then  $H_a$  is accepted and  $H_0$  is rejected. From the value of  $t$ -statistic (12.044) >  $t$ -statistic value (1.97), the perceived web quality has a great influence on the perceived utility. Then  $H_a$  is accepted and  $H_0$  is rejected. Since  $t$ -statistic value (6.133) >  $t$ -statistic value (1.97), the perceived web quality has a significant impact on trust. Then  $H_a$  is accepted and  $H_0$  is rejected. Since  $t$ -statistic (5.045) >  $t$ -statistic (1.97), trust has a significant impact on a customer's attitude towards online shopping. Then  $H_a$  is accepted and  $H_0$  is rejected.

#### 4 Conclusion

The statistical test for each virtual relationship in PLS is performed using simulation. In this case, the sample was bootstrapped. Bootstrapping testing is also aimed at minimizing prominent research data issues. Based on the findings, the findings are summarized as follows: (1) E-wom has a big impact on trust, (2) perceived benefits have a big impact on customer attitudes towards online shopping, (3) perceived web quality has a big impact on customer attitudes towards the Internet Affect. Shopping, (4) Perceived Web Quality Has a Great Impact on E-Wom, (5) Perceived Web Quality Has a Great Impact on Perceived Benefits, (6) Perceived Web Quality Is Reliable Great influence, (7) Trust has a great influence on the customer's attitude toward online shopping.



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