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# Determinants of Consumers Attitude in Batik Lampung based on Digital

Anggalia Wibasuri and Indra Jaya

***Abstract---*** *This paper examines internet users who adopt the use of digital media in consumers' attitudes to shop for Batik Lampung with the variable ease of use, perceived usefulness, trust. The purpose of this study was to determine the attitudes of the consents who adopted the use of digital media or one of them the use of e-shopping in Batik Lampung shopping. The samples in this study were as many as 100 customers Batik Lampung were analyzed using structural equation modeling. The results show the Perceived Ease of USe has a negative and insignificant influence on the Attitude to Use variable of Batik Lampung consumers in digital shopping. The perceived benefits have a positive and significant relationship with Attitude to Use Batik Lampung consumers in digital shopping and E-Trust has a positive and significant relationship with the Attitude to Use Batik Lampung consumers in digital shopping.*

***Keywords---*** *Batik Lampung, Perceived Ease of Use, Attitude to Use, E-Trust, e-shopping, Digital, Pem Odelan Structural Equation.*

## I. INTRODUCTION

Batik is Indonesia's cultural heritage and has been designated by UNESCO on October 2, 2009 as the rights of intellectual culture of Indonesia (Aris andi B Suciati N and Wijaya AY , 2011; R Andrian *et al*, 2019; Rustiati EL, et al, 2019 ) . Lampung Batik is the result of the development of Indonesian batik which takes motifs on Lampung's characteristic or traditional character, one of which is from Lampung Weaving Tapis (Fadila, 2017). Lampung Batik began to develop in the 1970s, Lampung motifs have their own uniqueness . Lampung batik motif is strongly influenced by Indian culture. The most famous motifs are boat and life tree or tree of life motifs . These two motifs are very unique to Lampung culture and are symbols of Lampung in the eyes of the International (Rustiati et al, 2019).

According to Fukuyama (1995), culture determines the level of trust that accumulates in social capital that can produce economic success. In particular, the company's reputation is considered as an important asset in Indonesian online retailing due to inherent uncertainty related to internet trading (Bensebaa, 2004 ). The internet has become one of the most important communities of communication channels in the world and the growth of internet usage is motivating several changes in the consumer purchasing process ( Casalo et al., 2007 ). On the other hand, the rapid development of the internet is in line with the increasing e-commerce and online market (Hill and Beatty, 2011). According to Duggan et al (2015) and Ismail (2017) states as many as 74% of online consumers use social media platforms and more than 50% of them obtain brand-related information by following brand pages. While the

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business report shows that social media has a significant influence on more than 90% of purchases (Marketingcloudcom, 2013).

Based on this, shopping has always been a social experience and social networking allows consumers to interact between individuals (Pookulangara and Koesler, 2011). Previous electronic commerce (EC) studies have found that consumer characteristics are important when considering issues related to online shopping acceptance (Lian and Lin, 2008). Consumers in electronic shopping can be considered as buyers of goods and as users of information technology (Cho, 2001), increasingly turning to social networks to get information on which to base their decisions ( Kozinets, 2002 ) as well as consumers seeking information about products and brands using social media ( Mangold and Faulds, 2009).

This paper examines internet users who adopt the use of digital media in consumers' attitudes to shop for Batik Lampung with variables of ease of use, perceived usefulness, trust (Davis, 1989; Fishbein and Ajzen, 1975; Davis, Bagozzi, R and Warshaw, 1989; Davis, 1989; Anckar and Walden, 2000; Chau, Cole, Massey,

Montoya-Weiss; Citrin, 2001; Vijayasarathy, 2004; Wibasuri et al, 2018 )

## II. LITERATURE REVIEW

### *TAM theory*

TAM is an adaptation of TRA, which explains almost every type of human behavior based on beliefs and intentions ( Fishbein and Ajzen, 1975 ). TAM concentrates exclusively on IT analysis and establishes two main perceptions: ease of use (PEU) and usability (PU) ( Davis, 1989; Davis and Wiedenbeck , 2001; Featherman and Pavlov, 2003 ; Hernandez, 2009). The technology acceptance model proposed by Davis (1989) and Davis et al. (1989) are intended to explain the behavior of user technology by examining the effects of perceived ease of use (PEU) and perceived usefulness (PU). The first refers to the perception that the use of technology does not require additional effort, while the latter reflects the extent to which the user considers the work to improve its results (Davis, 1989). The version formulated by Davis et al. (1989) includes attitude, as an intermediary between perception and explanatory behavior (Hernandez, 2011).

The technology acceptance model (TAM) (Davis, 1993; Davis, 1989; Chau, 1996; O 'cass A, 2003) provides an informative representation of the mechanisms that influence the design choices of user acceptance of information technology. In the e-TAM framework, the perceived benefits (PU) of a technology reflect its function, and enjoyment reflects the hedonic aspects of the online shopping process (Kim, 2010). Based on the Technology Acceptance Model (TAM) (Davis, 1989) and the theory of TRA, McKnight, Choudhury, and Kacmar (2002) propose a model of e-commerce customer trust. According to TAM, the intention to accept or use new technology is determined by the perceived ease of use and the perceived benefits. In their model, McKnight, et.al., argues that trustworthiness (the perception of certain vendor website attributes) leads to intention to believe, which in turn is the behavior of e-tourism use (Wibasuri et al, 2018). Indirectly, PEU and PU condition the user's attitude to buy electronically and influence repurchase behavior in the future ( Davis et al., 1989; Chau and Hu, 2001; Chen and Tan, 2004 ; Hernandez 2009)

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Davis (1989) defines *perceived ease of use* as' 'the degree to which someone believes that the use of a particular system will be free of effort,' while *the perceived benefit is* defined as' 'the degree to which a person believes that the use of a particular system will improve the performance of his work (Kim, 2009). According to Kim (2009) in his research customer trust regarding this transaction is very important for gathering information about purchasing behavior, and in this case, TAM can prove a useful research model for predicting customer acceptance. In this case the e-TAM model is consistent with previous research on retail shopping behavior and supports the presence of functional and hedonic motivations for online shopping (Babin et al., 1994; Chilers et al., 2001; Kim, (2010).

- ***Perceived Ease of Use (PEU)***

The usefulness of computing technology usually goes far beyond the issue of ease of use, implying that users are often willing to sacrifice some level of ease of use if the application is very useful (Davis, 1989) in Sexton (2002). PEU reflects the perception that IT use does not require additional efforts ( Davis, 1989 ). This concept is related to IT features such as functions and content that is easy to understand, ease of learning or simplicity of use (Hernandez, 2009). Perception of ease of use / perception of ease of use, refers to "the degree to which a person believes that using a particular system is free from effort". This follows from the definition of "convenience": "Free from difficulties or hard work". The limited efforts of resources from someone to be able to use various activities and be responsible (Radner and Rothschild , 1975). In the study of Wibasuri (2018) perceived ease of use was defined to what extent, we claim applications are considered easier to use than others to be accepted by users.

- ***Perceived Usefulness (PU)***

According to Davis et al (1989) The perceived benefit is the extent to which a person believes that using technology will improve its performance (Ha, 2009). Perceived benefits / perceived benefits, defined here as a way of believing that using a particular system will improve performance. This follows from the definition of useful words: "can be used profitably". In the organizational context, people are generally strengthened for good performance with salary increases, promotions, bonuses, and other benefits (Pfeffer, 1982; Schein, 1980; Vroom, 1964) this is supported by Wibasuri's research (2018). PU is the extent to which users assume that the specific use of IT improves their results ( Davis, 1989; Hernandez, 2009).

***E- shopping***

The internet is a channel that is open to everyone, regardless of their social class or purchase, and although at an early stage there is a clear bias in the user's profile, resulting from revenue, falling prices for computers and internet connections means that access is currently affordable by most population. Furthermore, many users state that one of the advantages of the internet is that it allows them to buy the same product as offline, but is cheaper. As a result, in recent years the internet has become more attractive to the general public, offering an alternative appeal to consumers who are more price conscious. (Hernandez, 2011). Internet applications are specific to communication, education, entertainment, or e-commerce, understanding the determinants of internet use can help decision makers in education, business, and government (Sexton et al, 2002). The social aspects of shopping have been embedded in cultural consumers for a long time with shopping seen as an outlet for socializing (Pookulangara and Koesler, 2011). Based on literature and interviews, OCSE ( Online consumer self-efficacy) has two dimensions - one dimension

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discusses online shopping knowledge, while the second dimension discusses technical capabilities as an online shopping navigator ( Hill and Beatty, 2011). The efficacy of online shopping is the perceptions of an adolescent's level of expertise in finding information and prices online, as well as making online purchases (Hill and Beatty, 2011). According to Tamimi et al (2003) dimensions of the critical factors that influence online retail (e-quality) are synthesized from the literature and organized throughout the four phases of online shopping consumers experience: finding online retailer home pages, selecting products from online catalogs, completing order forms and accessing services and customer support. According to Tamimi et al (2003) as a result of the e-shopping experience identifying following eight relevant metrics namely: Breakdown of overall costs (eg shipping fees, sales tax, etc.), Several payment options (credit cards, checks, telephone orders), Capability to add or delete items from the Shopping cart, Order security (eg SSL use or destination seal), Shipping options, Helpful instructions, Ease of transaction measured by the minimum number of clicks needed to complete a purchase, Calculation of correct and accurate prices.

***Attitude to Use (ATU)***

Attitude is defined for behavior related to consumers of Batik Lampung in e-shopping. Attitude directly influences decision making and serves as a bridge between consumers' background and consumption characteristics that meet their needs, as well as describing someone's relative evaluation of feelings consistently, and the tendency towards an object or idea (Wu, 2003). While individual attitudes and subjective norms shape one's behavioral intentions, individual behavior is a natural consequence (Fishbein and Ajzen, 1975; Wibasuri, 2018).

***E-Trust (ET)***

E-trust is defined as the degree of trust that customers have in online exchanges, or in online exchange channels (Ribbink, 2004). In the context of social psychology, trust is defined as " the belief that other people will react in predictable ways (Kim, 2009). According to Jin et al (2008), electronic trust is defined as "customer trust in credibility and virtue which means that customers can rely on promises and information about e-commerce. E-trust is considered an important factor for establishing and maintaining strong relationships between companies and they are customers (Reichheld and Schefter, 2000).

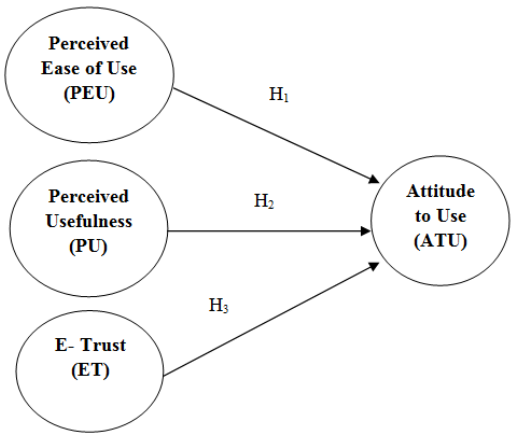


Fig. 1: Framework Model

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Based on the above, we propose a model to explain the use of e-shopping in the context of the determinants of consumer attitudes in Batik Lampung . The main determinants of actors are considered: perceived ease of use (PEU) , perceived benefits (PU) , E-Trust (ET). The path diagram proposed by the model is presented in Fig.1.

## III. RESEARCH METHOD

In this study, using a sample of 100 respondents. Sampling uses judgment sampling or purposive sampling (Hair et al., 2009; Malhotra, 2007; Neuman, 2000; Wibasuri et al, 2018). Sampling assessment methods are suitable samples and meet the criteria of this study (Hair et al., 2010; Wibasuri et al., 2018;). Like having criteria: 1) knowing Batik Lampung's online sales ; 2) know and know the services of companies that sell Batik Lampung online; 3) Knowing and possessing or currently using a sale and purchase application that is communicated through electronic media such as the internet regarding Batik Lampung. Data collection is done by field surveys and using questionnaires. Many studies have used this method to collect data, including research conducted by Tung, et al. (2001), Ridings, et, Al. (2002), Mukherjee and Nath (2003), Corbit, et. Al (2003) and Wibasuri et al (2018). After the respondent completes the questionnaire, the respondent sends it back by pressing the send / send button on google form, condition. Questionnaire items used for operational construction are adopted and developed from ( DeLone McLean, 2004; Fishbein and Ajzen 1975; Schramm-Klein, 2003; Wolff, 2005) and Davis et.al, 1989; Chau, 1996; Jin, et. al, 2007; Cyr, et.al, 2008; Kim, et. al, 2011; Pereira, H. Goncalves, et. al, 2016; and Tam, 2012).

Table 1: Operational Constructs

| Variable | Measurement |
|---|---|
| Perceived Ease of Use (PEU) | Using e-shopping is easy for me |
| | E-shopping is easy to use |
| | I find it easy to get what I need from e-shopping |
| | My interaction with e-shopping is clear |
| | My interaction with e-shopping is understandable |
| | Interacting with e-shopping is very flexible |
| | It is easy for me to become skilled in using e-shopping |
| Perceived Usefulness (PU) | Using e-shopping can improve my performance |
| | Using e-shopping can simplify completing work |
| | By using e-shopping, I can increase my productivity |
| | Using e-shopping can increase my effectiveness |
| | E- shopping useful application |
| E-Trust (ET) | To trust an online vendor of e-shopping |
| | The e-shopping website is credible to me |
| | Trust information presented on the e-shopping website |
| | Keper believe it 's on the claims and promises in e-shopping Batik Lampung |
| | Trust e-shopping application. |
| Attitude to Use (ATU) | I enjoy shopping online on e- shopping |
| | The internet has brought great comfort to my life |
| | E-shopping has increased my work productivity |
| | Shopping on e- shopping websites is easy |

- ***Structural Model***

The structural model is evaluated using the Goodness of Fit Model. The Goodness of Fit model is measured using the R- squared dependent latent variable. Stone-Geisser Q-Square predictive relevance to measure how well the value of observations produced by the model and also the estimated parameters. Q- squared value> 0 indicates

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the model has predictive relevance; on the contrary if the Q-Square value ≤ 0 indicates the model lacks predictive relevance. Q-Square calculation is done by the formula:

$$Q^2 = 1 - \left(1 - {R_1}^2\right)\left(1 - {R_2}^2\right) \ldots \left(1 - {R_p}^2\right)$$

Where R 1 $^2$, R 2 $^2$ ... R $_p$ $^2$ is the R-square of the endogenous variable in the equation model. Q 2 has a value with a range of 0 < Q $^2$ <1, the closer to 1 means the better the model. The magnitude of Q $^{2\ is}$ equivalent to the total coefficient determination in the path analysis.

- ***Hypothesis testing***

The significance of the estimated parameters provides very useful information about the relationships between the research variables. The basis used in testing hypotheses is the value found in the output for body weight. To assess the significance of model predictions in testing structural models, it can be seen from the t-value of statistics between independent variables to the dependent variable in the Path coefficient table in the SmartPLS output. Limits to rejecting and accepting the proposed hypothesis if the value of t calculates ≥ or the value of ≤ from t table (nk-1). Hypothesis testing is done using the sample bootstrap method. Bootstrap testing is intended to minimize research data abnormalities.

## IV. FINDINGS AND DISCUSSION

Discriminatory validity is done to ensure that each of the concepts of latent variables is different from other variables. A good discriminant validity model is if each indicator contains the value of the latent variable and has a loading value that is greater than the loading value of the other latent variable. Another method for assessing Discriminant Validity is to compare the square root values of Average Variance Extracted (AVE) for each construct model by establishing correlations between other constructs . If the AVE root value in the model of each construct is greater than the correlation value between the construct and other constructs, then it is said to have a good value from Discriminant Validity. The discriminant validity test results are obtained as follows:

Table 2: Discriminant Validity Value (Cross Loading)

| Indicator | ATU | ET | PEU | PU |
|---|---|---|---|---|
| ATU1 | 0.549 | | | |
| ATU2 | 0.922 | | | |
| ATU3 | 0725 | | | |
| ATU4 | 0843 | | | |
| ET1 | | 0908 | | |
| ET2 | | 0839 | | |
| ET3 | | 0708 | | |
| ET4 | | 0.934 | | |
| ET5 | | 0.887 | | |
| PEU1 | | | 0.517 | |
| PEU2 | | | 0840 | |
| PEU3 | | | 0.716 | |
| PEU4 | | | 0.731 | |
| PEU5 | | | 0.779 | |
| PEU6 | | | 0.777 | |
| PEU7 | | | 0816 | |
| PU1 | | | | 0846 |
| PU2 | | | | 0848 |
| PU3 | | | | 0.933 |
| PU4 | | | | 0.900 |
| PU5 | | | | 0.673 |

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From table 2 it can be seen that the loading factor value of each latent variable has a loading value that is greater than the loading value of the other latent variables. This means that each latent variable has good discriminant validity. Another method for assessing Discriminant Validity is comparing the Extracted Average Root Variance for each construct with the correlation between constructs in the model. This model has a good Discriminant Validity if the root value of AVE (Square Root of Average Variance Extracted) is greater than the correlation value between constructs and other constructs in the model, as shown in table 4 and table 5 below:

Table 3: Latent Variable Correlations

| Variable | ATU | ET | PEU | PU |
|---|---|---|---|---|
| ATU | **0.773** | | | |
| ET | 0.323 | **0.859** | | |
| PEU | -0.160 | -0.128 | **0.746** | |
| PU | 0.323 | 0.062 | 0.199 | **0845** |

Table 3 the value of communality of each variable> 0.05. Likewise, the value of AVE (average extracted variance) also shows a value> 0.5. While Table 5 the value of AVE root (Square Root of Average Variance Extracted) is greater than the correlation value between constructs and other constructs in the model. Thus, it can be concluded that all constructs in the estimation meet the Discriminant Validity criteria.

***Mengevaluasi Validity and Reliability***

Validity can also be seen from the value of Average Variance Extracted (AVE) of each construct or has a value of more than 0.50. While reliability is seen from the Cronbachs Alpha value and Composite Reliability of the indicator block governing the build. Cronbachs Alpha and Composite Reliability are said to be good when viewed from each value that has above 0.60 and 0.70.

Table 4: Alpha Cronbachs, Composite Reliability and Extracted Mean Variance

| Variable | AVE | Cronbach Alpha | Composite Reliability | Criteria |
|---|---|---|---|---|
| ATU | 0.597 | 0.782 | 0.851 | Good |
| ET | 0.738 | 0.910 | 0.933 | Good |
| PEU | 0.557 | 0869 | 0889 | Good |
| PU | 0714 | 0887 | 0.925 | Good |

Based on table 4 above, it can be concluded that all constructs meet valid and reliable criteria. This is indicated by Cronbachs Alpha values > 0.60, composite reliability above 0.70 and AVE above 0.50 as recommended criteria

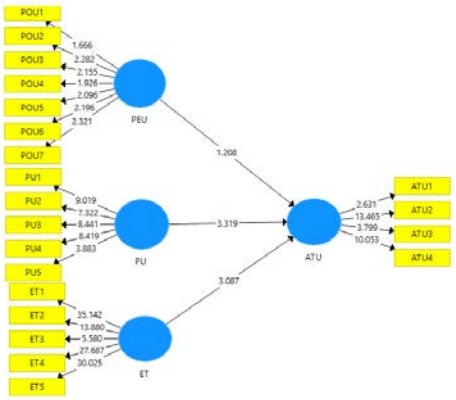


Fig. 2: Structural model Test Result

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Table 5: R-Square Values

| Variable | R Square |
|---|---|
| ATU | 0.231 |

Table 5 above shows that the structural model sub 1 obtained an R-square value of 0.231 means that the Attitude of Use (ATU) variable can be explained by the variables of Ease of Use (PEU), Perceived Usefulness (PU), and E-Trust (ET) .

***Hypothesis Testing Results***

Table 6: Results for Inner Weights

| Hypothesis | Relationship | Total Effects Original Sample Estimate (O) | T-Statistics (OSTERR) | Conclustion |
|---|---|---|---|---|
| H1 | ET -> ATU | 0.276 | 3,087 | Received |
| H2 | PEU -> ATU | -0.193 | 1,208 | Rejected |
| H3 | PU -> ATU | 0.334 | 3,319 | Received |

The results of testing the first hypothesis indicate that the relationship of the E-Trust (ET) variable with the Attitude of Use (ATU) shows the path coefficient (Total Effect) 0.276 with a t value calculated from 3.087. The value of t count is greater than the value of t table 1.960. These results indicate that E-Trust (ET) has a positive influence and is significantly related to Attitude e of Use (ATU). So the ET Hypothesis against ATU is accepted. The results of the second hypothesis testing show that the relationship between the variable Easy Use Perception (PEU) with Attitude of Use (ATU) shows the path coefficient (Total Effect) of -0.193 with a t value calculated from 1.208 . The zero t count is smaller than the t table value of 1,960. This result means that Persceived Ease of Use (PEU) has the effect of negative and did not air the relationship significantly with attitu de of Use (ATU). Then the PEU hypothesis against ATU is rejected . The third hypothesis testing results show that the relationship between Perceived Usefulness (PU) and the Variable Attitude of Use (ATU) m enunjukkan path coefficient (Total Effect) of 0.334 with t calculated value of 3.319. N use values t is greater than t table 1.960. This result means that Perceived Usefulness (PU) has a positive and significant value relationship with Attitude of Use ( ATU). Then the PU hypothesis towards ATU is accepted.

## V. DISCUSSION

The purpose of this elucidation is to find out the attitude of the counselors who adopt the use of digital media or one of them is the use of e- shopping in Batik Lampung shopping . The results pointed to right , perceived benefits, and trust Memi Liki influence on the attitudes of digital shopping while perceived ease of use of the attitudes have a negative influence and insignificant . By developing and modifying the TAM model from Davis (1986) about technology acceptance models (TAM) which can be proven to be a useful research model to explain the internal and external motivations that initiate shopping behavior on web sites. Although much research has been done on online shopping with the adoption of virtual technology products (for example, Kim, Jiyeon , 20 10 ), Moderate online shopping behavior (Hernandez et al, 2011). T etapi only a small number of studies have used k raft shopping attitude digitally by using e- shopping . In other words, online shopping describes the ability of individuals to apply their

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skills to completing purchases on the internet Hernandez (2009). O'Cass (2003) shows that internet self-efficacy has a positive effect on online shopping user acceptance . The results of several previous studies (Cyr, 2008; Jin, Park and Kim, 2007; McKnight and Chervany, 2001) have tried to examine trust in the context of electronic trade along with other factors. Like , McKnight and Chervany (2001) who construct the concept of trust typology using the e-commerce customer relationship model.

## VI. CONCLUSION

The conclusions of this study are:

1. Perceived Ease of USe (PEU) has a negative and insignificant influence with the Attitude to Use (ATU) variable of Batik Lampung consumers in digital shopping .
2. The perceived benefits (PU) have a positive and significant relationship with Attitude to Use (ATU) Batik Lampung consumers in digital shopping.
3. E-Trust (ET) has a positive and significant relationship with Batik Lampung's Attitude to Use (ATU) consumers in digital shopping.

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