

Effect of Mobile Technology, Information Quality, Price of Goods, Company's Integrity on On-line Shopping

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Abstract - The development of internet technology allows communication and interaction between people with others around the world easily and cheaply. Business world, utilizing the internet for business development, by selling merchandise online or better known as e-Commerce. Business transactions online can be done easily and in a short time, therefore the company can press some costs to be incurred, one of them for the purpose of sending information. This fast transaction process can increase the productivity of the company. Within the last five years, the advancement of information and communication technology has been remarkable, with the advent of mobile communication devices (gadgets) that can be used for Internet access without having to open a computer. The easier the people in accessing the internet, the more e-commerce is emerging. In order for an e-commerce to survive in the competition and become a popular e-commerce, then an e-commerce must have information berkuaitas. This study examines comprehensively the effects of mobile technology, information quality, price of goods, and corporate integrity on online shopping interests. The results indicate that there is evidence that mobile technology makes it easy for consumers to access information, the price of goods offered, the quality of information conveyed, affects the high interest in on-line shopping.

Keywords—*Mobile technology; Quality of information; Price of goods; Corporate Integrity; on-line shopping.*

I. BACKGROUND

The development of information and communications technology brings together computer networks around the world, enabling communication and interaction between one another throughout the world better known as the internet network or the internet. By connecting the company's computer network to the Internet, the company can establish business relationships with customers or business partners more broadly and efficiently. With a computer system that is connected through telecommunication networks, business transactions can be done easily and in a short time. Consequently the information required for the purposes of business transactions is available when necessary. By doing business electronically, the company can reduce the

cost to be spent for the purpose of sending information. Fast transaction processing can increase the productivity of the company. In the last five years the Internet is an ideal infrastructure for running business electronically or e-Commerce, so that the term e-Commerce becomes synonymous with running a business on the internet. In the last five years, the advancement of information and communication technology has been remarkable, one of which is the emergence of communication devices (gadgets) that are mobile and can be used for internet access without having to open a computer, such as Android-based smartphone and IOS. This development is increasingly uncontrolled because the price is more affordable by the community and coupled with the emergence of social media-based mobile like Whatsapp, Facebook, Instagram, and others. By using this smartphone users gain the convenience to share information and images or photos. With this ease to encourage more and more social network users and opportunities to conduct business transactions through social media more and more occur as well.

Quality of service as a form of a program in providing the best service for employee satisfaction in work, so it is expected to realize the results of better marketing. Quality of service in online purchasing is the form of e-quality as it is described that includes responsiveness, reliability, website design and security or service quality. Transaction via e-commerce have a high potential risk, but e-Commerce transaction are still ongoing and tend to increase, the value of transaction that hev been done by the people of Indonesia reached 130 trillion rupiah. Therefore, through research that will do this will be proven facts that actually happened.

From the above description it is necessary to conduct a comprehensive examination of the impact of mobile technologi, information services prices of goods and corporate integrity, on the interest of on-line shopping.

II. THEORETICAL REVIEW

The development of information and communication technology led to cultural change. In this so-called "information age" era, electronic media becomes one of the alternatives for communication and business. e-Commerce

is an extension of commerce by using electronic media. The development of technology and business targets cause business people to use electronic media. The marketing of goods and services is now undergoing development with the use of technology. One form of application of technology is the use of the Internet that connects people to the world. Through the internet, people can share their knowledge and information via e-mail, digital publications, online shopping, news searches, and so on [1]. Ease of use of mobile technology greatly affect the behavior of customers in e-commerce shopping, with mobile technology customers are treated to product information that can lead to customer desire to buy goods through e-commerce. [2]

E-Commerce can be done by anyone with partners, without being limited space and time. e-Commerce business is a dynamic set of technologies, applications and business processes that connect specific companies, customers and communities through electronic transactions and trade in goods, services and information made electronically. e-Commerce has characteristic consisting of transactions between two parties; the exchange of goods, services or information; and internet as the main medium in the transaction process. [3]

Effective marketing depends on developing and managing customer trust so that customers specifically purchase a service before experiencing it. The management of trust is determined in the manner in which the service, personal, technological and system resources, which are used for the trust of the customer in the resources involved and the enterprise itself.

E-Commerce customer trust is the same as customer trust in traditional markets, as the foundation of business. A business transaction between two or more parties will occur if each trusts each other. This trust can not simply be acknowledged by other parties / business partners, but must be built from the beginning and can be proven. Trust has been considered as a catalyst in various transactions between sellers and buyers in order that customer satisfaction can materialize as expected [4].

In marketing theory, there is a well-known theory of customer intention. Customer intent is the intention of the customer to re-use something based on their experiences and expectations in the past. In the context of e-Commerce, Customer intention is measured by the number of customers in transactions [5]. Customer intention is largely determined by the trust of partners, media, or others involved in an activity.

III. RESEARCH METHODS

The scope of this research is the field of Information Systems Management and Customer Behavior, especially e-Commerce applications for smartphone users. The scope of the study studied is the effect of mobile technology, service quality, price, information, integrity, on the interest of On-

line Shopping. This study is internet users in Indonesia who have made purchases of goods / services through e-Commerce or internet. Goods / services purchased must come from vendors / sellers in Indonesia, without limiting the type of goods / services purchased.

In accordance with certain sample characteristics required, ie e-Commerce users in Indonesia who have made transactions via e-Commerce in the last five months, the selected non-probability sampling technique is a judgmental (purposive) technique. This technique is chosen to ensure that only samples that have specific elements have been established by the researcher to be taken as samples [6].

The research method used is using inferential statistics. The goal is to draw general conclusions on the data and analyze the relationship between the five variables with shopping intentions. This statistic relates to the analysis of data from respondents' samples, inferences, and generalizations of the population [7]. Inferential analysis in this research is used for hypothesis testing. Inferential analysis uses Structural Equation Modeling (SEM) or Structural Equation Model with Generalized Structured Component Analysis (GSCA) approach using Sobel test. The GSCA is part of component-based SEM that has global least square optimization criteria, which can consistently minimize residual sum squares to obtain model parameter estimation [8]. Moreover, the GSCA also features a goodness-of fit model as a whole. GSCA is a powerful analytical method, since it is not based on many assumptions, such as variables not necessarily multivariate normal distribution (indicators with category scales, ordinal, interval to ratio can be used on the same model), the amount of data should not be large (minimum recommended range from 30 to 100 cases) [9]. The GSCA can simultaneously analyze and construct formed with reflexive indicators and formative indicators, and this is not possible at CBSEM.

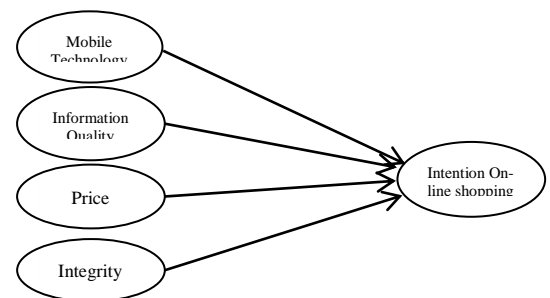


Fig 1: Conceptual Framework

IV. RESULT AND DISCUSSION RESULT

In this study used GeSCA analysis with the results of hypothesis testing is presented in the following table:

TABLE 1. STRUCTURAL MODEL OF GSCA RESULTS

After tested with GSCA analysis, presented picture result of model of research hypothesis in Figure 2.

No.	Direct Impact	Loading Estimate	P-value	Conclusion
1	Mobile Technology → Interest in Shopping	0.408	0.001	significant
2	Information Quality → Interest in Shopping	0.435	0.001	significant
3	Price of Goods → Interest in Shopping	0.306	0.013	significant
4	Integrity → Interest in Shopping	0.147	0.258	No significant

Source: Primary Data processed

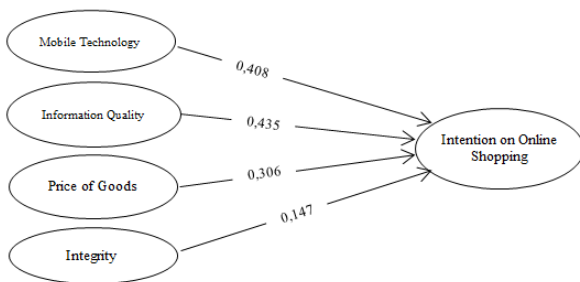


Fig 2. Test Results of Research Hypotheses Model

Based on the table and picture above, can be explained some direct influence as follows:

1. Testing the direct influence of Mobile Technology on shopping interest, the value of coefficient of standardize is 0.408, with p-value 0.001. Because p-value <0.05, then there is a significant direct influence between Mobile Technology on shopping interest. With a positive signified coefficient indicates a positive relationship. That is, the higher / easier the use of mobile technology in accessing e-commerce, will result in higher influence on the interest to shop.

2. Testing the direct effect between the quality of information to shopping interest, the value of standardized coefficient of 0.435, with p-value of 0.001. Because p-value <0.05, then there is a significant direct effect between services on shopping interest. With a positive signified coefficient indicates a positive relationship. That is, the higher the value of service quality, will result in a higher interest in shopping. Quality of service is marked with ease in choosing the goods customers want, providing various ways of payment and service between goods.

3. Testing the direct effect between the price of goods to shopping interest, the value of coefficient standardize of 0.306, with p-value of 0.013. Because p-value <0.05, then

there is a significant direct influence between the price of goods to shopping interest. With a positive signified coefficient indicates a positive relationship. That is, the lower the price of goods for the same goods, will result in a higher interest in shopping.

4. Testing the direct influence of Integrity on the interest of on-line shopping, obtained the value of standardization coefficient of 0.147, with p-value of 0.258. Because p-value > 0.05, there is a non-significant direct effect between Integrity to on-line shopping interest. That is, regardless of the value of Integrity, whoever the seller will not lead to changes in interest on-line shopping.

V. CONCLUSION

Based On The Above Research Results, It Can Be Concluded Several Things As Follows:

1. The emergence of mobile technology that allows users to access the internet and specifically mobile applications, giving effect to the interest of on-line shopping.
2. The quality of e-commerce organizer services is realized by providing convenience to users in choosing goods, provision of payment options and services between goods effect on the interest of on-line shopping.
3. The price offered to customers on the website gives a positive influence on the interest of on-line shopping. The same item at a lower price, which the customer choose
4. Integrity affects insignificantly, it can be perceived that customers perceive integrity as having no effect on on-line shopping interests.

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