THE EFFECT OF PERCEIVED ENJOYMENT ON INTENTION TO SHOP ONLINE
(The Study of Faculty of Economics and Business Sam Ratulangi University Manado)

PENGARUH KESENANGAN YANG DIRASAKAN TERHADAP NIAT UNTUK BERBELANJA ONLINE
(Penelitian di Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi Manado)

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Abstract: Online shopping is now become very popular in the world as it contributes a new way of purchase things. Young people tend to get a feeling of pleasure while doing their activity through internet such as browsing for a product via retailers' website. Once they get it, it will affect their intention to shop online. This research is aimed to know the effect of Perceived Enjoyment on Intention to Shop Online by applying Simple Regression Analysis. This method is to enable understanding the relationship between the independent variable (Perceived Enjoyment) and dependent variable (Intention to Shop Online). The result analysis indicated that Perceived Enjoyment has a positive influence on Intention to Shop Online. Furthermore, online shop owners must consider about the importance of consumers' feeling of pleasure while shopping through website. In this case, create an attractive web design so that it will attract consumers to do an online purchasing, because according to this study, when a consumer feels enjoy while doing their activity through internet, it will attract their intention to shop online.

Keywords: perceived enjoyment, shop online, online shopping

Abstrak: *Berbelanja online saat ini sangat populer di dunia dengan cara baru dalam membeli. Anak muda cenderung merasa senang ketika melakukan aktivitas mereka melalui internet, sebagai contoh mencari produk melalui website online penjual. Ketika mereka merasa senang melakukan aktivitas melalui internet, itu akan berpengaruh terhadap niat untuk berbelanja online. Penelitian bertujuan untuk mengetahui pengaruh dari kesenangan yang dirasakan terhadap niat berbelanja online dengan menggunakan regresi linear sederhana. Metode ini memungkinkan adanya pemahaman tentang hubungan antara variabel bebas (kesenangan yang dirasakan) dan variabel terikat (niat untuk berbelanja online). Hasil analisis menunjukan bahwa kesenangan yang dirasakan memiliki pengaruh positif terhadap niat untuk berbelanja online. Dengan demikian, pemilik online shop harus memperhatikan pentingnya kesenangan yang dirasakan konsumen ketika berbelanja online. Dalam hal ini, membuat desain web yang menarik sehingga dapat menarik perhatian konsumen untuk melakukan pembelian online, karena sesuai dengan penelitian ini, ketika konsumen merasa senang melakukan aktivitas melalui internet, itu akan menarik niat mereka untuk berbelanja online.*

Kata kunci: kesenangan yang dirasakan, berbelanja online, pembelian online

INTRODUCTION

Research Background

The internet has transformed many aspect of life. People around the world are being influenced by the existence of internet. According to Markplus (2011) cited by Safaria (2016), a large proportion of internet users in Indonesia (50-80%) are young people from 15-30 years of age with a considerable proportion of this age group using the internet for social networking. There are many advantages that can be obtained from the internet according to Morton (2006), before the internet came into existence, in order to communicate with someone, we would have to call them on a phone. If we wanted to send them a note we had to send a letter through snail mail. With the introduction of the internet, we now have the ability to send and receive messages through electronic mail virtually instantaneously and without the need of a postage stamp. Such a same thing happens when we would like to purchase something. With the existence of internet, we can now do our shopping via online.

Online shopping is now become very popular in the world as it contributes a new way of purchase things. Internet have brought online consumers to purchase things with access to the retailer's website that has displayed the products and its information. The transaction generally involves bank transfer. Thus, both online consumers and retailers benefited from the phenomenon of online shopping. Online consumers can save time to an unproductive activity while the retailers do not need to provide place for trade and pay employees.

In Indonesia, the development of online shopping is very crucial along with the development of infrastructures and technology. It has a positive impact on the number of internet users in Indonesia. According to the data from Indonesian Internet Providers Association (APJII) in Sholikhati (2015), internet users in Indonesia increased from 55 million people in 2011 to 63 million people in 2012.

The facts of online shopping above shows that people enjoy to do an online purchasing since the technology specifically internet drives them through. As stated by Mittal (2013), young people tend to use internet for some reasons that they expect will make them feel pleasure. One of the reason is to look for a product through online sites which help them evaluating between each sites to get the cheapest price for the purchase. Their feeling of pleasure seems to affect them to purchase a product via online and lead them to make another transaction in the future. This phenomenon supports that the feeling of pleasure or enjoyment towards the activity of using internet can affect people intention to shop online.

Research Objective

The purpose of this research is to identify the significant effect of Perceived Enjoyment on Intention to Shop Online.

THEORETICAL FRAMEWORK

Consumer Behavior

Kotler (2009:190) defined consumer behavior as how individuals, groups, and organizations choose goods, services, ideas, even experiences to satisfy their needs and wants. Peter and Olson (2005:5) cited by Alcheva, Cai and Zhao (2009) defined consumer behavior as something that involves the thoughts and feelings people experience and the action they perform in consumption processes.

Purchase Intention

Sprotles and Kendall (1986) in Manorek (2015) indicated that purchase intention is a mental orientation characterizing a consumer's approach to making choices. Whereas, Armstrong, Morwitz, and Kumar (2000) defined purchase intentions are routinely used to forecast sales of existing products and services.

Online Purchase Intention

Pavlou (2003) cited by Meskaran, Ismail and Shanmugam (2013) stated that online purchase intention can be defined as a situation where a consumer is willing and intends to make online transactions. This term is used when customers are willing to search, select and purchase products via internet.

TAM (Technology Acceptance Model)

Davis, Bagozzi and Warshaw (1989) indicated that TAM is a theory to analyze factors that affect users in accepting the existence of new technology. When users are served with the new technology, a number of factors may influence their decision about how and when they will use it, notably perceived usefulness and perceived ease of use. With the emergence of technology, additional variable are introduced to the TAM so to produce an extended TAM for predicting consumers' intention to use, which is Perceived Enjoyment. When people feels enjoy while doing their activity through the new technology adoption, means it will affect them to use the new technology. The factor of perceived enjoyment is added in TAM according to Liao, Tsou, and Shu, (2008) and Cheema, et al (2013) in their studies on online shopping adoption. It was found that perceived enjoyment has a direct relationship with intention to use. When new technology is being served to the users and it contributes a feeling of delight, pleasure and joy while using it, it will encourage them to do an online purchasing.

Perceived Enjoyment

Perceived enjoyment can be defined as the level of satisfaction that consumers feel during online purchase on a particular website, in terms of the ability to bring them happiness, while excluding the performance that they will experience. The more enjoyable the online shopping process at a particular website, the more likely consumers will purchase on that website (Carr, et al 2001).

Previous Research

Ramayah and Ignatius (2005) in The Impact of Perceived Usefulness, Perceived Ease of Use, and Perceived Enjoyment on Intention to Shop Online stated its result that Perceived Usefulness was not a significant factor in determining the intention to shop online. Online purchases are believed to be more common in familiar products (books or CDs), while shoppers still prefer conventional means for apparels and household items. On the other hand, Perceived Ease of Use and Perceived Enjoyment were found to have a positive influence on online shopping intention. This suggests that the ease of use of the technology and the degree in which the shopper is satisfied with the online shopping experience are imperative in predicting the potential e-shopper's intent. Cheema, et al (2013) in The trend of online shopping in 21st century: Impact of Enjoyment in TAM model revealed that perceived ease of use and perceived enjoyment are the factors that affect online shopping intention. The more the customers think about the new technology is easy, the more the customers are ready to adopt it. The more the customers feel enjoy while using the new technology, the more they are ready to adopt it. Surprisingly, the effect of perceived usefulness was not significant on online shopping intentions.

Ali, et al (2014) in Internet Shopping in Malaysia: TAM Model Adoption indicated that all three elements in TAM model (perceived ease of use, perceived usefulness and perceived enjoyment) have a relationship with behavioral intention to shop online. Perceived enjoyment was the most contributed factor that leads to intention to shop online.
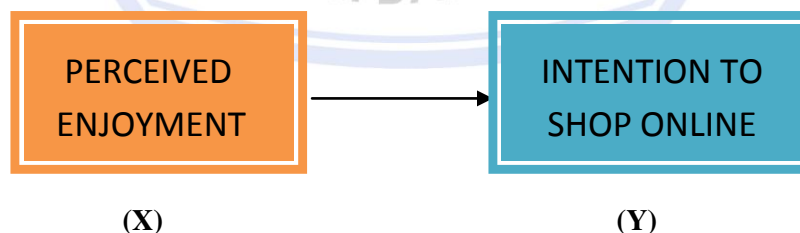

Figure 1. Conceptual Framework
Source: Data Processed, 2016

Research Hypothesis

The hypotheses of this research are:
H_0 : There is no significant relationship between Perceived Enjoyment on Intention to shop online.
H_1 : There is a significant relationship between Perceived Enjoyment on Intention to shop online.

RESEARCH METHODS

Type of Research

This research is a causal type of research which is to investigate the effect of perceived enjoyment on intention to shop online. According to Sugiyono (2010:29), causal study refer to seek whether independent variable is assumed to affect dependent variable.

Place and Time of Research

This research took place in the Faculty of Economics and Business, Sam Ratulangi University Manado started from January to March 2016.

Population and Sample

Sugiyono (2003) in Sinambela (2014:25) defined population as generalization region consisting of objects or subjects that have certain qualities and characteristics assigned by researchers to be learned and then drawn conclusions. The population of this research is the students of Faculty of Economics and Business, Sam Ratulangi University Manado who have bought online products. Nasution and Usman (2007:32) defined sample as part of population which will be the object of the research. This research used purposive sampling method which is defined by Sekaran and Bougie (2009:276) as the sampling method that is confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or conform to some criteria set by the researcher. The sample consists of 100 students of University of Sam Ratulangi Manado who ever had an experience of purchase online.

Data Collection Method

Sekaran and Bougie (2009:37) defined primary data as such data gathered for research from the actual site of occurrence of events. The primary data used in this research were collected by distributing questionnaire about the effect of perceived enjoyment on intention to shop online. Sekaran and Bougie (2009:37) defined secondary data as data gathered through such existing sources. Secondary data used in this research were gathered from several books, journals, and other relevant literatures from library and internet.

Operational Definition of Research Variables

1. Intention to shop online is a situation where a consumer is willing and intends to make online transactions.
2. Perceived enjoyment defined as the extent to which the activity of using online shopping system is perceived to be enjoyable in its own right, aside from any performance consequences resulting from system use.

Measurement of Research Variables

This research variables will be measured by Likert Scale which is defined by Malhotra and Peterson (2006:290) as a measurement scale with five response categories ranging from "Strongly Disagree" to "Strongly Agree" which require respondents to indicate a degree of agreement or disagreement with each of a series of statements related to the stimulus object.

Data Analysis Method

Reliability and Validity Test

Malhotra and Peterson (2006:273) stated that reliability refers to the extent to which a scale produces consistent results if repeated measurements are made. Nasution and Usman (2007:54) explained that the minimum value of Alpha Cronbach must be 0.6 or it is better if the value is above 0.8 (close to 1). If the reliability coefficient (alpha) is below 0.6, it means that the measurement is considered as not consistent or not reliable. Validity is the extent to which a construct measures what it is supposed to measure (Hair, et al 2007). According to Nasution & Usman (2007:59), test concluded by looking at the value of the MSA (Measures of Sampling Adequacy). If the MSA values above 0.5, then the data can be declared valid, so it can be used for further tests or analysis.

Simple Linear Regression Analysis Model

The equation model of Multiple Regression Analysis use in this research can be formulated as shown below:

$$Y = \alpha + \beta X + e$$

Where:

Y = the predicted variable (intention to shop online)

X = the variable used to predict y

α = the intercept or point where the line cuts the y axis and the X = 0

β = the slope or the change in y for any corresponding change in one unit of X

e = error term associated with the observation

RESULT AND DISCUSSION

Reliability and Validity Test

Reliability of a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument. In this research, researcher used Reliability Alpha Cronbach's test to test whether the research is reliable or not. Validity is evidence that the instrument, technique, or process used to measure a concept does indeed measure the intended concept. In this validity test, researcher used MSA correlation to show that whether the correlation index is valid or not in a research instrument by comparing with MSA correlation with significance level of 5%.

Classical Assumption Test
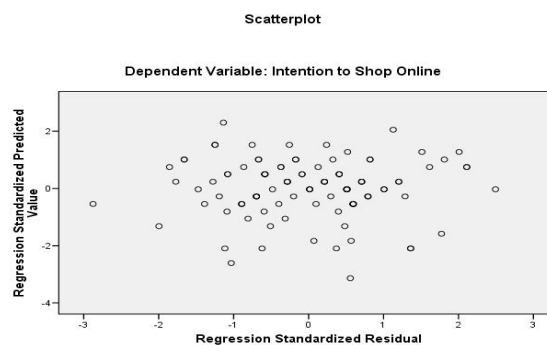**Heteroscedasticity Test**

Figure 2. Heteroscedasticity Result
Source: Data Processed, 2016

In this research, the pattern of the dots is spreading and do not create a clear pattern, and the dots is spreading above and below 0 (zero) in the Y and this is proved that the model is free from heteroscedasticity.
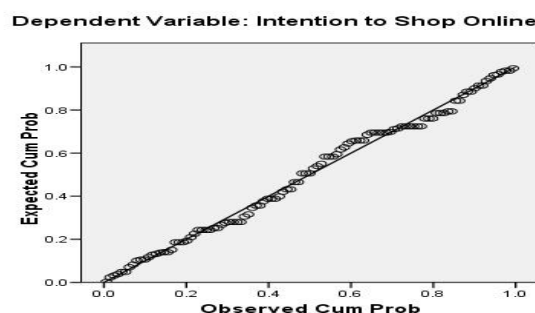
Normality Test

Figure 3. Normality Result
Source: Data Processed, 2016

In this research, data represented by the dots are spreading near and follow the direction of diagonal line. This proves that regression model of the effect of perceived enjoyment (X) on intention to shop online (Y) fulfills the condition and passed the normality test.

Simple Regression Analysis
Table 1. Simple Regression Result

Coefficients				
Model	**Unstandardized Coefficients**	**Standardized Coefficients**	**t**	**Sig.**
	B	Std. Error	Beta		
1. (Constant)	.040	.259		.153	.879
Perceived Enjoyment	.887	.076	.751	11.658	.000

a. Dependent Variable : Intention to Shop Online
Source: Data Processed, 2016

Table 1 shows the result of simple linear regression analysis. Based on the analysis result, the equation of simple regression model in this research is shown as follows:

Y = 0.04 + 0.887X

The interpretation of the simple regression analysis result:
1. Constant value of 0.04 shows the influence relationship between Perceived Enjoyment (X) to Intention to Shop Online (Y), means that if the independent variable is equal to 0 (zero), then the Intention to Shop Online (Y) is predicted to be 0.04.
2. Coefficient value of 0.887 means that if the independent variable in this research which is Perceived Enjoyment (X) increase by one point or one scale, it will increase the Intention to Shop Online (Y) by 0.887.

Coefficient Correlation (R) and Coefficient Determination (R^2)

Table 2. Result of R and R^2

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.751[a]	.564	.560	.50419

a. Predictors : (Constant), Perceived Enjoyment
Source: Data Processed, 2016

Table 2 shows, the value of R is 0.751. It means that the independent variable Perceived Enjoyment has positive relationship with Intention to Shop Online. The coefficient determinant (R^2) is the contribution percentage of independent variable to dependent variable. The value of R^2 is 0.564 or 56.4% means that Intention to Shop Online influenced by Perceived Enjoyment as much as 56.4% and the remaining percentage of 43.6% is not included in this research.

Hypothesis Testing
F-Test

Table 3. F-Test Result

			ANOVA[b]		
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	34.549	1	34.549	135.907	.000[a]
Residual	26.692	105	.254		
Total	61.241	106			

a. Predictors: (Constant), Preceived Enjoyment

b. DependentVariable: Intention to Shop Online*Source: Data Processed, 2016*

Table 3 shows that F_{count} is 135.907 with level of significance 0.000. By using the level of significant of 0.05 (α = 0.05), the table also shows that the significant value is 0.000< 0.05. The value of F_{table} = 3.931, it can be concluded that F_{count} = 135.907>F_{table} = 3.931. The overall influence of Perceived Enjoyment (X) toward Intention to Shop Online (Y) is very significant. Thus, in this test, H_0 is rejected and H_1 is accepted meaning that the independent variable influences the dependent variable significantly.

T-Test
Table 4. T-test Result

	Coefficients				
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1. (Constant)	.040	.259		.153	.879
Perceived Enjoyment	.887	.076	.751	11.658	.000

a. Dependent Variable : Intention to Shop Online
Source: Data Processed, 2016

Table 4 shows shows that t_{count} for Perceived Enjoyment (X) is 11.658. Value on t_{table} = 1.982. The result for Perceived Enjoyment (X) is t_{count}= 11.658>t_{table} = 1.982 meaning that H_0 is rejected and H_1 is accepted. The result of this test can be used to declare that Perceived Enjoyment (X) influences the Intention to Shop Online (Y) significantly.

Discussion

As the development of technology specifically internet is increase, people tends to try something new related with the new system offered by internet. It will directly attract people's mind if the new system comes up with benefits. Online shopping is now become very popular in the world as it contributes a new way of purchase things. Young people tend to use internet for some reasons that they expect will make them feel pleasure. Their feeling of pleasure seems to affect them to purchase a product via online and lead them to make another transaction in the future. This phenomenon supports that the feeling of pleasure or enjoyment towards the activity of using internet can affect people intention to shop online. This study was conducted to analyze the effect of perceived enjoyment on intention to shop online.

The result indicated that the data in this research can be considered reliable and good from the result of reliability test which is more than 0.6 and the research instruments value in validity test are more than 0.5 which can be said that the data are valid. Based on the result of F-test, there is a linear relationship in this simple regression model, in other words the independent variable (Perceived Enjoyment) influences the dependent variable (Intention to Shop Online) simultaneously. The influence of Perceived Enjoyment (X) toward Intention to Shop Online (Y) is very significant. Thus, in this test, H_0 is rejected and H_1 is accepted, meaning that the independent variable influences the dependent variable significantly. The result of T-test shows that the

independent variable (Perceived Enjoyment) has significanteffecton Intention to Shop Online as the dependent variable. T-test value is obtained by comparing the value of t_{count} with t_{table} at the significance level of 5% (α = 0.05). The result shows that Perceived Enjoyment (X) partially influences the Intention to Shop Online (Y) significantly. Thus, H_0 is rejected and H_1 is accepted.

Perceived Enjoyment on Intention to Shop Online

The result shows that Perceived Enjoyment has significant influence to Intention to Shop Online. Perceived enjoyment can be defined as the level of satisfaction that consumers feel during online purchase on a particular website, in terms of the ability to bring them happiness, while excluding the performance that they will experience. The more enjoyable the online shopping process at a particular website, the more likely consumers will purchase on that website (Carr, et al 2001). According to the data, the students of Faculty of Economic and Business Sam Ratulangi University Manado think that Perceived Enjoyment is one of the factor that influence their intention to shop online.

CONCLUSION AND RECOMMENDATION

Conclusion

From this research, it can be concluded that:

1. Perceived Enjoyment significantly influences the Intention to Shop Online.
2. Intention to Shop Online is influenced by Perceived Enjoyment as much as 56.4% while the rest 43.6% influenced by other variables that are not included and discussed in this research.

Recommendation

Therefore, several recommendations given are:

1. The Online shop owners must consider about the importance of consumers' feeling of pleasure while shopping through the website. In this case, create an attractive web design so that it will attract consumer to do an online purchasing. Because, according to this study, when a consumer feels enjoy while doing their activities through website, it will attract their intention to shop online.
2. The Online shop owners must consider about the importance of the process of online shopping. The easier the process of online shopping (including the ordering and payment process), the more it will cause the consumers' feeling of pleasure and attract consumers' intention to shop online.

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