



**THE RELATIONSHIP OF AIDA MODEL IN TERM OF WEBSITE DESIGN AND STRUCTURE TOWARDS PURCHASING DECISION ON ZALORA INDONESIA (A CASE STUDY OF PRESIDENT UNIVERSITY STUDENT)**

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**Abstract**

Growth of internet in Asia specifically in Indonesia is contributed to the growth of electronic commerce. Ranked number 9 in term of internet user worldwide, Indonesia electronic commerce shopper is also growth to 6.5% from Indonesian population. Fashion is the most desired category to be bought online followed by games and video. This growth in fashion also has impact worldwide especially to physical store online shop. However, in Indonesia, customer still look for information of desired goods in internet before purchasing it in physical store. This problem of not buying in the website directly is what researcher wants to analyzed. This research aims to identify the relationship of website design and structure toward purchasing decision among Zalora Indonesia’s customer in President University. Researcher is using theory of AIDA model (Attention, Interest, Desire, Action) in term of website design and structure to figure out the relationship between those variables toward purchasing decision. Variable in website design and structure based on AIDA models are: visual appeal, ease of use, interactivity, trustworthiness and convenience. The research is using quantitative analysis. Data were gathered from 100 respondents of President University student who already purchase goods online via Zalora Indonesia at least once. The study indicated Visual Appeal, Ease of Use, and Trustworthiness and Convenience partially and collectively have significant impact.

*Keyword: Website, design, structure, electronic commerce, AIDA Model*

**1. Introduction**

**1.1 Background of the Study**

The internet and especially the service known as the World Wide Web or (WWW or “Web”) has become the communication interface to an exponentially growing network of computer (Daniel, Thomas. 2000). The internet is a new architecture, an immense utility structure for information, communication, and media service. By June 30th 2012 Internet users have reached 2,405,518,376 Internet users (Miniwats, 2012). Arise with the internet users, Internet shopping was introduced as an electronic commerce (EC) application in the early 1990s (Turban et al., 2002) and it has become alternative channel to TV shopping, telephone shopping and traditional stores for customers to purchase products and services. E-commerce has been defined as a process of buying and selling of goods over the internet. E-commerce should be considered as all electronically mediated transactions between an organization and any third party it deals with (Chaffey,2000).

Indonesia ranked number 9 largest internet user with 55 million users. The rate of internet penetration in Indonesia is 23% compared with 236 million promotion population in Indonesia. Since 2006, internet users grow among middle class is driven by younger age groups (10-19 years old) which increasing 22% in last 5 years. Latest survey in 2011 from Daily Social stated that 6.5 % on Indonesian internet users are using e-commerce with 0.9 billion\$ spending. Compared to the total retail sales that is 134 billion\$, e-commerce only acquired the proportion of 0.7%. The most popular goods that are bought in e-commerce are Fashion for 37% followed with travel booking and music/video games for 20% respectively. (Miniwats, 2012).

Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) shows the chart about Indonesian Indonesian’s growth of Internet user. It is likely with the exponential growth.

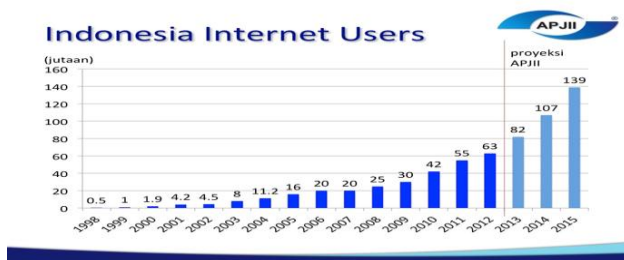


Figure 1.1 Indonesia internet user  
 Source: APJII website statistic

The steadily increasing growth is seen from 1998. Within only 14 years the growth yielded almost 126 times. This is indicated that related internet business in Indonesia will keep expanding. Further survey according also show the demographic distribution of Indonesian Internet user. Based on the research released by Aquarius, consultant of communication strategy for digital media, internet user in Indonesia is dominated by youngsters. 40% out of 55 million internet users in Indonesia are 15-24 years old. 33% of them are 25-34 years old and 35-44 is 17%.

Mobile internet penetration in Indonesia recently has reached 57%. In terms of population, MarkPlus Insight (MarkPlus Insight Netizen Research 2011) data shows that Indonesia recently reached 29 million mobile internet users, increasing from 16 million users in the previous year. Similar with MarkPlus Insight, Aquarius showed that more than half of internet users in Indonesia are using mobile devices or gadget as their access to the internet. With a huge population, Indonesia becomes 4th biggest country in terms of mobile phone users in the world (Finsterlin, 2012) Within this new internet user behavior, it will shape also other aspect in human related activities. One of the is on how do they shop. A survey also show that the average annual spend on e-commerce is increasing within 2011 followed with the internet e-commerce population. It is shown that the average Indonesia in 2011 spend 256\$ annually on electronic commerce and the population of e-commerce shopper is 6.5%.

On March 2012, Ipsos launch the press release about result of survey characteristic on internet user in 84 countries globally including Indonesia. Within more than 1000 respondents' age 16-64 years old in Indonesia, It showed that 69% of Indonesian people visit sites for info on products before buying, and only 44% that is using electronic commerce to buy product/ service online. There is a gap of 25% between people who visit the website only for the information and with someone who buys it.

Within the given data above, there are so many player in Indonesian electronic commerce. There are: Facebook, Kaskus, Lazzada, Zalora, Bhineka, and other online online shop in Indonesia that fill the electronic commerce. The goods that is sold also varies. It can be seen on the graph that fashion goods are the most popular things bought in electronic commerce. However despite the growth of apparel online shop, another unfortunate news start to creeping for brick and mortar of apparel shop globally. Physical apparel shop start to closing down. Several of those stores are (Ripe, 2013).

All of the stores are shut down due to inability to sustain the business. However in contrast the growth of apparel online shop is growing rapidly. Big brand stores start to shift their business to "click and collect" service in 900 stores. Next's internet directory division also reported an 11.8% growth per quarter start from first quarter in 2012".

Report by mintel showed that 4.3 billion\$ worth of clothes were bought over the internet last year. Growth of 152 per cent in the last five year. More than 35% of shoppers bought their clothes online in the last 12 monts, increasing 26% in previous year worldwide. Report from IMRG, the consultant for Capgemini said that sales had jumped by 23% compare to previous year before launching division of online shop.

Mintel also said the online marketing clothing market had been helped by more sophisticated websites, showing close-up picture of clothes as well as number of other players such as Zara, H&M, Gap and Top Shop start the "transactional" websites (Harry, 2012). This shifting behavior from brick and mortar shop to online shop trigger the curiosity the researcher of the customer's online shop. Researcher want to examine why the customer prefer to buy online rather than go the store.

## 1.2 Problem Identification

From recent Ipsos report it can be seen that people tend to look the information before purchasing the goods that they desire and from 69% Indonesian people who visits the sites, only 44 % that purchase the goods in the website itself. When a customer able to shop online after they visit but they prefer not to buy online is a problem for researcher. Researcher want to find out the purchasing behavior of electronic commerce customer.

In the book of Internet Marketing, the author describe website is illustrated as the front desk on an office and the customer will have the first impression of the office that later become their anchor on other perspective that will influence them on the final result of purchasing decision. (D. Chaffey,2000). It is also supported by psychologist that human brain tend to jump into the conclusion about particular information even it is only served with least amount. (Kanhenman, 2011). The information that is provided (color, shape, font, space, contrast, brightness) in the website both consciously an unconsciously trigger the human brain to create a conclusion of what should the customer do regarding the website. Therefore researcher wants to find out what kind of website that triggers the customer to purchase in online environment by analyzing the relationship between website design and structure toward purchasing decision.

## 1.3 Statement of Problem

To sharpen the guidelines of this research, researcher constructs a statement of problem as follow:  
Does the website design partially and collectively has the relationship with the purchasing decision on electronic commerce?  
What is the most significant variable in term of website design and structure to determine purchasing decision?

## 1.4 Objective

Based on the statement of problem, here are the researcher aim to achieve after conducting this research:  
To know whether of website design and structure partially and collectively has relationship towards purchasing decision in electronic commerce  
To analyze the most significant variable in term of website design and structure to determine purchasing decision

### 1.4 Theoretical Framework

In this research, researcher will use Attention, Interest and Desire as independent variable to determine the Action of the customer which becomes the dependent variable on this survey. AIDA model is a theory developed by Edward Strong in 1925. This theory emphasize on the 4 step that influence the purchasing decision which are: Attention, Interest, Desire and Action. AIDA model usually used for advertisement but practically can be used for other context. Researcher want to apply AIDA model to website design and structure in this research. Therefore AIDA theory will be supported with other theory.

In website design there are independent variables which are:

Attention refers to Visual Appeal (Chaffey, 2009)

Interest refer to Ease of Use and Interactivity (Siekpe J. S., 2003)

Desire refers to Trustworthiness and Convenience (Slyke, 2002).

And the last is dependent variable which is action that refer to purchasing decision (Strong, 1925).

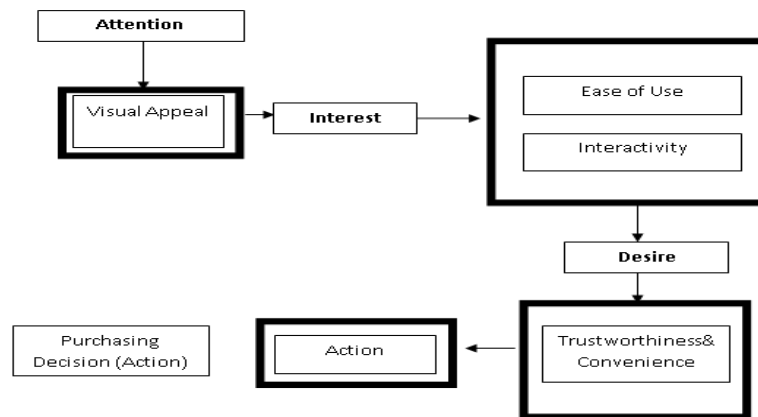


Figure 1.2 Theoretical Framework

Source: Adjusted by researcher

Influence by: (Strong, 1925), (Chaffey, 2009), (Siekpe J. S., 2003), (Slyke, 2002)

### 1.5 Hypothesis

Based on the problem of statement above, researcher took the hypothesis as follow:

There is relationship between visual appeals, ease of use, interactivity, trustworthiness and convenience partially and collectively with purchasing decision on electronic commerce

There is relationship between visual appeals towards purchasing decision on electronic commerce

There is relationship between ease of use towards purchasing decision on electronic commerce

There is relationship between interactivity towards purchasing decision on electronic commerce

There is relationship trustworthiness and convenience appeals towards purchasing decision on electronic commerce

### 1.6. Literature Review

#### 1.6.1 AIDA Model on Website Design and Structure

The definition of website design and structure obviously a multidimensional construct. A study stated that Web design structure classified by many scholar into three broad categories: visual design, social cue design and content design. “visual design” is defined as graphical and structural factors that give consumers a first impression. “social cue design” comprises social cues such as face to face interactions and social presence, embedded into the Web interface via different communication media. However, “content design” consists of informational components of the website, either textual or graphical. (Wang & Emurian, 2005).

Further definition of visual design is defined as “The attention grabbing, aesthetic, visual quality of Individual web pages” (Demaengot & Broderick, 2010). Visual atmospheric cues can provide information about vendors that can influence shoppers in emotional response. A study shown that web-designer belonging to visual design such as :”color, structure, graphic usage and presentation of information” as the most effective attributes of B2C websites (Montoya & Grewal, 2003). Furthermore, visual attractiveness has relationship with quality perceptions. Therefore there is a link between visual appeal with trustworthiness on the website. The sub of visual design are: graphic design and structure design. (Wang & Emurian, 2005). Example of graphics in visual design are: product image, size, zooming, 3D clipart, background colour, contrast and font. Example of structure in visual design are: navigation design: simple and consistent navigation. Navigation reinforcements: guides, tutorials and instructions. Accessibility of information: no broken links or missing pictures. Page design techniques: space and margin, visual density.

Graphic design refers to the “look and feel” of a website; that is the features that normally create first impression. (Montoya, Voss, Grewal, & D, 2003.). Prior research described that well-designed graphics such as the size of the text,

the display of the text and how appealing users find the interface in general will improve consumers' online shopping experience and create the positive effect on their purchasing behavior (Rosen & Purinton, 2004.). On the other hand bad graphic design has possibility to create confusion and negative emotional response that will contradict with consumers' willingness to continue browsing or purchase from the website. (Montoya, Voss, Grewal, & D, 2003.)

Structure design is another dimension of visual design and refers to the overall organization and accessibility of displayed information on the website. (Wang & Emurian, 2005). The definition of "structure design" is "the organization of the different pages as understand whole" (Demangeot & Broderick, 2010.). The scope of structure design are: navigation aids, layout of information, speed of page loading, validity of links, search facilities, site-maps, site availability, and ease of accessing the site. A surprising study shown that when a website is easier to navigate, customer tend to less sensitive toward the price and have high possibility to purchase more expensive product (Lynch & Ariely, 2000).

Social cue design relates with the social media features. Social media embedded social cues to provide the impression of social presence and face-to face interaction in the web via other communication devices such as photos, video streams or mailing list. (Karimov & Brengman, 2011). Content design refers to the component of information of a website both textual and graphical (Wang & Emurian, 2005). The components may be varying such as: company related information (FAQ, company profile, contacts, policy), product information (description, price, promo), service information (method of payment, return policies, privacy policies. The components of contents provide customer with information regarding the trustworthiness of an e-retailer. (Chang & Chen, 2008). Information quality also found to be an importance contribution of online trust, customer satisfaction and loyalty (Cyr, 2008). Due to inability of the physical inspection of the product, many consumers prefer to shop in online shopping environment that contain comprehensive information compare to those who don't have.

### ***1.6.2 Theories of AIDA Model on Website Design and Structure***

In the early 1920s, psychology and marketer start to identify purchasing behavior from buyer perspectives. Early result showed by (Strong, 1925) that there are 4 stages that influence purchasing decision. Those are:

- a. Attention
- b. Interest
- c. Desire
- d. Action

This model recently is known as the AIDA model. (Kotler, Wong, Saunders, & Armstrong, 2005) The model is used to develop an effective message. The message has to get attention, hold interest, arouse desire and obtain actions. Usually the model is used as a means to help shaping well structured advertisement, but could be practical in other context as well. A study that emphasis on customer point of view, stated that there are 4 factors that become the factor influence purchasing decision. Those factors are: web content and design about product / service, ease of using, response of web and credibility (Nuseir, Arora, & Al-Masri, 2010). Therefore researcher using the theory as guidelines to create this research.

### ***1.6.3 Attention***

The first step of AIDA theory is grabbing attention of the customer (Strong, 1925). In the website design, grabbing the attention of the customer is happened in the first homepage of the website. Customer will determine whether they are attracted or not to find deeper information about the website or just leave the website because customers find it not interesting. The attraction itself occurred only when the website find appealing for them. (Chaffey, 2009) Therefore in this research, visual appeal is put into the "attention" section in the AIDA model for website design and structure.

Visual Appeal defined as atmospherics which is the effort of buying environment to produce specific emotional effect. In the electronic commerce the atmospherics or the environment are solely in visual dimensions. Those are consist of : color, brightness, size and shapes (Kotler P. , Atmospherics as a marketing tool, 1973). The emotional effect can be vary depend on the given impression that want to be given by the website. The impact of the visual appeal on purchasing behavior is by becoming attention-creating medium. The dimensions (color, brightness, size and shape) are used to make the website stand out among other.

Visual appeal of the website gives the first impression before the customer move into further perceived information that the vendor's provided. First impression when enter the website is really correlated with the website colors, brightness and complexity of the website. Furthermore it is explained that the level of complexity in the website front-page has relationship with pleasure and arousal of the purchasing (Tuch, 2009). This is also supported that the importance of first impression of a website on Business to Consumer website (Wakefield, 2004). Once the customer is interested on the first impression, it is far easier to maintain their interest and make them create purchasing decision. On the other hand, once the customer is not interested at the first time, chance that they will leave the website immediately. Therefore the first impression is very important when the customer and the vendor's has no relationship before. (Wakefield, 2004).

Visual appeal can grab attention with 2 methods. Those are: attention through strong imagery and attention through strong typography. Both of them are used in the website to expose the particular information to customer with anchoring information that is not necessary. (Friedman, 2010). This will create hints to the customer indirectly to the desired goods that want to be sold by vendor by emphasizing the presence and color contrast in the website.

Color schemes have wide ranging effect on human. The spectrum that is warm end found very appealing the children while maturity is more modest by enjoying soft color. (Geboy, 1996). Colors get into the subconscious human

brain that help to translate complex information by arousing the emotional response. A study from 36 fashion industry show that color and font is the most important factor in term of the attractive design of website (Nathan, 2010).

Complexity of a website also affecting the purchase decision on a website. A study from shown that complexity in the website layout design is correlated with interest but has negative effect on the pleasantness (Stevenson J. B., 2000). In his conclusion, he stated that simpler website design have significantly more positive impacts on purchase intention and attitude toward the website.

#### **1.6.4 Interest**

Interest is divided into 2 variables which are “Ease of Use” and “Interactivity”. Reason researcher use this “Ease of Use” and “Interactivity” is because a study stated that the importance of not getting irritated when entering a website. Website has to create positive attitude to customers. Website also has to provide the simplicity of navigating it (ease of use) and interest has to be maintained in 2 way communication (interactivity) in order a customer decide not to buy in the given online shop (Siekpe J. S., 2003)

##### **1.6.4.1 Ease of use**

Ease of use is described as one of the term of usability, user friendliness and ease of learning that create the users with system that require the least cognitive and physical effort to accomplish their task. (Karat, 2003).

In Microsoft Usability Guidelines,( MUG) ease of use comprises three sub categories. Those are (Agarwal, 2002):

- a. Goals, relating to clear and understandable objectives;
- b. Structure, focusing on the organization of the site;
- c. Feedback, capturing the extent to which the Web site provides information regarding progress to the user.

The first point stated about goals, relating to clear and understandable objectives. A customer that visit the website, will visit with the objectives. There can be 2 possibility whether the objectives is met or the objective is not met. The investigation of online consumer behavior show that the customer is looking for desired good in the online shop. They will look for type of the product that they desire if the website provide only one brand at the website. However if the website is a shop with various kind of brand, customer will also consider to find the desired brand (Ahuja, Gupta, & Pushkala, 2003).

Second point in Microsoft Usability Guidelines stated about the structure or organization of the website. It indicates that the importance of structure of the website to give the pleasant feeling to the customer. However a study in airlines show that the customer is pleasant when they can find each of every different section easily. It found that subheading such as ticket price, country destination, timetable and news that easy to find relate with the more pleasant customer. (Abedin & Sohrobi, 2009). Regardless of the sub heading the study also shown that the importance of the speed in connectivity of a website towards customers. If the website transition is too low, it will make the customer lose their interest and searching for other website (Abedin & Sohrobi, 2009).

A study that measuring ease of use that is using Total Acceptance Model shows that ease of use mean that to which a person believes that using a technology will be free of effort. In his study, he also found that individual’s general familiarity of the website has effect on the pleasantness (Venkatesh, 2000). Another study state that individuals attempt to minimize effort in their behaviors, thus supporting a relationship between perceived ease of use and purchase behavior (Todd & Bensabat, 1991).

##### **1.6.4.2 Interactivity**

Interaction defined as an expression of the extent that in a given series of communication ex- changes, any third (or later) transmission (or message) is related to the degree to which previous exchanges referred to even earlier transmissions (Hoffman, 1996). In electronic commerce, the interactivity that is occurred is Machine Interactivity. Machine interactivity is "the extent to which users can participate in modifying the form and content of a mediated environment in real time" (Steuer, 1992). When interacting with computer, consumer perceives two environments: Physical and the environment defined by the computer. It shown that a person also feels the same feeling in computer environment as well as the immediate physical environment.

#### **1.6.5 Desire**

A study stated that website design has to provoke the desire of the customer to shop. In this case, it also found that the relation of trust and intention to purchase. However, even though the customer has already strong desire to purchase goods in electronic commerce, customer start to doubt about giving personal information both credit card or bank account information related and lead to refusal of the purchasing decision (Slyke, 2002).. Therefore, due to the reason, researcher put “Trustworthiness and Convenience” in the section of Desire.

##### **1.6.5.1 Trustworthiness and Convenience**

A survey of 1500 Singaporeans shows that the main concern of those who had not bought anything on Internet was related to the risk of not being able to examine the products and the reliability of the sellers customer are afraid that the vendor won’t deliver the desired goods that they are order. Therefore the returning item policy in electronic commerce show the significant impact to the trust in the customer (Sim and Koi 2002). Online shopping is not only providing convenience but also it has no sales pressure on customer when they are willing to purchase goods online (Lim 2003). The convenience of online shop obviously show by the shipment of the goods. In this study show that customer are prefer

to choose the price that already include the shipping cost. It appear that another price addition for shipping cost give irritating response on customer. (Chiang and Dholakia 2003).

Trustworthiness and convenience with security in electronic commerce cannot be separated. Security has been dominant factors that affect purchasing decision on electronic commerce. Many internet users avoid online shopping because of the credit card fraud, and private information. Safety and security in transaction both for hard cash and credit card increase the trust in electronic commerce (Wells, Valacich, & Parboteeah, 2011). Another study claims that the clear information of payment provided by the vendor is increasing the trust in electronic commerce. (Slyke, 2002) A study claims trust in the internet shopping with advanced technology, and frequent online shopping to the internet being secured as a trustworthy shopping channel. (Cuneyt and Gautam 2004)

### **1.6.6 Action**

Action describes the moment when the customer create their decision and make actual purchase (Strong, 1925). Therefore in this research, the “action” section will refers to purchasing decision.

#### **1.6.6.1 Purchasing Decision**

There are several behavior from customer point of view regarding with the purchasing decision on electronic commerce. There are several behavior such as: searching behaviour, purchasing behaviour and the pleasure aspects are important factor to analyze how consumer behave when they shop online. Consumer gather the necessary information while they browsing and make comparison to obtain conclusion that will lead to decision making of purchasing or not. Internet however provides massive information and yet it’s easy to browse so the customer can decide based on actual information. Consumer can reach many important aspects when browsing such as: price, size, color, type etc. The process of searching information is connected with purchasing behavior. (Forsythe, Liu, Shannon, & Gardner, 2006).

Attention to the detail of the website has to be main concern in the electronic commerce. A study shown that annoying broken links and buttons create a negative feeling to the e-store and it is the most common reason for consumer to leave the website. 90% customer leaves due to unsatisfied system availability (Peter, 2006). Even though the website is pretty satisfying, it doesn’t merely create a guarantee a customer will directly shop. A study from shown that 85% customer are reluctant to in online store. Customer simply abandons what they have chosen in the cart due to two main risks that they faced. They are faced with product risk which they afraid the product that will be shipped will different from their expectation and the financial risk where their credit card will be hacked and losing financial resources. However in his study, it’s shown that online apparel shop that is growing provide convenience and wide range of product variety and good prices (Beck, 2012).

A research investigates the impact perceived usefulness (PU) on e-commerce. They report that while PU affects intended use when a Web site is used for a purchasing task (Gefen & Straub, 2000). Similar finding also found that design factors affecting consumer loyalty stated by (Lee, Park, & Moon, 2001).. An attempt was tempted to evaluate website design and feature quality from user satisfaction and dissatisfaction perspective. Their studies show that website design features can be regarded as hygiene and motivator factors that contribute to user dissatisfaction and satisfaction with a website (Zhang & Von Dran, 2000). Hygiene factors are those whose present make a website functional and serviceable, and whose absence causes user dissatisfaction. In their continued effort, they further discover that the most important website quality factors ranked by e-commerce consumers are hygiene.

#### **1.6.6.2 Buying Decision Process**

There are Need for recognition, information search, evaluation of alternatives, purchase decision, postpurchase behavior. Here are the explanation of the process.

- a. Need recognition: It refers to consumer that feels a need or a lack of something. The need can be triggered by internal stimuli when one of the person’s normal needs or external stimuli such as advertisement or a discussion with a friend about purchasing particular product
- b. Information search: Consumer wants information and details about the desired product. These details can be provided by personal selling or labels in shop stores.
- c. Evaluation of alternatives: once the information is gathered customer faced with the several choices of the product. With provided information he can choose the best alternative that meet his needs.
- d. Purchase decision: Customer chooses which brand he desire. However there are two factors involve between the purchase intention and the purchase decision: attitude of others and unexpected situational factors. Attitude of others refers to somebody closed to the customers recommends to buy this product rather than this one. Unexpected situational factors are the contrary of expected factors such as expected price or expected product benefit. However, events may change the purchase decision such as sales promotion this is called unexpected situational factors (Kotler and Armstrong, 2010).
- e. Post purchase behavior: After its purchase customer can be satisfy or not. Customer delight is one of the most important things in marketing because it allows customer loyalty. It means that the consumer feeling after the purchase is as important as the consumer behavior during the purchase. A cognitive dissonance refers to a buyer discomfort caused by post purchase conflict (Kotler and Armstrong, 2010). Post purchase satisfaction or dissatisfaction is linked with the perception of product performance and quality including brand name, price, features and so on. Consumer engages a constant process to evaluate its purchases by integrating the products into their daily consumption activities (Solomon, Bamossy, Askegaard & Hogg, 2010).

## 2. Research Design and Methodology

### 2.1 Descriptive

This research, researcher used descriptive statistics in order to give description of each variable that is used in this research. Those variables will be related with collecting and summarizing data and with the presentation of data.

### 2.2 Classical Assumption Analysis

#### a. Normality Test

Normality test is a test to determine whether data that is used to test the observation is normally distributed or not. The normal distribution data has the curve pattern just like bell. This kind of curve has 2 main characteristic (Sarwono, 2012):

- i. The curve concentrated in the middle and declined in both side
- ii. This curve is symmetrical

There are several way for normality test, one of them is by using normality plot. Normality plot specifically is a plot or pattern in observation data that is arranged based on a sample toward several percentage dots that is connected in a standard normal distribution.

#### b. Multi Colinearity Test

Multicollinearity refers to situations in which two or more of the independent variables are highly correlated with each other (Berenson, Levine, & Timothy, 2012). Multicollinearity refers to A state of high inter correlations among independent variables (Malhotra & Birks, 1999).

One method of measuring collinearity is to determine the Variance Inflationary Factor (VIF) for each independent variable. Here are equations that defines VIF

$$VIF = 1/(1 - R_j^2)$$

Where  $R_j^2$  is the coefficient of multiple determinations for a regression model using variable  $X_j$  as the dependent variable and all other  $X$  variables as independent variables.

If a set of independent variables in uncorrelated, each  $VIF_j$  is equal to 1. If the set is highly greater than 10, there is too much correlation between variable  $X_j$  and other independent variable. So VIF should be below 10 and any variable that above it should be removed from the analysis.

#### c. Heteroskedasticity test

Heteroskedasticity test is a test to see the pattern of residual variance from one observation to another observation (Field, 2012)

In this research to determine heteroscedasticity problem, researcher use scatter plot where according to Santoso (2012), the model of scatter plot can be categorized does not has any heteroscedasticity if the plot on scatter plot are spread randomly upper and lower 0 point at Y axis without any specific pattern.

### 2.3 Hypotheses Test

To analyze a linear relationship between independent variable with dependent variable, a statistical test has been taken. The null hypothesis will state that there is no linear relationship between the two variables ( $\beta = 0$ ) and the alternate hypothesis is that there is a linear relationship ( $\beta \neq 0$ ). If the null hypothesis can be rejected, then the linear relationship does not exist.

In this research, the hypothesis is as follows:

Ho1: There is relationship between visual appeal in the website design and feature towards purchasing decision in Zalora Indonesia Website

Ha1: There is no relationship between visual appeal in the website design and feature towards purchasing decision in Zalora Indonesia Website

Ho2: There is relationship between ease of use in the website design and feature towards purchasing decision in Zalora Indonesia Website

Ha2: There is no relationship between ease of use in the website design and feature towards purchasing decision in Zalora Indonesia Website

Ha 3: There is relationship between interactivity in the website design and feature towards purchasing decision in Zalora Indonesia Website

Ho3: There is no relationship between interactivity in the website design and feature towards purchasing decision in Zalora Indonesia Website

Ha 4: There is relationship between trustworthiness and convenience in the website design and feature towards purchasing decision in Zalora Indonesia Website

Ho 4: There is no relationship between trustworthiness and convenience in the website design and feature towards purchasing decision in Zalora Indonesia Website

Ho5: There is relationship between visual appeal, ease of use, interactivity, and trustworthiness and convenience collectively. Toward purchasing decision

Ha5: There is no relationship between visual appeal, ease of use, interactivity, and trustworthiness and convenience collectively. toward purchasing decision collectively.

## 2.4 Multiple Linear regression coefficient test

### 2.4.1 F-Test

The F-Test will analyze whether or not there is a relationship between set of independent variables and dependent variable collectively (Supranto, 2004). This test is used to statistically test the null hypothesis which stated that there is no linear relationship between independent and dependent variable (supranto 2004, p.64) This test is used statistically test the null hypothesis which stated that there is no linear relationship between independent and dependent variable ( $\beta = 0$ ) If the significance level for the F-Test is low (significance level  $\alpha$  used is = 0.05). Means rejecting  $H_0$  and conclude that linear relationship does not exist and vice versa.

$H_0 = \beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$  or significant  $F > \alpha$ , accept  $H_0$

Ha: at least there is one  $\beta_1 \neq 0$ , if significant  $F < \alpha$ , reject  $H_0$

### 2.4.2. T-Test

The T-test will analyze the partial relationship between each of independent variables (coefficient) and the dependent variable (Supranto 2004). The null hypothesis is that the coefficient of independent variable (the slope of the line is 0. If the significance level for the T-test is low (significance level  $\alpha$  used is 0.05), means rejecting  $H_0$  and conclude that the linear relationship does not exist and vice versa.

- a.  $H_0: \beta_1 \neq 0$  or if significant  $< \alpha$ , accept  $H_0$   
(Visual appeal has relationship toward purchasing decision)  
Ha:  $\beta_1 = 0$  or if significant  $> \alpha$ , reject  $H_0$   
(Visual appeal has no relationship toward purchasing decision)
- b.  $H_0: \beta_1 \neq 0$  or if significant  $< \alpha$ , accept  $H_0$   
(Ease of Use has relationship toward purchasing decision)  
Ha:  $\beta_1 = 0$  or if significant  $> \alpha$ , reject  $H_0$   
(Ease of Use has relationship toward purchasing decision)
- c.  $H_0: \beta_1 \neq 0$  or if significant  $< \alpha$ , accept  $H_0$   
(Interactivity has relationship toward purchasing decision)  
Ha:  $\beta_1 = 0$  or if significant  $> \alpha$ , reject  $H_0$   
(Interactivity has relationship toward purchasing decision)
- d.  $H_0: \beta_1 \neq 0$  or if significant  $< \alpha$ , accept  $H_0$   
(Trustworthiness and Convenience has relationship toward purchasing decision)  
Ha:  $\beta_1 = 0$  or if significant  $> \alpha$ , reject  $H_0$   
(Trustworthiness and Convenience has relationship toward purchasing decision)

## 2.5. Multiple Linear Regression

In any regression model, there is an implicit assumption (which can be tested) that a relationship exist between the variables. There is also some random error that cannot be predicted. In this research will analyze and examine the variables that affect the purchasing decision. Since the research will analyze and examine more than 2 independent variables on the dependent variable, hypothesis testing is using multiple regressions. The model is as the Following

$$Y = \beta_0 + X_1\beta_1 + X_2\beta_2 + X_3\beta_3 + X_4\beta_4 + \epsilon$$

Where:

Y = Purchasing Decision

X1 = Visual Appeal

X2 =Ease of Use

X3 =Interactivity

X4 = Trustworthiness and Convenience

$\beta_0$  = Intercept / constant (value of Y when X = 0)

$\beta_i$  = Regression coefficient of the ith Independent variable

$\epsilon$  = error

## 2.6. Coefficient Determination

The coefficient of determination written as  $R^2$  is the percent of the variation explained by the regression. It will measure how strong the correlations among independent variables (X) towards dependent variable (Y) and also goodness of the fit test. The  $R^2$  value can range from a low 0 to a high 1 ( $0 < R^2 < 1$ ). If  $R^2 = 0$ , it indicates that X as independent variables explains 0% of the variability in Y, or in other words X has weak correlations with Y. If  $R^2 = 1$ , it indicates that every point in the sample were on the regression line and have all errors are 0, Moreover, it stated that X has strong correlation and can explain the variability of Y by using the regression.



### 3. Result and Discussion

#### 3.1 Regression Model Result

This research has explained about the model using to analyze this research. In this research, regression model was used to analyze the significant effect from independent variables toward dependent variable. Regression model was model to explain the causes and affect from independent variable by look the value of standardized coefficient beta from each independent variable to dependent variable.

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1(Constant)	.132	.185		.715	.476			
X1	.232	.080	.233	2.894	.005	.373	2.682	
X2	.243	.090	.244	2.688	.008	.294	3.406	
X3	.123	.076	.123	1.625	.107	.420	2.378	
X4	.376	.087	.376	4.341	.000	.321	3.119	

a. Dependent Variable: Purchasing Decision

Based on the table above, the regression equation can be constructed as follow

Regression Equation

$$\text{Purchasing Decision} = 0.233 X1 + 0.244 X2 + 0.376 X4$$

Researcher is using Standardized Coefficients because all of the questionnaire is in the same likert scale. The regression direction coefficient of visual appeal is + 0.233. The symbol + means the direction between purchasing decision and visual appeal is positive. It means that the regression direction of X1 is in line with purchasing decision. If the point of purchasing decision is increase 1 point, the visual appeal will increase for 0.233. The regression direction coefficient of ease of use is + 0.244. The symbol + means the direction between purchasing decision and ease of use is positive. It means that the regression direction of X2 is in line with purchasing decision. If the point of purchasing decision is increase 1 point, the ease of use will increase for 0.244. The regression direction coefficient of trustworthiness and convenience + 0.376. The symbol + means the direction between purchasing decision and trustworthiness and convenience is positive. It means that the regression direction of X1 is in line with purchasing decision. If the point of purchasing decision is increase 1 point, the trustworthiness and convenience will increase for 0.376.

#### 3.2. Coefficient Determination

The coefficient determination is equal to the regression sum of squares divided by the total sum of squares. The coefficient of determination measures the proportion of variation in purchasing decision that is explained by independent variable (visual appeal, ease of use, interactivity, trustworthiness and convenience) in the regression model.

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878a	.771	.48496

a. Predictors: (Constant), Visual appeal, ease of use, interactivity, trustworthiness and convenience

b. Dependent Variable: Purchasing decision

Based on the table above, the coefficient correlation is 0.878 means that all of the independent variables has strong positive correlation toward dependent variable. Based on the table also it indicates that adjusted R square, the number is 0.761. It means that 76% determination can be explained by this same dependent variable with consideration of changing from each independent variable meanwhile 23.9% can be explained with other variables. This proportion can be used for random sample data. The table shows that the possibility this research can be error is 0.48496.

After examining R square as the coefficient of determination, the value of significance of F should be looked. The significance of F-Test should be less than 0.005. The F test will analyze whether or not there is a relationship between all of independent variables toward dependent variable that can be looked in ANOVA (Analysis of Variance)

#### 3.3 Interpretation of the Result

According to the result of multiple regressions statistical above, the coefficient of determination purchasing decision is 0.878 in Zalora Indonesia. It means that 87% percent variability of purchasing decision is explained by visual appeal, interactivity, trustworthiness and convenience. The rest 13 percent are explained by other variable.

If it is looked from customer point of view, there are other variables that also influence the purchasing decision on electronic commerce. A study shown that the factors are: Price, Product characteristic and Inspections. The first factor that is not explained in this research is Price. A study shown that customer expect lower price in online shop compare to traditional environment. (Broekhuizen & Huizingh, 2009). Apparently AIDA model that is tested in Zalora Indonesia already arouse the desire for the customer to shop and they also already trust the vendor as a credible vendors, however if the price is not suitable for the customer, customer might terminated the purchasing and seek for substitution.

Second factor that have relationship is the product characteristic. In apparel online shop, the product characteristic is has high sensitivity toward the customer (Kiang & T, 2001). Product characteristic is a condition that a customer had decided to buy a particular product but he or she doesn't like the color and seeking for alternative. If the customer doesn't find it, it will turn to termination of purchase on Zalora Indonesia.

The last factors that have relationships are Inspections (Brown, Pope, & Voges, 2001). Search product can be examined externally by seeking for information but apparently personal inspection is quite necessary. The study show that a product that has the credibility tend to be bought online compare to those who don't have credibility. Lack of physical contact on the internet is a factors influence the suitability of shopping. Part of customer is need to feel, touch, smell or try the product which is not possible in online shop.

From this research, the F- test of purchasing decision is 0.000 which is lower than significance  $\alpha$  (0.05). It can be concluded that variable visual appeal, ease of use, interactivity, trustworthiness and convenience altogether has correlation with purchasing decision. All of the variable have different relationship partially. Here are the explanation of each independent toward purchasing decision partially:

a. Visual Appeal

According to the partial test statistics (t-Test) result, variable visual appeal has significant relationship to purchasing decision. Visual appeal has positive relationship to purchasing decision. If visual appeal is increasing, the purchasing decision is increasing too. It is in line with the theory that main visual atmosphere of a website produce emotional effects in the buyer that enhance his purchase probability (Kotler & Keller, Marketing Management, 2012). In this research, it is proofed that first impression, colors and the layout design in Zalora Indonesia has significant relationship toward its customer.

This finding also support previous research from (Liqiong & Poole, 2010) that initial responses evoked by visual complexity and order design features. Furthermore, it is also support that website quality influences perceptions of products quality that affect online purchase intention (Wells, Valacich, & Parboteeah, 2011)

b. Ease of use

Ease of use has significant relationship to purchasing decision. Ease of use has positive relationship. If ease of use is increasing, the purchasing decision is increasing too. Ease of use helps the customer to have a clear and understandable objectives which is in this case is the purchasing decision. Ease of use in the website also help the customer to structures and focusing to only the important information that only necessary for them as explained by Microsoft Usability Guideline.

Goals, structure and feedback are 3 things that is desired from the customer based on Microsoft Usability Guidelines. Easiness to find the brand and category is what customer desire to look. This finding also support that website usability, design and performance determine the success of the website (Palmer, 2002)

c. Interactivity

Interactivity has no significant relationship to purchasing decision. The significant value of interactivity is 0.264 which is higher than 0.05. The explanation of not significance of this variable is that the difference culture between Western culture and Eastern Culture. Researcher look for theory based on the study of interactivity in Europe, US and New Zealand, however a study conducted in Thailand show that customers tend not to contact the vendor if the desired goods that customers' want don't exist or whether customers is having the problem navigating the website. They merely leave the website (Thananuraksakul).

d. Trustworthiness and convenience

Trustworthiness and convenience has significant relationship toward purchasing decision. Trustworthiness and convenience has positive relationship to purchasing decision. It's in line with the theory that the advantages of online shop is not have to go out and can still shop at home. The trust of the customer to the website itself also create the more purchasing decision on Zalora Indonesia.

Trustworthiness and convenience is the most significant variable among all of the variables. This is support the statement that the main reason not to buy online is the risk of credit card privacy and fraud in electronic commerce (Sim and Koi 2002)

All of the independent variable have been tested by normality distribution test, testing coefficient and determination. All of the variable and data has no serious problem; it can be used as the components of research. In the multiple regression result, there are several variables that can be proved and matched with the theory of the variable compared with the calculation or research analysis. visual appeal, ease of use, interactivity, and trustworthiness and convenience overall has relationship to purchasing decision, but one of the variable which is

interactivity has no significant relationship. It can be concluded that those variables still can give relationship to purchasing decision.

#### 4. Conclusion

The purpose of this research is to analyze the relationship of AIDA model in term of website design and structure towards purchasing decision of Zalora Indonesia . The researcher emphasize on AIDA model that is breakdown into: visual appeal, ease of use, interactivity, trustworthiness and convenience. In order to answer statement of problem, researcher can conclude:

- a. Visual appeal presented the respondent about the first impression towards the website, appeal of the look and the feel of the website. In this research, it is found that visual appeal has significance relationship towards purchasing decision.
- b. Ease of use presented the respondent about the easiness to navigate the website and easiness to find the desired goods. In this research, it is found that ease of use has significance relationship towards purchasing decision.
- c. Interactivity presented the respondent about the availability of interaction for customers. It is divided by interaction with the firm, interaction with other customers and to see other's customers interaction. In this research, it is found that ease of use has no significance relationship towards purchasing decision.
- d. Trustworthiness and convenience presented the respondent about the level of trust that is provided by the firm in order to: customer to take action by purchasing the goods in the website, level of safety and security regarding privacy account and the level of trust that the desired goods will be delivered on time In this research, it is found that trustworthiness and convenience is the highest variables that has relationship to purchasing decision.
- e. Based on the result of chapter IV, visual appeal, ease of use, interactivity and trustworthiness and convenience collectively have significant relationship toward purchasing decision.

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