

**THE ANTECEDENTS AND CONSEQUENCE OF WEBSITE
TRUST:
A STUDY OF VALERE LA PENA SOCIAL NETWORK
ONLINE SHOP SITE**

THESIS

**Submitted to fulfill one of the requirements to obtain degree of
Magister Management**

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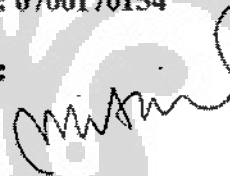
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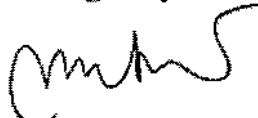
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ABSTRACT

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Judul : The Antecedents and Consequence of Website Trust: A Study of Valere La Pena Social Network Online Shop Site

Internet has a remarkable strength as a medium of communications: it has the potential of democratizing communication, by allowing everyone with access to the web to share their thoughts easily. One of the outcomes of technology communication is a social network site (SNS). It provides a media where somebody can attempt their existence through customization on their personal pages and connects with other person all around the world. Thus, it creates a new way of socialization in human beings.

Interestingly, there is some development, independently made by the users themselves, to consider the main function of social networking website. Small Medium Enterprises (SME) in South East Asia, pointing Indonesia in this case, use social network site (SNS) as their online shop. However, most online shops have not earned profit yet because consumers perceived that online shop is riskier than traditional shop. Thus, online shop website should gain the relationship and trust with the consumers, because pervious research explained that in the end, trust associated with consumer commitment and loyalty would pursuit willingness to purchase.

This research used survey method to gather information about website trust antecedence, website trust, and willingness to buy as the consequence of trust. To gather the primary data, this research used questionnaire and interview and used online journal, books, magazines, and other theses as the secondary data sources. The population for the questionnaire-survey were consumers (whether they want to buy or not to buy the product, also whether they are the online shop contacts or not) who accessed and have willingness to filled in and returned back the questionnaire between November, 1st until 30th November 2008, whereas the sampling technique of this research was non probability sampling method and used purposive or judgmental sampling technique with customer's characteristic that ever been visit to Valere La Pena website and known multiply.com as social network site, and/or became a network in multiply.com. This survey method also used interview technique as qualitative approach to enrich the data from the questionnaire.

The findings of this research show that all the antecedents (seals of approval, website navigation, and transaction security) significantly affected the website trust, where the website trust also significantly affected the willingness to purchase. This research also creates conclusions and suggestion for either managerial or further research.

Keywords: website trust, social network site, online shop

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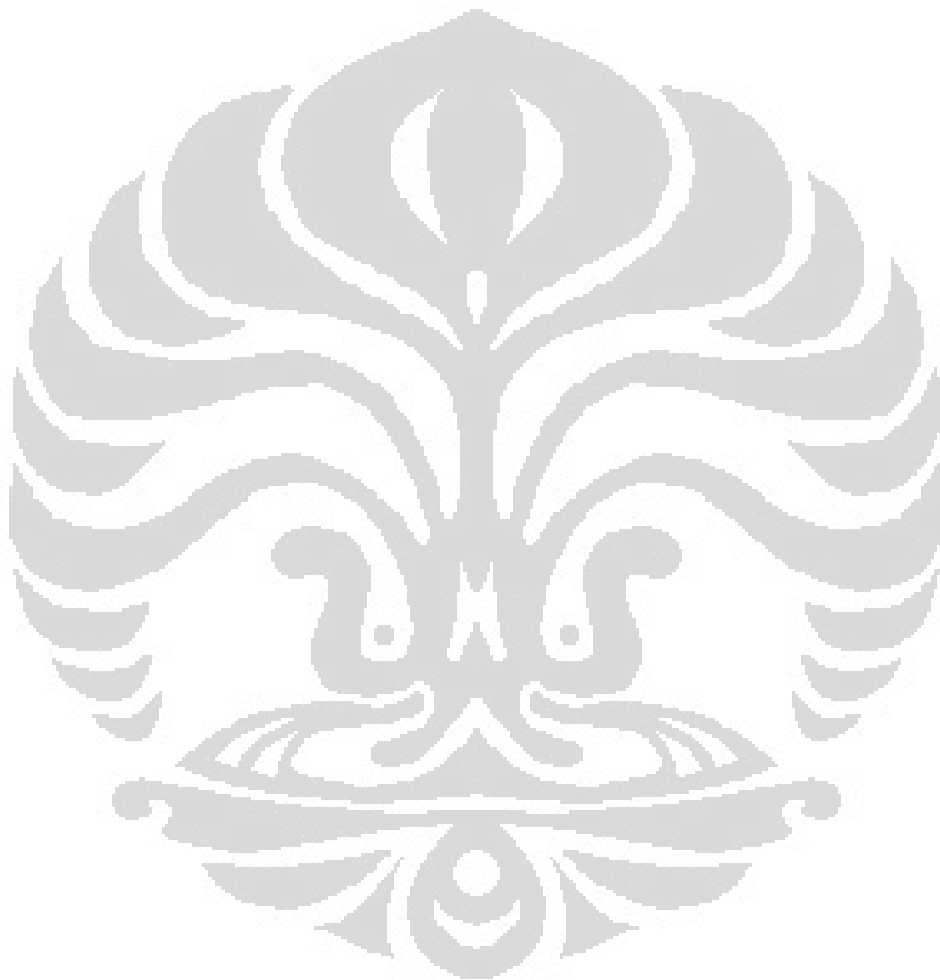
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CHAPTER 1

INTRODUCTION

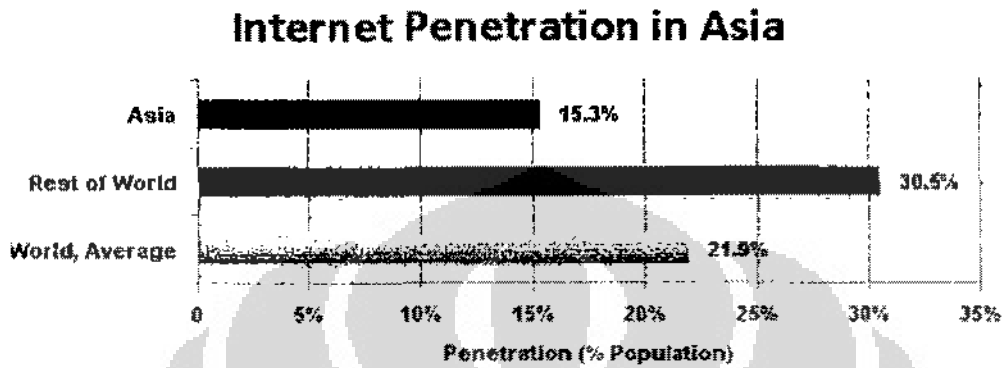
1.1. Background of the Research

Human life nowadays cannot be separated from technology, and technology, in one form or another, has always been a significant element of human life. Physical environment and human organisms are influenced by technology. The whole idea is that technology may be used to control and to transform the natural world, and the culture that we have always considered naturally evolved environment, is to be redefined as an artificial environment with countless opportunities. The artificialisation of culture means actually, creating artificial cultures according to our aims and needs. We can create a synthetic world which is simulated communications environments with which people are interacting. (Konsa, 2008)

Internet has a remarkable strength as a medium of communications: it has the potential of democratizing communication, by allowing everyone with access to the web and shared their thoughts easily. Internet technology is relatively easy to use by laypersons, and one can set up web pages without much difficulty in a short period of time, allowing everyone to be publishers of information (Bernes-Lee, 2006). This could create a market which anyone could get information borderless and faster, and it would be much easier for a new business unit to come into the market. The consumers would have higher bargaining power because they have access to the other competitor or sources. Monopoly market would be harder to achieve because of free access to sources, but on the other hand, it would be harder also to create free market.

The Internet also introduces new business choices for customer interaction. The way company would shapes their customer interaction shall determine the market segmentation, and internet would shortens the time window for new market opportunities, thus, makes everyone become salesman. That's why corporate combination and branding become more vital. (Forrest, 1999)

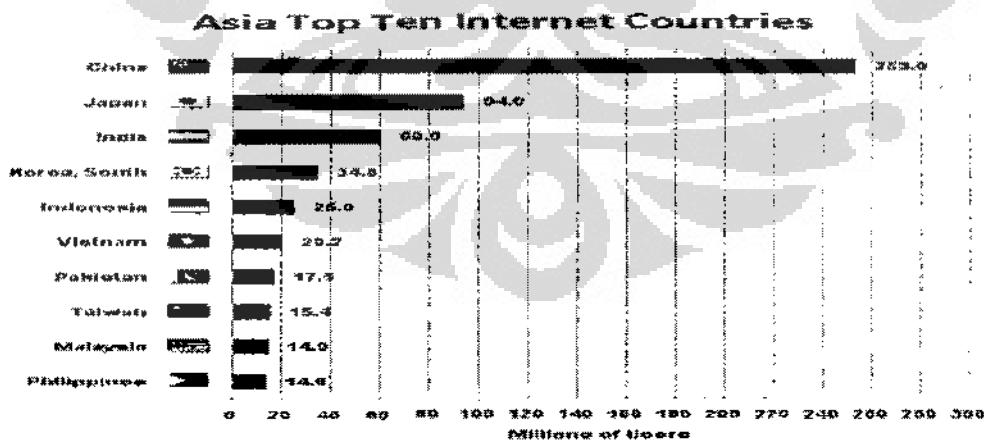
At present, as a result from so called artificial environment or new way of technology communication, internet itself already penetrate the world, where Asia shares 15,3% of the world wide population (Figure I.1).



Source: Internet World Stats - www.internetworldstats.com/stats3.htm
 Estimated internet users in Asia 578,538,257 for 2Q 2008
 Copyright © 2008, Miniwatts Marketing Group

Figure I.1 Internet Penetrations in Asia. Available at <http://www.internetworldstats.com/stats2.htm> accessed on 27 December 2008

Moreover, the next figure stated the Asia's top ten country that using internet where Indonesia is in the top 5 ranks as *Asia Top Ten Internet Countries*. Both based on Miniwatts Marketing group research in 2008 (Figure I.2).



Source: Internet World State - www.internetworldstats.com/stats3.htm
 Estimated Asia internet users: 578,538,257 for 2Q 2008
 Copyright © 2008, Miniwatts Marketing Group

Figure I.2 Asia Top Ten Countries. Available at <http://www.internetworldstats.com/stats2.htm> accessed on 27 December 2008

The figures shows that the internet is spreading all over the world and create a new characterize market beyond geographic boundaries.

Whereas, entering Asia market is not the same as entering US or European market, the relationship between salespeople and clients are particularly important when marketing in Asia. In U.S and parts of Western Europe, nurturing client relationships generally takes from emphasizing product features, competitive pricing, and reliable delivers. In Asia, customer-salesperson relationships are established by trust and respect. That's why when business people have interest in Asia e-commerce business, they must also consider about the relationship marketing in Asia market. (Kotler et al, 1996)

Spreading in Europe, US, even reached Asia market; there are so many business units that see this new market as an opportunity in their business strategy. Successful well-known Yahoo!, Google and Amazon.com are one of the stories. They realized that globalization create changes in consumer behavior towards virtual world, where internet provide development across place, time, and nation. (Einsenmann, 2002)

Social network site is one of the outcomes of development in this virtual world. It provides a media where somebody attempts their existence through customization on their personal pages and also connects with other person all around the world. (Boyd & Ellison, 2007) Social network site is a new term of community base on internet, or being known as 'online community'. 'Online community' is a legacy term that is engrained in Internet culture. But increasingly it is accepted that online communities rarely exist only online; many have off-line physical components. Either they start as face-to-face communities and then part or all of the community migrates on to digital media, or conversely, members of an online community seek to meet face-to-face. Thus, creates a new way of socialization in human beings.

Many researches have been conducted regarding to social network site. Leimeister and Krcmar (1995) performed research about the evaluation of the design elements and factors that contributed to the success of a virtual community for cancer patients on the German-speaking through Internet. Rodgers and Chen (2005) findings also showed that online community has a benefit of psychosocial

for woman with breast cancer. Philler et al (2005) in their research suggested from their findings that the use of online communities for collaborative customer co-design could reduce customer uncertainty and risk. All these studies has shown that social network site (or community online base) have a powerful characteristic as a social network, where people could share and find what they need, such information, at there.

Interestingly, there are some independent development made by the user themselves consider to the main function of social network site. Small Medium Enterprise (SME) in South East Asia, pointing Indonesia in this case, use social network site largely as their online shop. (See e.g. [Http://www.indonesiaonlineshop.com](http://www.indonesiaonlineshop.com))

Several excess of small entrepreneurs are using this media because of the freeness of user's payment, easy to use, access to an attractive market, and so on. Nevertheless, those benefits also become blunder for the small online shop enterprise because of the easy and openness of the access and information. (Kabarinews, 2008) At present, there are countless small online shop, but with a low knowledge of management and customer service. Without no regulation and a good control system, this condition would decrease the trust between the seller and the buyer in the online shop environment, whereas trust is one of the most important things to consider when doing shopping in virtual world.

Based on this explanation, the needs to conduct research based on online shop in social network site is important. The research should explain that the social network site is not only the powerful networking which create social benefit (social capital), but also explain how business units such SME (Small-Medium Enterprise) could catch the opportunity and have a new and niche market at there.

1.2. The Research Problem

To understand the benefit of online shop, this discussion must first start from the difference between online shop and traditional shop. Online shop (known also as e-Commerce) means to conduct of a financial transaction by electronic means. With the huge success of commerce on the Internet, *e-Commerce* usually refers to shopping at *online stores* on the World Wide Web, also known as e-

Commerce Websites. e-Commerce can be *business to business* (B to B) or *business to consumer* (B to C). Traditional shop (known also as physical storefront) means a store where retail goods are sold. This store is visible, made of bricks and mortar storefront (Straight-on, 2006).

Thus, according to the 2006 State of Retailing Online reports from Shop.org and Forrester Research, there are seven benefit of online shopping: (1) **Lower prices.** Online shopping can reduce overhead costs in a variety of ways, which can translate to lower prices for the consumer. (2) **More savings with online coupons.** Customers are able to find better discount offers and sales online, as compared to shopping through a catalog or traditional retail merchant. (3) **Research capabilities.** The Internet allows customer to easily compare products and prices, so you can be sure that the item you purchase is the exact item you want. (4) **Increased selection.** Warehousing logistics can be much simpler for an online retailer, and many of the online superstores have a staggering inventory to choose from. (5) **Convenience.** An online store allows customer to shop 24 hours a day, 7 days a week. So they can shop at leisure, regardless of their time zone. (6) **Saves time.** So much of the vast variety of products and product information is easily searchable. Plus, there is no traveling, parking, and walking involved. (7) **Environmental Benefits.** Online shop reduced fuel consumption and air pollution, because so much of our car travel is dedicated to shopping. Plus, shopping online reduces the need for print catalogs and excess packaging. (news.baluart.net, 2007)

However, online shopping is different form traditional shopping behavior because it characterized with uncertainty, anonymity, and lack of control and potential opportunism. Therefore, trust is an important factor to facilitate online transaction (Tang, 2004). Even though online shopping will always remain impersonal, there are things that online sellers can do to build a sense of trust with their customer. This is because trust has been treated as an experience based attribute of relationships in the marketing field (Lambe, Spekman and Hunt, 2000) and trust has been found to develop over time, based on exchange experience, and also associated with commitment and loyalty (Ganesan, 1994).

There are also other researches that conduct study of trust antecedents for online shop such in Wang, Beatty, and Foxx (2004) research, where they examine the nature of unique type of consumer trust between small online retailers and customer. Their findings showed that trust provided by detail security disclosure and awards from neutral resources. Trust had significant effect in building customer trust.

There were many researches about online shop and trust conduct in the website but not in the social network site. Both are generally won't have a very distinctive difference as media of online shopping, nevertheless social network have unique characteristic from the other provider which is personal aspect. Personal aspect means both buyer and seller are related to each other and usually have a same friends because they are in the same network. In short, it is a business transaction adapted a social network site environment.

This research is using an online shop in social network site at multiply.com, named Valere La Pena, as the unit of analysis. Valere La Pena is one of Indonesian small enterprise online shop that doing business at multiply, where multiply is one of the largest community networks in the world. Started in December 2006, Valere focused on retail apparel and taste a successful business in their area. (Valere2, 2008)

Similar with other successful small online shop, the awareness of their shop is not only based on the quality of the product but also depend on word of mouth advertising, good testimonial from customers, recognition from media, and excellent service. They must create a positive brand image to earn trust from their customer. This condition must be achieved by small online shop because the risk of the transaction and the product is higher than traditional one. (indonesiaonlineshop, 2008)

Trust also becomes important variable based on community network system, in where Valere La Pena is opened their online shop. Unlike the regular website, the bounded trust between the seller and the buyer in community network is healthier. This is all created by both legal and formal aspects, and also by

humanist or informal aspects. It's obvious that both buyer and seller are known to each other, have the same friends, or become friend.

The trust in online shop is being considered as important matter, because it then would affect the purchasing behavior in e-Commerce. e-Commerce revolution (in this research known as online shopping) can be expected to bring about changes no less profound. Consumer analysis must be equipped to understand and interpret these changes and the effects both on society and marketing strategies. The winners in retailing will be those who know how to take care of the customer better than competitors, and provide better solutions than were available to consumers in the past. In short, the seller must provide customer needs in order to make them want to purchase. (Blackwell, Miniard, and Engel 2001)

Based on the explanation above about small online shop, social network site, and trust; there are two problems that emerge:

1. How does the effect of antecedents (seals of approval, navigation function, and transaction security) on website trust in online shopping website?
2. How does the effect of website trusts in online shopping website on willingness to purchase (online purchasing)?

1.3. Objective of the Research

The objectives of this thesis is to understand the antecedents and consequence of website trust

1.4 Framework of The Research

CHAPTER I INTRODUCTION

This chapter describes the background of the research as the introduction for the topic; also create the research problem which is focus more to the objective of the research. This chapter also explains about the method of the research and the framework of the research and the reasons to make a simplification purpose of why this research is conduct.

CHAPTER 2 THEORETICAL BACKGROUND, CONCEPTUAL FRAMEWORK & HYPOTHESES

In this chapter, the researcher would explain the theory and concept that would enrich the framework of problem analysis. This chapter also intended to create an illustration about the conceptual framework and research hypotheses.

CHAPTER 3 METHODOLOGY OF THE RESEARCH

This chapter would describe about the methodology for this research. Its including the method research, dimensions of research, survey stage stages, how to conduct population then sampling method and technique. Thus, there also information about the primary data and secondary data, and last is ethic.

Primary data resources also divide as two sections which are questionnaire design and interview design, where questionnaire design has several pointers to explain. Those pointers such as the operational definition, operational variable, technique scaling, collect the data, analysis of data (including descriptive analysis, reliability analysis, validity analysis, and regression analysis). Interview design also have pointers such: interview format, collect the data, analysis data method.

CHAPTER 4 GENERAL INFORMATION, ANALYSIS AND APPLICATIONS

This chapter explain about the analysis that being conduct regarding to the methodology and conceptual framework of the research. The analysis will be conduct as descriptive analysis, reliability analysis, validity analysis (analysis factor), and regression analysis that being derive from the questionnaire source. This analysis also enrich by prior research comparisons and qualitative analysis on factual data.

CHAPTER 5 CONCLUSION AND SUGGESTIONS

In this last chapter, researcher presents the summary of the problem that arises in this research and the conclusion that might be a beneficial suggestion for whomever that may concern to use this research.

CHAPTER 2

THEORETICAL BACKGROUND, CONCEPTUAL FRAMEWORK & HYPOTHESES

2.1 Retailers: Store and Non Store Retailers

Retailing includes all the activities involved in selling goods or services directly to final consumers for personal, non-business use. A retailer is any business enterprise whose sales volume comes primarily from retailing. (Kotler et al, 2006). Retailing is a major industry in the United States, with over 1, 6 million retail establishment. Retail sales in the U.S. (total retail sales include the categories of gasoline, automobiles, and food service, as well as merchandise) will show a slight decrease in 2008, totaling about \$4.400 trillion according to Plunkett Research estimates. Sales were \$4.482 trillion in 2007, up from \$4.307 in 2006. Retail sales in 2007-2008 were driven partly by higher gasoline costs as well as by deep price discounting during the holiday seasons by mass merchandisers. Meanwhile, automobile sales showed a disastrous drop off in 2008, with total sales of cars and light trucks for the year at about 13.2 million, down from about 16.5 million in 2007 and 17.5 million at the peak in 2005. Car sales in 2009 could decline further. (Plunketresearch, 2008)

Retail stores can be categorized in many different ways, such as by the type of merchandise carried (supermarket, drugstore), breadth of product assortments (specialty or department stores), pricing policies (discount or specialty stores), or nature of business's premises (e-tailers, mail-order retailers, vending-machine operators, traditional stores). One useful classification scheme groups stores according to their method of operation -- low margin/high turnover versus high margin/low turnover. (Saicyberspace, 2008)

To earned profit, low margin/high turnover retailers must minimize their cost. They focused on standardized, repacked merchandise that helps lower personnel costs by reducing or eliminating in store sales assistance. It also enabled them to centralize many purchasing and store operating in store operating decisions, thus reducing the number of administrative personnel needed. At the other extreme, high-margin/low-turnover retailers differentiate themselves with

unique assortments, quality merchandise, good customer service, and prestigious store image. They focused on shopping of specialty goods, usually carrying a narrow range of product categories but offering deep assortments of styles and sizes within each category. (Mullins, 2008)

At present, there are institutions called *non store retailing* which fit the definition of retailer but not have a fixed bricks and mortar physical location and most do not enable customers to personally inspect the merchandise or take immediate possession. This category includes direct selling, mail order catalogs, TV shopping, vending machines, and websites. (About.com, 2008)

There are several varieties of retail websites, including web start-ups Amazon.com and iTunes.com that exist solely on the web and do not have any physical stores. Websites commonly developed by large catalog retailers to leverage their direct-delivery operations, and also by established bricks and mortar retailers like Target operations and Tesco to leverage their brand names and customer service skills. (Mullins, 2008)

An established brand name and based customer typically enabled the catalog and bricks and mortar retailers to attract customers to their websites at lower cost than the web start-ups. However, the survey results showed that middle panel of exhibit suggest that retailer websites in general have not done a great job of satisfying customers, particularly on basic customer service dimensions. Consequently, the proportion of visitors who end up buying something has been relatively low. (Mullins, 2008)

2.2 Technology and Business: Direct Marketing and Online Marketing

Business today, faces several major challenges. Advance in technology and telecommunications have brought all the world's countries together into one global economy. Asia became an attractive market for business with good growth prospects. Companies must respond to marketplace trends while taking responsibility for protecting the environment. They must also focus on the customer if they are to achieve success in the global market. (hy.gzntax.gov.cn, 2001)

The merger of computer, telephone, and television technology has made a major impact on how business produce and market their products. Created as a data link among several academic communities, the internet is rapidly embraced by businesses. The rise of World Wide Web function on internet has promised companies to access millions of new customers at fraction of the cost of print or television advertising. The web uses a technology called hypertext, which allows users to leap from one computer database to another by simply clicking on highlighted image or text (Patrucco, 2005).

Technology thus could help business and marketers to know and to have a conversation more with their consumers. The context of mass marketing has made the ability to companies to reach thousand billion of buyers with single product and a standard message. Today, new media such internet, has permitted more sophisticated direct marketing. Their arrival and reasonable cost have substantially enlarged direct marketing opportunities. Companies can now talk directly with customers and customize their products to meet their customers' needs. (Alejandro, 1999)

2.2.1 Direct Marketing

Direct marketing is an interactive marketing system that uses one or more advertising media to affect a measurable response and/or transaction at any location. Direct marketing is sometimes called direct-order marketing. (Kotler et al, 1999) Today, many company see direct marketing play a broader role, which build a long relationship with customer (direct relationship marketing) (Rapp and Collins, 1990).

The extraordinary growth of direct marketing in the consumer market is a response to market change. Market 'de-massification' has result of an ever-increasing number of market niches with distinct preferences. Many chain stores have dropped slower-moving specialty items, thus creating an opportunity for direct marketers to promote these items directly to interested buyers. In Asia, direct marketing presents tremendous potential as the postal and telecommunication system in the region improve and lower the cost of this channel. (Alexander, 2001)

Direct marketing benefits customers in several ways. Most consumers reported that home shopping is fun, convenient, and hassle-free. They can do comparative shopping by browsing through mail catalogs, and particularly like to leaning about available products and service without typing up time in meeting salespeople. Sales also have benefit. They can personalize and customize their messages. They can also build continuous relationship with each customer. Direct marketers also can be timed to reach prospects at the right moment, and direct-marketing material receives higher readership because it was sent to more interested prospects, and less visible to competitor. (Dolak, 1999)

There are several differences between mass marketing and one-to-one marketing. Companies who knows their individual customers can customized their product offer message, shipment method, and payment method to maximize customer appeal; and today's, most companies have a very powerful tool to gather names, addresses, and other pertinent information about individual customers and prospects: the customer database (Peppers and Rogers, 1993).

A customer database is an organized collection of comprehensive data about individual customers or prospects that is current, accessible, and actionable for marketing purpose as lead generation, lead qualification, sale of a product or service, or maintenance of customer relationship. Whereas database marketing is a process of building, maintaining, and using customer databases and other databases (products, suppliers, and resellers) for the purpose of contacting and transacting. Usually, database marketing is used by business-to-business marketers and service retailers. It is use less often by packaged-goods retailers and consumer-packaged-goods companies. (dutch.dpa.nl, 2007)

Direct marketers can use many channels for reaching prospects and customers. These include face-to-face selling, direct-mail marketing, catalog marketing, telemarketing, TV and other direct-response media, kiosk marketing, and online marketing. (Kotler and Keller, 2006)

2.2.2 Online Marketing

An online marketing is a channel that a person can reach via computer through internet. The most famous is the internet channel. Why online service is

so popular? The answer is because there are major benefit from both sides of potential buyers and marketers. (Kotler et al, 2006) There are three major benefits to potential buyers:

1. Convenience: Customer can order products 24 hours a day whenever they are available. They don't have to sit in traffic, find parking space, walk through countless aisles to find and examine goods. They don't have to drive all the way to a store, only to find out that the desired products is out of stock
2. Information: Customer can find reams of comparative information about companies, products, and competitors without leaving their office or home. They can focus on objective criteria such as price, quality, performance, and availability.
3. Fewer hassles: With online service, customers do not have to face salesperson or open themselves up to persuasion and emotions factors.

Online service also provides a number of benefits to marketers (Kotler et al, 1999):

1. Quick adjustment to market conditions: Companies can quickly add products to their offering and change prices and descriptions
2. Lower costs: Online marketers avoid the expense of maintaining a store and the accompanying costs of rent, insurance, and utilities. They can produce digital catalogs for much less than the cost of printing and mailing paper catalogs.
3. Relationship building: Online marketers can talk to consumers and learn much from them. Marketers also can upload useful reports or a free demo onto their system.
4. Audience sizing: Marketers can learn how many people visited their online site and how many stopped at particular places on the site. This information can help marketers improve their offers and ads.

Online marketing has at least four great advantages. First, both small and large firms can afford it. Second, there is no real limit on advertising space, in

contract to print and broadcast media. Third, information access and retrieval are fast, compared to overnight mail and even fax. Fourth, shopping can be done privately and swiftly. Marketers also can conduct online marketing in four ways: creating electronic storefront; participating in forums, newsgroups, and bulletin boards; placing ads online, and using emails. Below are the further explanations. (Mullins, 2008)

Marketers could *create an electronic storefront*. Thousands of business has established a home page on the internet. At first it was used as an ads, such the company description, company news, company catalog, etc. However, many companies in Asia now offer merchandise online. They may be part of the many cybermalls on the internet. Given these online marketing opportunities, each company has to decide whether and how to go online, whether by products, target audience, and amount of budget. If a company decides to open an electronic storefront, it has two choices: (1) Open its own store on internet, or (2) Buy a location on a commercial online service. (elcnetwork.ca, 2008) Having an online location is one thing; getting people to visit the location is another. The key is to use information and entertainment to entice browsers to visit the company home page frequently. This means that company must constantly update their homepages to keep them fresh and up-to-date.

Marketers could *participate in forums, newsgroups, and bulletin boards*. Companies may decide to participate in various groups that are not organized specially for commercial purpose. Their participation may increase their company's visibility and credibility. Forums are discussion groups located on commercial online services. News groups are the internet version of forums, and bulletin board systems are specialized online services that center on a specific topic or groups (Lendor, 2000).

Marketers, Companies and individuals, could also *placing ads online or using emails* on commercial online service in three ways: (1) The major commercial online service offer an ad section for listing classified ads, (2) Ads can be placed in certain newsgroups that are set up for commercial purpose; (3) Ads can be put on online billboards. Also, a company can encourage prospects and customers to send questions, suggestions, and even complaints to the

company, using its email address. Customer's service representatives can respond to the customers quickly via electronic mail (Lendor, 2000).

2.3 Conceptual Framework

The increasing amounts of online shopping have created extremely competitive market place. However, most online shopping (retailers) has not earned profit yet (Hoffman, Novak, and Pelata, 1999). Hoffman and friends suggested that one of the main reasons is that the consumers is not put enough believe to trust the online shopping website. They assume that if the online shopping website could gain the relationship and trust with the consumers, they may have a key to improve the profitability of online retailers.

Trust has been treated as an experience based attribute of relationships in the marketing field. (Lambe, Sekman, and Hunt, 2000) Trust has been found to develop over time and is based on exchange experience and also associated with commitment and loyalty (Ganesan, 1994). However, from online shopping point of view, most of the seller face the challenge in building trust from consumer because they perceived that online shopping is more risky than traditional shopping.

To understand the nature, antecedents, and behavioral consequences of consumer, trust concept in online shopping context is needed (Warrington, Abgrab, and Caldwell, 2000). Using this assumption, this research then simplifies two previous researches that have a significant sum related with the problems that meet in this research. The first one called *Signaling The Trustworthiness of Small Online Retailers* by Wang, Beatty, and Foxx (2004). They have 5 factors (seals of approval, privacy disclosures, security disclosures, return policy, and awards from neutral sources) which are the antecedents of trust where trust would affect consumer to provide information and book marking. In order to make adjustment to the field research (social network site), this research will not be using willingness to provide information and book marking, because most of this research sample is a member of the online shop store and already become contacts of the subjected online shop. This research also modify the antecedents of trust where factor privacy disclosure, security disclosure, and return policy are

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collected as one factor because the similarity and named as transaction security. The last factor is awards from neutral sources, which is not being use in this research because there aren't any awards from neutral sources yet, and this research based only on small online shop in social network.

The second research called *The antecedents and consequences of trust in online-purchase decision* by Yoon (2002). This research create conceptual model with 4 antecedences factor (Transaction security, Website Properties, Navigation Function, Personal Variables) which affect website trust and website satisfaction. Both then, will affect the on/offline purchase with one additional factor which is website awareness. Transaction security is use because the similarity of purpose with privacy disclosures, security disclosures, and return policy in Warrington and friends research. Website properties have similarities with seals of approval, thus navigation function also being use. Personal variable is not applied with assumption that the consumer must have knowledge about internet and social network online shop. This research also use online purchase intention factor and change it with name willingness to buy.

Based on those substances, this research then create conceptual framework as following:

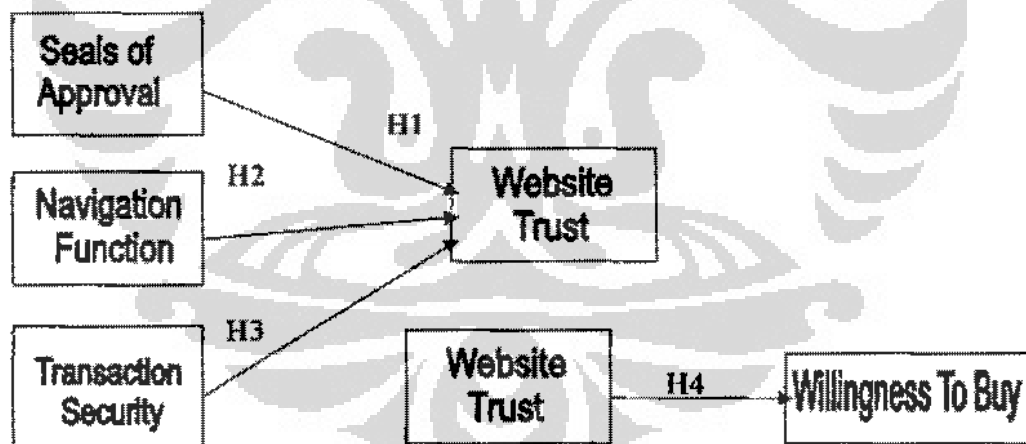


Figure 2.1 The Effect Model Between Trust Antecedents, Website Trust, and Trust Consequences

Source: Adapt from Wang, S., Beatty, S.E, and Foxx, W. (2004). Signaling the Trustworthiness of Small Online Retail. *Journal of Interactive Marketing*, 18 (1), 53 and Yoon, S. J. (2002) The Antecedents and Consequences of Trust in Online-Purchase Decisions. *Journal of Interactive Marketing*, 16(2), 47

2.3.1 Seals of Approval Definition

A seal of approval is a way to communicate the security of personal information and payment to its consumers to build consumer trust (Miyazaki & Fernandez, 2001). Burkell (2002) in her study, find seals of approval or trust marks have been suggested as a strategy to assist consumers in identifying high-quality information. She also said that most seals of approval involve assessment of proxy indicators of information quality, rather than direct assessment of content. This means that an online shop website would be approved as a trustable media if they could show indicators that signified the status. Urban (2000) also added that usually a prestigious third-party seals of approval help to assured consumers that their personal information is secured and online payments can be executed only with proper authorization.

As in international website model, there are several standards of seals of approval such TrustUK, TRUSTe, BBBOnline, VeriSign, WebTrust, PayPal and others. Those sites have indicators on how a website could be categorized as a trustable one. For example, TRUSTe grants its seal to sites that adopt its standards for privacy and comply with its audits and VeriSign grants its seal to sites that use its encryption and authentication services.

Regarding to the definition, seals of approval have a similar description with website properties as in Yoon (2002) research. Website properties are how the signs in the website could persuade customer to have a good impression and perception which would build trust. Yoon divide four antecedents of website properties which the consumer awareness of the website company, their reputation, the product description, also the width of product selection. These antecedents function created as indicators of a good or approvable website.

2.3.2 Navigation Function Definition

Morebusiness (1999) explain that navigation function is the ease of finding what a visitor is looking for matters. It is aided by understandable terms, the consistency of placement of a navigational system, clear instructions that help shoppers make their way through a site, and easy terms to describe site content.

Customers demand an effective and efficient website layout. Even though in this thesis, the subject is multiply.com (one of worldwide known social network provider), which has an original template, the user still could personalize their website. The examples such as changing the background, changing function's order, add music, pictures, and much more. That's why the customers would easily leave the online shop if they become confused of the layout or waited too long for the pictures of the products.

Yoon (2002) assumed in his research that the antecedents of navigation function are clarity of search-related worlds, usefulness of help functions, website's level of technology, overall operational efficiency, and speedy transmission of words and images. Those antecedents use and adapted in this research.

2.3.3 Transaction Security Definition

Transaction security means that the online shop website is authentic and the transaction is protected as well as customer's privacy identification. As an antecedent variable, transaction security measures not only an online company's institutional status on its payment system but also consumer's perceived extent of risk involved (Yoon, 2002).

Yoon did not do break down transaction security as Wang and friends (Wang, Beatty, Foxx, 2002) do breakdown transaction security as disclosure of customer's privacy, the security of product's payment, also a good return policy factors in his cue trust basis model.

Privacy disclosures refer to description of why consumer data are gathered, how it would be used, and how it will be stored to enable consumer's privacy. The growing literature on privacy risks plays a significant role in online consumer decision making process. Milne (2000) said that providing privacy disclosures is an effective way for online retailers to develop cooperative relationships with shoppers (Hoffman, Novak, Pelata 1999). For this reason, more detailed privacy disclosures are expected to reduce the received privacy risks.

Security disclosures indicate how transactions data are encrypted during the transmission and what kind of technology is adopted to ensure the transaction

security (Wang, Beatty, Foxx, 2002; Cheskin research, 2000). Security concern may discourage internet users from shopping online, whereas it allows consumers to assess the online retailer's intention to enhance security of the online transaction.

Return policy is one way to minimize the inherent consumer's risks in remote purchase environment including online shopping (Wood, 2000). Some studies have begun to explore the signaling role of return policy in affecting consumer's perceptions of transaction risks and product quality (Courville & Hausman, 1979; Padmanabhan & Rao, 1993). Most of those researches have focused on the influence of return policy on return rates or profit from sellers' perspectives.

Privacy disclosures, security disclosures, also return policy enrich the transaction security concept. It showed in Wang, Beatty, and Foxx research (2004) which describe website privacy disclosure as a description of why consumer data are gathered, how it would be used, and how it would be stored to enable consumer privacy. They also said that security disclosure indicate how transaction data are encrypted during the transmission and what kind of technology is adopted to ensure the transaction security. Transaction security itself have four antecedence which Yoon (2002) stated in his research, they are security warranty phases, discretionary use of private information, clarity of refund policy, and risk-freeness of transaction.

2.3.4 Website Trust

Trust has different definition in the various social science literatures such as sociology, social psychology, and organization behavior. One of the examples of trust, in a social psychological sense, is the belief that other people will react in predictable ways. In brief, trust is a belief that one can rely upon a promise made by another (Pavlou, 2003).

The concept of trust can be approached from different perspectives by many scholars. Trust could define as possessing three components. First, trust reflects expectation or conviction about the counterpart's anticipated action in good will. Second, counterparts cannot force or control this conviction. Third,

one's performance depends on the actions of the counterparts. (Whitener et al, 1998) Trust can also be defined as a kind of expectation that deprives a firm of its fear that its counterpart may act opportunistically. (Bradach & Eccles, 1989) Trust could view as prerequisite for relationship exchanges that result from coordinating and collaboration. (Pruit, 1981) and trust can also be conceptualized as a causal link between buyer-seller relationships and customer retention and loyalty. (Baggozzi, 1975)

Another researcher (Morgan, 1992) defined trust as a willingness to rely on an exchange partner in whom one has confidence. This definition spans the two general approaches to trust in the literature. Trust can be divided into: (1) considerable research in marketing views trust as a belief confidence, or expectation about an exchange partner's trustworthiness that results from the partner's expertise, reliability, or intentionality (Blau, 1964). (2) Trust has been viewed as a behavioral intention or behavior that reflects a reliance on a partner and involves vulnerability and uncertainty on the part of trustee (Zand, 1972).

Many trust studies in psychology and organizational behaviors focus on interpersonal relationships; other trust studies in economic and strategy field, on the other hand, focus on the inter-organization relationship. However, the analysis of trust in the context of electronic commerce should be considered as the relationship between firm and individual aspects. Electronic commerce can be characterized as transaction on internet which is conducted between individuals and firms through different forms of online-linking media such shopping mall websites and blog. Thus, Andreasson, Rahavard, Desalegn, (2008) studied that in order of marketers to search a new and alternative ways of marketing, eventually, the growing trend of blog and communities has made company interested towards them. The result indicates a positive towards advertisements on blogs and communities.

In the context of e-commerce, trust included the online consumer's beliefs and expectancies about trust-related characteristics of the online seller (Mc Knight and Chervany, 2002). The online consumers desired the online sellers to be willing and able to act of the consumer's interest, to be honest in transactions (not divulging personal information to other vendors), and to be capable of delivering

the ordered goods and promises. Other research, which was Cheskin's research (1999) discovered 6 factors that affect the online transaction trust. Those factors are: security assurance, brand, search, fulfillment, presentation, technology.

Trust must be established with respect to the internet and specific site, expert advice and information, and delivery fulfillment and service. Internet trust is highly dependent upon privacy and security. Hoffman, Novak, Pelata (1999) found that customers expected the internet exchange to be based on social contract built on a relationship of trust and cooperation. After the site trust obtained, accurate and complete information must be made available with a direct search capability or through advisor. Finally, the system must fulfill the trust expectations by high quality delivery and service so the customer can rely on the advisor's recommendations. Trust is difficult to earn and easy to lose by not meeting expectations.

2.3.5 Willingness to Buy Definition

The willingness-to-pay approach is based on the idea that social decisions about small changes in the probability of death or injury depend on preferences, interests, and risk attitudes (Ozdemir & Kruze, 2005). They conduct research regarding the relation between risk perception and willingness to pay. They stated three measurements to count the willingness to pay, which are: willingness to purchase, willingness to pay a specific amount, and maximum willingness to pay.

Prior researches have used survey methodology to investigate willingness-to-pay, particularly by using contingent valuation methods (Randal, 1993; Bishop and Heberlein, 1990). The willingness-to-pay approach is based on the idea that social decisions about small changes in the probability of death or injury depend on preferences, interests, and risk attitudes.

Willingness to purchase or buy is become the most significant factors that small online retailer shop purposed. To reach this situation, the owner must develop a situation whereas the customer not just wanted the product, but also feel comfortable and safe to buy the product in their online shop.

2.4 Hypotheses

Strub and Priest (1976) found in their research that customers would draw on the seals of approval's reputation as a trusted "proof source". The proof function is to infer the trustworthiness of an online retailer. Because the shop is virtual, the consumer couldn't evaluate the integrity of online shop themselves. Unlike the traditional shop (offline shop), the online shop's customer don't have an experience with the product before buying the product. Customer also can't get faster information rather than go to a store and ask directly to the salesperson.

Through seals of approval, customer could judge the online shop seller whereas they are not frauding and responsible to prevent exploitation of the customer. Customers perceived that, doing fraud in online shop is easier because it is harder to trace the seller rather than in traditional shop. That is why customer needs to check the seals approval for the site, usually comes from the third party. The example is like a good testimonial from previous customer, the approval from neutral resources that it is a trustworthy site, and other.

Cheskin's research (2000) reported that many of their respondents believed that seals of approval can lower their financial risk. It is because in purchasing product via online, customer needs to do payment first and wait for the shipping time delivery. If the seller is doing fraud, it takes time for customer to realize that he or she wouldn't accept the product. Therefore, consumer may use seals of approval as a cue to judge their beliefs in building trust through the online shop website. Thus, this research offers following hypothesis:

H1 : Seals of approval on website will positively affect website trust

Yoon (2002) stated that a qualify navigation function would exert a direct positive influence upon the performance of and satisfaction with technology-related task. It is because online commerce is primarily concerned with using new technology innovation. Innovation technology means the more user-friendly the website's navigation to customer is, the more time the customer would like to spend in the site in order to find information they needed.

Navigation function could be interpreted as a structure of the website which intends to help shopper find information that they needed. The seller must created user friendly navigation for their website, because if they are not, the customer will not understand easily about how to use the website and will hardly find what they want. This surely would drive them to move to another seller.

Consumer consumption is predicated upon the user's receptive inclination towards technological advance. It means that the customers, who have receptivity to technology, would rate highly the site's technical prowess and will tend to have higher trust and satisfaction toward the website. Consumer would perceive that this online shop spends time and money to create an innovative and communicative technology which means they have integrity as an online shop. This condition could build trustworthiness from the user.

Based on this consideration, personal traits of customer who access online shop website would have a significant influence on their level of satisfaction and trust building. Therefore, the following hypothesis proposed:

H2 : Website navigation functionality will positively affect website trust

Transaction security could be understood as a capacity of a system to reduce fraud and protect the user from the theft of their payment and personal information. This is very important factor because the customer needs to do the payment using credit card or transfer (not directly). It then, created high risk for customer that the transaction is not secured.

The consumer must be convinced that their payment and the product are safely delivered even they believe that the online shop has integrity or even they need the product. If the consumer did not trust the security of the transaction, they might not buy the product either.

The security is not only understanding as the payment term but also about how secured are the customer's personal information being kept by the online shop and how good is the return policy for the customer. These terms also could value the security trust of the online shop.

Perception of reduced risk has been connected to an increase trust level. The linkage between trust and risk perception has both theoretical and empirical support (Jarvenpaa & Tractinsky, 1999). Recent empirical studies on online shopping also indicated that perceived risk is closely related to trust level (Sherrard et al, 2000). Remain that transaction security is one antecedents of developing trust. This become the reason this research expect transaction security (including privacy disclosure, security disclosure, and return policy) would help to reduced the risk in transaction security risk and thus increase trust in the online shop website. Therefore, this research offers following hypothesis:

H3 : Transaction security on a website will positively affect website trust

Consumer perceived that online shop is trickier rather compared to traditional shop. They could not have physical experience with the product before buy or asked directly information to the salesperson. That is why consumer needs to gather antecedents such seals of approval, navigation function, also transaction security to convince themselves that this is a trustworthy online shop.

The important of trust gained by online shop is also considered by Hoffman and colleagues (1999). Without trust, consumer would perceived that online shopping often lack of face-to-face interaction, lack of physical stores, not safe because many hackers breaking into company databases and stealing credit cards numbers, and many more. Consumer is still adapt ting with e-commerce behavior, and to help this adaptation, trustworthiness is a very important variable.

Yoon (2002) also mentioned that website trust affect online purchase intention significantly. This relationship will determined customer decision regarding purchasing online. In that case, high trust that built in the website will yield high online purchase intention.

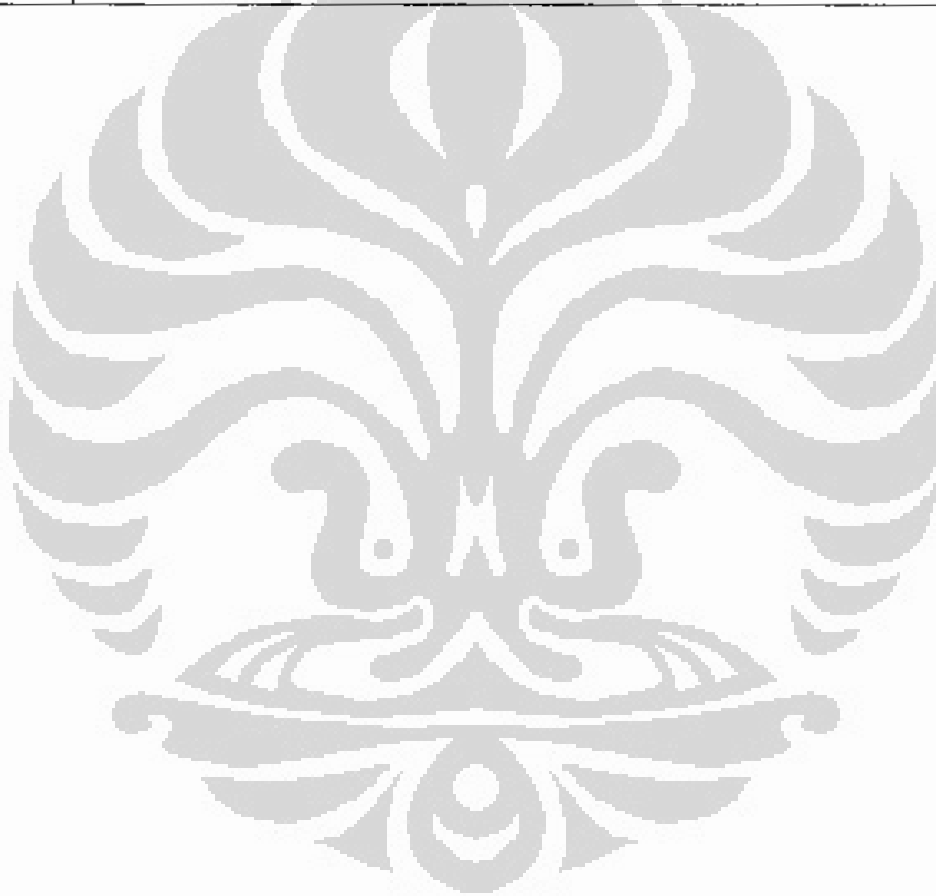
The following is the research hypothesis:

H4 : The higher the website gaining trust, the higher the opportunity of customer willing to buy or purchase the product

Based on those substances, this research then create hypotheses as Table 2.1 below:

Table 2.1 Hypotheses

No	Hypotheses
1	Seals of approval on website will positively affect website trust
2	Website navigation functionality will positively affect website trust
3	Transaction security on a website will positively affect website trust
4	The higher the website gaining trust, the higher the opportunity of customer willing to buy or purchase the product



CHAPTER 3

METHODOLOGY OF THE RESEARCH

3.1. Methodology of Research

Research methodology is steps how to understand the object of science and guidance researcher to get the needed data (Moeloeng, 2000). Methodology means the philosophy of research process. This includes assumption and values that serve as a rational for research and standards or criteria the researcher uses for interpreting data and conclusions. A researcher's methodology determines such factors as how he or she writes hypotheses and what level of evidence is necessary to make the decision whether or not to reject a hypotheses. (Bailey, 1994)

This research is built using the quantitative methodology because most quantitative data techniques are data condensers, *in order to see the big pictures.* (Ragin, 1987) Quantitative approach also have style such: measure objective facts, focus on variables, reliability is the key and value free, independent of context, use statistical analysis, and others (Creswell, 2003).

3.2. Research Method

Method means the techniques or tools used to gather data (Bailey, 1994) and research method is a way to understand the object which becomes the science objective. This research uses a survey as its research method. Survey research is sufficiently similar to other methods of research to give it a rather length history. In particular, surveys are very much like consensus. (Babbie, 1990) A survey consisted of asking question of a (supposedly) representative cross-section on the population at a single point of time. Survey research also have characteristics that distinguished it from methods such document analysis and observation are that (1) there is a fixed set of questions and (2) responses are systematically classified, so that quantitative comparison can be made. (Bailey, 1994)

3.3. Dimensions of Research

The type of this research is basic research. It is defined as the sources of most new scientific ideas and ways of thinking about the world (Newman, 2003). Basic research advances fundamental knowledge about the social world. It focuses on refuting or supporting theories that explain how the social world operates, what makes things happen, why social relations are certain way, and why society changes.

Newman also stated that there are 3 kind of purpose for a research. The first one is exploratory (the researcher goal is to formulate more precise questions that future research can answer), the second is description (the research goal is to present a picture of detail situation and social setting or relationship), and the last one is explanatory (the research to know 'why' to explain, also looks for causes and reasons). (Newman, 2003:29-31). Based on that, the purpose of this research is explanatory because the hypothech of this research that antecedents of trust would affect the website trust, also website trust would affect the willingness to buy.

The time dimension in this research is cross-sectional research where researchers observe at one point in time. It took snapshot approach to the social world, and usually the simplest and least costly alternative; but on the contrary, it has disadvantaged of which cannot capture social process or change. (Newman, 2003)

3.4. Survey Research Stages

The stages on survey research divide into 5 phases, which are:

- Design and preparation stage
The background of the problems are conducted and the problems, the purpose of the problem, the theory and methodology are built
- Pre-collecting data stage
Questionnaire instrument are developed and the pilot test to check the validity and the reliability are conducted

- **Collect data stage**
The questionnaires are distributed to the respondent, either directly or by electronic mail. Regarding to electronic mail questionnaire, the respondent permission are obtained through personal message activity in the Valere La Pena online shop
- **Processing data stage**
The data that have been collected are processed using software analysis tools, mostly SPSS version 16 and Microsoft Excel
- **Data analysis stage**
The analysis and conclusion are conducted from the result of data processing, and if needed, another qualitative data, such as deep interview, will be performed to support further analysis and conclusion.

3.5. Population of Research

Population is the theoretically specified aggregation of survey elements (Babbie, 1990). Population also could be described as the generalization of the object and subject that have the quality or characteristic in order to study for and get conclusion of.

The purpose of this research is to gather information based on the consumer sight about the antecedents of building website trust and how trust affects the intention to purchase a product. It means the population in this research is the visitor of Valere La Pena website. Hence, the population target must be bond to the time dimension of this research, which is cross-sectional research or have a limitation in time and geographical area. In this case, the limit is consumer (whether they want to buy or not to buy the product, also whether they are the online shop contacts or not) who have had accessed the website and have willingness to fill and return back the questionnaire between November 1st until 30th November 2008.

3.6. Sampling Method and Technique

Sampling unit is the element or set of elements consider for selection in some stage of sampling (Babbie, 1990). Based on this, sample must be taken as presumption to the population and not the population itself (Bailey, 1994).

At first, this research are conducted based on the population of the Valere La Pena contact itself, amounting 422 people; this should implied that the sampling were not need to be conducted and all those 422 people can be considered as population. However, the return rate is so small (around 5-10 returned questionnaire within 2 weeks) which obviously suggested the needs to alter the sampling technique regarding to the limitation of time in this research.

The choice to conduct a non probability sampling method and use purposive or judgmental sampling technique were applied because there are some characteristic of respondent that should met whereas this specification is not easy to find. Purposive sampling technique is a technique where the researcher already knows something about the specific people or events and deliberately selects particular ones because they are seen as instances that are likely to produce the most valuable data (Denscombe, 2003).

The respondent characteristic are: (1) ever been visit to Valere La Pena website, (2) know multiply.com as social network site and/or become a network members in multiply.com. To deepen the research, data were gathered from respondent that not only based on the Valere La Pena contacts, but also from the Indonesia Shopper's community based on multiply where the object of the research also have a network there (indonesiaonlineshop, 2008), from researcher's personal network in multiply, and other resources that fits to the characteristic of the respondent.

3.7. Primary Data Resources

3.7.1 Questionnaire Design

Questionnaire is a list of questions to be answered by surveyed respondent. Often the term questionnaire is restricted to a self-administered instrument as opposed to an interview, but could also generally refer to any list of survey

questions, whether self-administered by respondent or read to the respondent by an interviewer (Bailey, 1994).

There are two term to qualify as a research questionnaire, it should : (1) Designed to collect information which can be used subsequently as data for analysis, (2) Consist of written list of questions, and (3) Gather information by asking people directly about the points concerned. (Denscombe, 2003)

3.7.2 Operational Definition

Operational definition is the empirical measurement of a verbal concept. The variables that use in this research are: (1) Seals of approval, (2) Navigation Function, (3) Transaction Security, (4) Website Trust, (5) Willingness to buy.

There are two phases in this operational technique where, at first, website trust variable would become dependent variable and second, where website trust variable would become the independent variable. Below are the tables:

Table 3.1 First Step Operational

Independent	Dependent
Seals of Approval	Website Trust
Navigation Function	
Transaction Security	

Table 3.2 Second Step Operational

Independent	Dependent
Website Trust	Willingness to Buy

3.7.3 Scaling Technique

Scale is an item or set of terms for measuring some characteristic or property, such trust in this case. Likert scale is a scale that develops to measure attitude in ordinal level. This was assured by questioning the agreement level of a statement in a question. Usually the scale is using the numeric symbol such one (1) to five (5) which represent in words “fully disagree” to “fully agree”.

In this research, there are several kinds of scale that has been use. First is the nominal scale, which use only for describe the differentiation between categories – for example, the gender. Second is the ordinal scale, which uses to categorize and also have sequential order in the category - for example, the level of education, the level of expenses each month, and others. The last one is the interval scale which means there also a definite range each category beside it could categorize and have sequential order. The likert scale is the example of this scale where in this research the likert scale that in use is : (1) fully disagree, (2) disagree, (3) doubt or neutral, (4) agree, (5) fully agree.

3.7.4 Operational Variable

The operational variable of this research is developed based on the construct definition from the research model in order to maximize the problem and the research model. This research operational variable could be seen below:

Table 3.3 Operational Variable

No	Variable Name	Variable Definition	Indicator	Scale
1	Seals of Approval	Seals of approval are a way to communicate the security of personal information and payment to its consumers to build consumer trust. It's strategy to assist consumer in identifying high quality information by involving a proxy indicators which in this case are the symbolic seals (Miyazaki & Fernandez, 2001; Burkell, 2002)	<ul style="list-style-type: none"> ➤ Approval from the online community ➤ Approval from customer testimonial ➤ Detail information of the products ➤ Picture of the products 	5 point Likert scale

Table 3.3 continuance

2	Navigation Function	<p>Navigation function is the ease of finding what a visitor is looking for matters. It is aided by understandable terms, the consistent placement of a navigational system, clear instructions to help shoppers make their way through a site, and easy terms to describe site content. (morebusiness, 1999)</p>	<ul style="list-style-type: none"> ➤ Availability of help function ➤ User-friendly website configuration ➤ Acceptable size of the products picture ➤ Acceptable editing of the product size 	5 point Likert scale
3	Transaction Security	<p>Transaction security is capacity of a system to reduce fraud and protect the user from the theft of their funds and personal information (Shon & Swatman, 1998)</p>	<ul style="list-style-type: none"> ➤ Security for return policy ➤ Risk-freeness of transaction ➤ Disclosure use of private information ➤ Information of frequent answered question (FAQ) 	5 point Likert scale

Table 3.3 continuance

4	Website Trust	Website trust is a causal link between buyer-seller relationship and customer retention and loyalty which Trust is the enhanced by means of personal integrity, upheld promises, and forgone opportunistic behavior (Baggozzi, 1975 ; Franzier et al, 1988)	<ul style="list-style-type: none"> ➤ Security assurance phases in transaction ➤ Present a positive brand image ➤ Attractive website design 	5 point Likert scale
5	Willingness to Buy	Willingness to buy is a social decision about small changes in probability on preference, interest and attitude (Ozdemir & Kruze, 2000)	<ul style="list-style-type: none"> ➤ Willingness to purchase ➤ Willingness to pay specific amount ➤ Maximum willingness to pay ➤ Willingness to buy the product at time ➤ Willingness to be repeatable buyer 	5 point Likert scale

3.7.5 Questionnaire Format

The questionnaire format of this survey are using: (1) *Close Ended Questionnaire* – which respondent could choose the most suitable answer for themselves. This kind of format is use for questions that gather information about

respondent identity such gender, age, educational background, and others. (2) *Scale Response Questionnaire* – which respondent could choose the answer based on scale (fully disagree until fully agree) about the variable in this research.

3.7.6 Collecting the Data

To gathered data from the field, this research use questionnaire both in softcopy (through email by internet) and hard copy (handed directly to the respondent); but mostly the data gathered through internet.

This research uses two steps to gather data from the internet. First, researcher gives a brief idea about the research and asks if they want to participate as a respondent using the private message in the multiply system. If they agree to participate, the researcher then would send the questionnaire through email. These steps are used in order to consider the ethics of the research although each steps of this technique might reduce the probability of returned questionnaires.

The other technique of data gathering is using the hardcopy of the questionnaire. This one is rather unsuitable because they have to take the questionnaire, see the website using the internet, fill the answer, and then return back the questionnaire to the researcher. It cost more time and effort both respondent and researcher.

3.7.7 Data Analysis

The data analysis is performed using software statistic analysis tool. The questionnaire that already filled by respondent and returned back would be checked again for its missing value, and because the answers in the research is a closed answer means, there is not necessary to created new coding which means the raw data could straightly input to the software.

3.7.7.1 Descriptive Analysis

Descriptive analysis is a part of data analysis which elaborates raw data to become a table or percentage (histogram, pie chart). In this research, there are two type of descriptive analysis that performed. The first one is respondent identity data (examples: age, gender, expense, occupation, and others). The second one is

respondent opinion towards the online shop that becomes the object of this research which grouped based on the variable of the operation.

3.7.7.2. Validity Analysis

Validity means the term applied to measuring instruments reflecting the extent to which differences in scores on the measurement reflect true differences among individuals, groups, or situations in the characteristic that it seeks to measure, or reflect true differences in the same individual, group, or situation from one occasion to another, rather than constant or random errors (Churchill & Iacobucci, 2005). In short, validity means the questionnaire could be use repeatable.

In this research, the samples of 30 questionnaires were checked using factor analysis as tools to verify the validity of the questionnaire. Factor analysis means body of techniques concerned with the study of interrelationship among a set of variables, none of which is given the special status of criterion variable (Churchill & Iacobucci, 2005). The validity would be accepted if the value of each question is more than 0, 5 (Hair, Anderson, & Tathan 1998).

3.7.7.3 Reliability Analysis

Reliability means the similarity of results provided by independent but comparable measures of the same object, trait, or construct. (Churchill & Iacobucci, 2005) Reliability could also explain as how much the questionnaire could catch the situation in the field, or explain it. In this research, the reliability of sample of 30 questionnaires were checked using *Cronbach Alpha* coefficient as analysis test for the reliability, where the result defined as reliable if the value of the alpha is minimum 0,7. (Uyanto, 2008)

3.7.7.4 Regression Analysis

Regression analysis is a statistical technique used to derive an equation that relates a single criterion to one or more predictor variables (Churchill & Iacobucci, 2005). Regression analysis also concerned with the study of dependence of one variable, the dependent variable, on one or more other variables, the explanatory

variables, with a view to estimating and or predicting the (population) mean or average value of the former in terms of the known or fixed values of latter. (Gujarati, 2003) There are two kind of regression which is the simple regression (one independent variable and one dependent variable) also the multiple regressions (more than one independent variable and one dependent variable). The analysis is using 95% degree of trust with 0,05 alpha. In this research, both regression (single and multiply) analysis are used.

3.7.8 Interview Design

Interview means a sets assumptions and understandings about the situation which are not normally associated with casual conversation (Denscombe, 2003). Interview data can be used in a variety of ways and variety of specialist purposes, and for project researchers, by far the most common use will be as a source of information. As an information-gathering tool, the interview lends itself to being used alongside with other method as a way of supplementing their data-adding detail and depth. In this research, interview method is used in order to follow up to the questionnaire also as a triangulation with other methods.

3.7.8.1 Interview Format

There are three kinds of types for researcher interview, and this research use semi-structured interview. Semi-structure interview is where the interviewer still has a clear list of issues to be addressed and questions to be answered, however this types is prepared to be flexible in terms of the order in topics that considered and perhaps develop new ideas and speak more widely. This research also use one to one interview which have advantage for the easiness to arrange, more easy to control, and more easy to track the data sources comes from (Denscombe, 2003). Below is the interview format of the questions:

Table 3.4 Interview Format

Time and place of interview:
Informant data
Name:
Age:
Occupation:
How long do you know multiply:
How long or close do you know Valere La Pena:
Framework of the questions:
1. In your opinion what are the differences between online shop in dot.com and online shop in social network such multiply?
2. What is your opinion about the importance of approval from others to an online website?
3. What is your opinion about transaction security from an online website?
4. How do you consider the usefulness of navigation function from an online website?
5. What is the most important factor to trust an online shop website in multiply?
6. What do you consider if you want to buy product from an online shop website, except trust? Is trust included in it?

3.7.8.2 Collecting the Data

At first, the respondents will be asked for their willingness to become informant, and at the end, there are two informants that have willingness to become the informant. The interview were conducted using internet as media (instant messenger or electronic mail), which was being chosen because of the easiness and the time limit of this research.

3.7.8.3 Analysis Data

This data interviews can be used to enriched the analysis, where the respondent's statement can be quoted in order to give more insight or example or

broaden the idea from the analysis, especially from the quantitative analysis that conducted from the descriptive and regression analysis.

3.8. Secondary Data Resources

This research takes secondary data using online journal, books, magazines, other thesis, and others available related media to enrich the research itself. The informal discussion also conducted with relevant informant regarding to the development of the research.

3.9. Ethics of The Research

Ethical decision is result of weighting up of myriad of factors in the specific complex social and political situation in which we conduct research. They divide ethic principal as four which are: (1) The dangerous affect from the research for the participant, (2) The willingness from the informant to participate in the research, (3) How far the researcher could reach the private area of informant, (4) Could or couldn't the researcher lie to the informant as in the experimental research. (Somekh & Lewin, 2005)

Based on that, this research was conducted within those ethic principal boundaries and shall not be crossing the ethic principal of number (1), (3), and (4). This research might crossed the principal of number (2) by using private message or email as media to collect the data, if, respondent's permission is failed to be obtained at first hand. To avoid this ethic principal, this research conducts two step of data collection which explains briefly in chapter 3.7.6. – Collecting the Data.

CHAPTER 4

GENERAL INFORMATION, ANALYSIS AND APPLICATIONS

4.1. Social Network Background

4.1.1 Social Network Site Definition

Social network sites such MySpace, Facebook, Multiply, and many more, have attracted million users of whom their lives integrate with this site. As Konsa (2008) study found that human life can not be separated with the technology, even on virtual world, human also create artificialisation of culture. Thus, social network site become a media where people could meet virtually, find information, share information even they are stranger.

The cultures that emerge around social network site are varied. Most sites support the maintenance of pre-existing social networks, but others help strangers connect based on shared interests, political views, or activities. Krishnamurti (2008) study found that social network site comes with benefits where social distance between one people with the other would decrease. It means people would easily connect each other and share information. At the end it could improve a better social capital which creates benefit.

Social network sites have definition as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site. (Boyd & Ellison, 2007)

4.1.2 The Characteristic of Social Network Site

The most distinctive matter on social network site is the relation or the network. Social network site allow individual to meet stranger then become friends based on the commonalities of hobbies, politics, race, and so on. At some communities, these groups of stranger even could meet offline together. In Indonesia, this offline meeting usually called as *kopi darat*. This behavior started

around 1997 where the media is in the early form of social network site called as internet chat using java applet or mirc. (Hedwigus, 2008; Suhadinet, 2008)

Thus, the function of social network site is not only to gather strangers, but also to become the media of people to communicate with their relations and extend their network. Haytomthwaite (2005) research discovers the unique about social network sites is not only that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks. . This can result in connections between individuals that would not otherwise be made, but that is often not the goal, and these meetings are frequently between "latent ties" who share some offline connection.

On many of the large social network site, participants are not necessarily "networking" or looking to meet new people; instead, they are primarily communicating with people who are already a part of their extended social network. Haytomthwaite research also supported by Lampe, Ellison, and Steinfield (2006) where they found that Facebook (one of example of social network site) users engage in "searching" for people with whom they have an offline connection more than they "browse" for complete strangers to meet.

In that case obviously, social network site becomes embedded with the user life. Choi (2006) study found that 85% of that study's respondents "listed the maintenance and reinforcement of pre-existing social networks as their main motive for Cyworld use". Likewise, Boyd (2008) research argues that MySpace and Facebook enable U.S. youth to socialize with their friends even when they are unable to gather in unmediated situations.

4.1.3 Social Network History

The first social network site launched in 1997. SixDegrees.com allowed users to create profiles, list their Friends and, beginning in 1998, surf the Friends lists. SixDegrees promoted itself as a tool to help people connect with and send messages to others. While SixDegrees attracted millions of users, it failed to become a sustainable business and, in 2000, the service closed. From 1997 to 2001, a number of community tools began supporting various combinations of profiles and publicly articulated Friends. AsianAvenue, BlackPlanet, and MiGente

allowed users to create personal, professional, and dating profiles—users could identify Friends on their personal profiles without seeking approval for those connections. Likewise, shortly after its launch in 1999, LiveJournal listed one-directional connections on user pages. The next wave of social network site began when Ryze.com was launched in 2001 to help people leverage their business networks. Friendster launched in 2002 as a social complement to Ryze, where Friendster was designed to help friends-of-friends meet, based on the assumption that friends-of-friends would make better romantic partners than would strangers. MySpace was begun in 2003 to compete with sites like Friendster, Xanga, and AsianAvenue. (Boyd & Ellison, 2007)

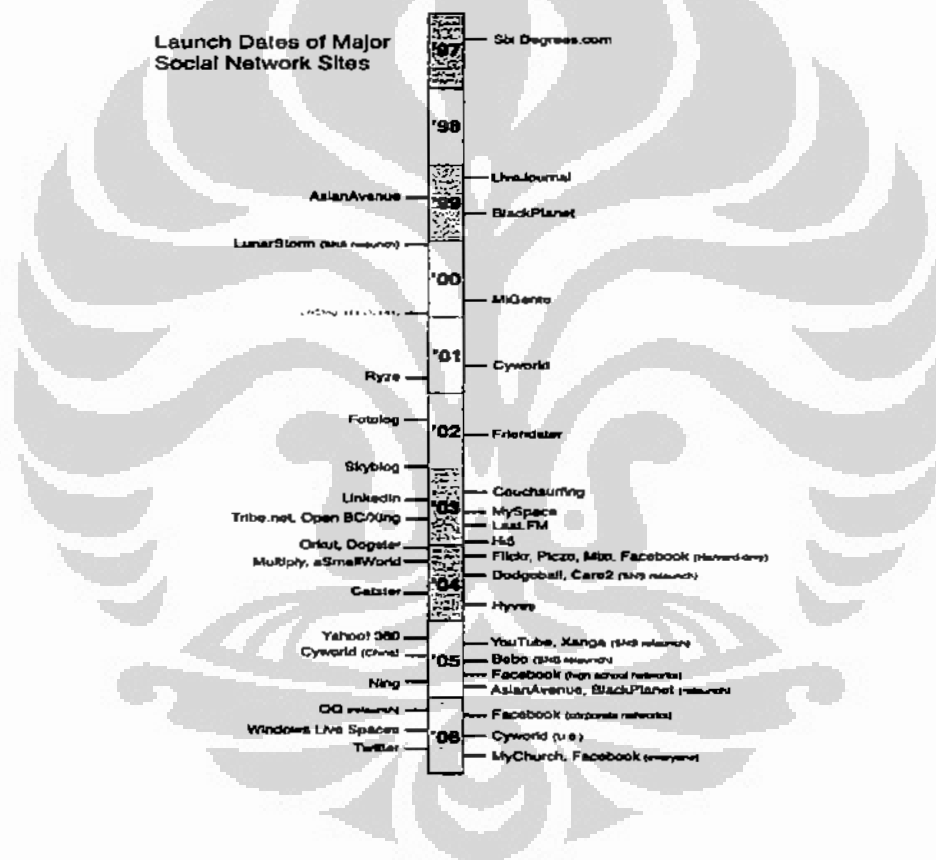


Figure 4.1 Social Network Site Timeline

Source: Boyd, d. m., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), article 11. Available at http://jcmc.indiana.edu/vol13/issue1/boyd_ellison.html#authors accessed on 8 January 2008

While most social network site focus on growing broadly and exponentially, others explicitly seek narrower audiences. Some, like aSmallWorld

and BeautifulPeople, intentionally restrict access to appear selective and elite. Others—activity-centered sites like Couchsurfing, identity-driven sites like BlackPlanet, and affiliation-focused sites like MyChurch—are limited by their target demographic and thus tend to be smaller. Finally, anyone who wishes to create a niche social network site can do so on Ning, a platform and hosting service that encourages users to create their own social network site. (Boyd and Ellison, 2007)

The rise of social network site indicates a shift in the organization of online communities. While websites dedicated to communities of interest still exist and prosper, social network site are primarily organized around people, not interests. Early public online communities such as Usenet and public discussion forums were structured by topics or according to topical hierarchies, but social network sites are structured as personal (or "egocentric") networks, with the individual at the center of their own community. The introduction of social network site features has introduced a new organizational framework for online communities, and with it, a vibrant new research context. (Boyd and Ellison, 2007)

4.1.4 Social Network Site: Multiply.com

Multiply is the one of social network site for interacting and sharing information with user personal network of contacts. It provides easy way to share digital media, photos, blogs, videos, music, and much more. All in one convenient place: the user personal website. The personal website on multiply available in <http://username.multiply.com>; where it is easy to remember, catchy, and more personal. In multiply, user could do the following activities: (1) Post digital photos, videos, music, (2) Publish their own blog, (3) Schedule events and parties in their social calendar, (4) Share movie or restaurant reviews.



Figure 4.2 Multiply Website

Source: Available at <http://www.multiply.com> accessed on 9 January 2009

Multiply also keeps track of who knows whom in user social network. This means the system would automatically notify others when user put a new photo album, video, or anything else on multiply. The Multiply Inbox also lets users know when someone in their network is sharing something new, and when new comments have been added to posts in their network. There is no need to send big, annoying e-mails notifying people every time user put something on their site, and nobody has to remember to constantly check each others' sites to make sure they haven't missed something.

When user updates blog or upload photos or videos on other sites, a few people may notice, but that's about it. Each time user adds something on Multiply, the system creates a thread on the Multiply Inbox and give access to the entire people user choose. This makes it easy for user friends and family to give you feedback and it turns your content into fun and lively discussions.

4.1.5 Social Network and Business

Social network site is one of the outcomes of technology development in this virtual world. It acts as media where somebody can attempt their existence

through customization on their personal pages and also connects with other person all around the world. Thus, several small medium large enterprises use this media as their online shop because of several benefits. Unlike the regular website, social network site has a *powerful network system* that could be seeing as a niche market or potential market. (Informant A interview, Dec 30, 2008). This powerful characteristic of social network also invites the middle large business (offline or in general website) to create their account or website in social network site (example like foodism bistro, ouval research, and others). For them, creating website in social network site is not intended to sell something and the selling itself is more to advertise the product. (Informant B, interview, 27 Dec, 2008)

The benefit not only comes to the seller, but also to the buyer whom obtains benefit from online shop. According to the 2006 State of Retailing Online report from Shop.org and Forrester Research, here are seven reasons it makes sense to shop online : (1) Lower price. Online shopping can reduce overhead costs in a variety of ways, which can translate to lower prices to consumers. (2) More savings with online coupons. Better discount offers and sales online rather than traditional shop. (3) Research capabilities. The internet allows customer to easily compare products and prices. (4) Increase selection. Warehousing logistics can be much simpler for an online retailer, and many of the online superstores have a staggering inventory to choose from. (5) Convenience. Online store allows customer to shop 24 hours a day, 7 days a week. So they can shop at leisure, regardless of time zone. (6) Saves time. So much of the vast variety of products and product information is easily searchable. Plus, there is no traveling, parking, and walking involved. (7) Environmental benefit. Shopping online leads to reduced fuel consumption and air pollution. (news.baluart.net, 2007)

Online shopping in social network has a unique relationship between seller and buyer. Although professionalism is a must, but personalized marketing also become the common relationship between seller and buyer. It is because each one and other members share the same network; they share the same friends; they might know each other personal identity, and so on. (B, interview, 27 Dec, 2008) This situation has similarities about creating a long term relationship and building loyalty and retention from the customer. Company can create a strong bond with

customer by individualizing and personalizing relationships. This called as personalizing marketing, where companies turn their customers into clients. This marketing is applicable in social network online shop because of the network characteristic also. (Koetler et al, 1999)

4.1.6 Social Network Online Shop Site: Valere La Pena History

Valere La Pena is an online boutique started by two sisters (Lilian and Silvia) and their friend (Sherry) at the end of December 2006. Their online business focus on women fashion like shoes and accessories, but at the end specializes on apparel. It started from the sisters' hobbies which are shopping while they were traveling. "Usually when we go abroad we buy so many clothes which sometimes many of them ended in our closet. Some of our friend see it and become interested. They buy it. That's how it started" said Silvia, one of Valere La Pena's owners. Nowadays, their retailed apparel is come from Thailand, Hongkong, China, and also from Indonesia.



Figure 4.3 Valere La Pena Website on Multiply

Source: Available at <http://valere2.multiply.com> accessed on 9 January 2009

The owners choose open their business in e-commerce because they assume that there is a potential market there. It is a shop where anybody can go 24 hours / 7 days and at anytime using their laptop, PDA or blackberry devices. There are no geographical and time boundaries. At first, they prefer a social network site as their online shop. "We choose multiply because several things. First, social network site is a community base. We know that there is a specific market there with needs. This kind of network in the e-commerce would help us to advertise and gain more trust because people not only could check our website but also check our contacts, even could communicates with our contacts to assure themselves about us. Personal experience is needed in social network online shop beside the professionalism, of course" explain Lilian. "Why multiply? Actually there is no special explanation for that, but maybe because its easy to learn the navigation and we can customize our website to focused on the pictures of our catalogs, not like wordpress or friendster" she add more.

Their assumption was proved. In the first year, they already reached their break even point. "We sell 100-150 pieces in a month with price started from Rp.50.000 up to Rp.225.000, and I think we might reach gross margin around Rp.150.000.000 in a year" said Lilian.

Valere La Pena means "something that matter", come from Italian language. "We want our product to help people feels more comfort and beautiful" said Silvia.

4.2 Descriptive Analysis

4.2.1 Respondent Identity

4.2.1.1 Respondent Gender

Table 4.1 Respondent Gender Frequency

		Sex			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	26	20.0	20.0	20.0
	female	104	80.0	80.0	100.0
	Total	130	100.0	100.0	

Table 4.1 for Respondent Gender Frequency illustrate that most of the respondent gender is female. It is confirmed that from the total of 130 respondents, there are 80% (104 people) are female gender and 20% (26 people) are male gender.

4.2.1.2 Respondent Age

Table 4.2 Respondent Age Frequency

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 years - 25 years	91	70.0	70.0	70.0
	26 years - 35 years	37	28.5	28.5	98.5
	36 years and above	2	1.5	1.5	100.0
	Total	130	100.0	100.0	

Table 4.2 for Respondent Age Frequency demonstrates that most of the respondent age is around 16 years until 25 years. It is confirmed that from total of 130 respondents, there are 70% (91 persons) are in age 16 years to 25 years, 28,5% (37 persons) are in age 26 years to 35 years and only 1,5% (2 persons) are in age 36 years and above

4.2.1.3 Respondent Education

Table 4.3 Respondent Education Frequency

		Last Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	senior high school or equivalent	41	31.5	31.5	31.5
	bachelor degree or equivalent	81	62.3	62.3	93.8
	master degree or equivalent	8	6.2	6.2	100.0
	Total	130	100.0	100.0	

Table 4.3 for Respondent Education Frequency exhibit that the most frequent respondent's last education is having bachelor degree or equivalent. It is confirmed that from total of 130 respondents, there are 62,3% (81 persons) are in possession of bachelor degree or equivalent, 31,5% (41 persons) are senior high school or equivalent and only 6,2% (8 persons) are in possession of master degree or equivalent.

4.2.1.4 Respondent Occupation

Table 4.4 Respondent Occupation Frequency

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not working	41	31.5	31.5	31.5
	Housewife	11	8.5	8.5	40.0
	employee	48	36.9	36.9	76.9
	entrepreneur	28	21.5	21.5	98.5
	others	2	1.5	1.5	100.0
	Total	130	100.0	100.0	

Table 4.4 for Respondent Occupation Frequency exhibit that, the most frequent respondent's occupation is working as an employee. It is confirmed that from total of 130 respondents, there are 36.9% (48 persons) are working as an employee, 31.5% are not working, 21, 5% (28 persons) are an entrepreneur, 8, 5% are housewife, and 1.5% have another occupation.

4.2.1.5 Respondent Daily Average Monthly Expense

Table 4.5 Respondent Daily Average Monthly Expense Frequency

		Daily average expenses			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under one million rupiahs	38	29.2	29.2	29.2
	Rp.1.000.000 to Rp..3.000.000	58	44.6	44.6	73.8
	Rp.3.000.001 to Rp.7.000.000	27	20.8	20.8	94.6
	Rp.7.000.001 to Rp.15.000.000	6	4.6	4.6	99.2
	above 15 million rupiahs	1	.8	.8	100.0
	Total	130	100.0	100.0	

Table 4.5 for Respondent Daily Average Monthly Expense Frequency shows an indication that the most frequent respondent's average expenses amount in a month is Rp.1000.000 to Rp.3.000.000. It is confirmed that from total of 130 respondents, there are 44,6% (58 people) spend Rp.1.000.000 to Rp.3.000.000 in a month, 29,2% (38 people) spend under one million rupiahs, 20,8% (27 people) spend Rp.3.000.001 to Rp.7.000.000 rupiahs, 4,6% (6 people) spend RP.7.000.001 to Rp.15.000.000 rupiahs and only 0.8% (1 people) spend above 15 million rupiahs.

4.2.1.6 Respondent Daily Average Monthly Expense for Online Shop

Table 4.6 Respondent Daily Average Monthly Expense for Online Shop

Daily average expenses for monthly online shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid under Rp.100.000	38	29.2	29.2	29.2
Rp.100.001 to Rp.500.000	78	60.0	60.0	89.2
Rp.500.001 to Rp.1.000.000	11	8.5	8.5	97.7
Rp.1.000.001 to Rp.5.000.000	3	2.3	2.3	100.0
Total	130	100.0	100.0	

Table 4.6 for Respondent Daily Average Monthly Expense for Online Shop frequency shows confirmation that the most frequent respondent's average expenses for online shopping amount in a month is Rp.100.001 to Rp500.000. It is confirmed that from total of 130 respondents, there are 60% (78 people) spend Rp.100.001 to Rp.500.000, 29, 2% (28 people) spend under Rp.100.000, and only percentage of 8, 5% (11 people) and 2, 3% (3 people) spend their revenue at Rp500.001 to Rp.1.000.000 and Rp.1.000.000 to Rp.5.000.000.

4.2.1.7 Respondent Most Recent Goods Bought by Online Shop

Table 4.7 Respondent Most Recent Goods Bought By Online Shop

Most recent goods bought by online shop

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid clothes and or accessories	55	42.3	42.3	42.3
books and or music	27	20.8	20.8	63.1
body care and or cosmetics	7	5.4	5.4	68.5
children and baby needs	12	9.2	9.2	77.7
others	29	22.3	22.3	100.0
Total	130	100.0	100.0	

Table 4.7 for Respondent Most Recent Goods Bought by Online Shop frequency shows confirmation that the most frequent respondent's bought by online shop is clothes and or accessories. It is confirmed that from total of 130 respondents, there are 42, 3% (55%) bought clothes and accessories, 20, 8% (27 people) bought books and or music, 9, 2% (12 people) bought children and baby needs, and only 5, 4% (7 people) bought body care and or cosmetics. The rest 22, 3% (29 people) can't define their choices.

In this analysis the result that the majority profile of respondent are : female, age between 16-25 years, have bachelor degree for their last education, working as an employee, have monthly expense between 1 million until 3 million rupiahs, have monthly expense on online shop between Rp.100.001 until Rp. 500.000, and usually they bought clothes and accessories.

4.2.2 Respondent Opinion towards Online Shop Valere La Pena (VLP)

4.2.2.1 Seals of Approval

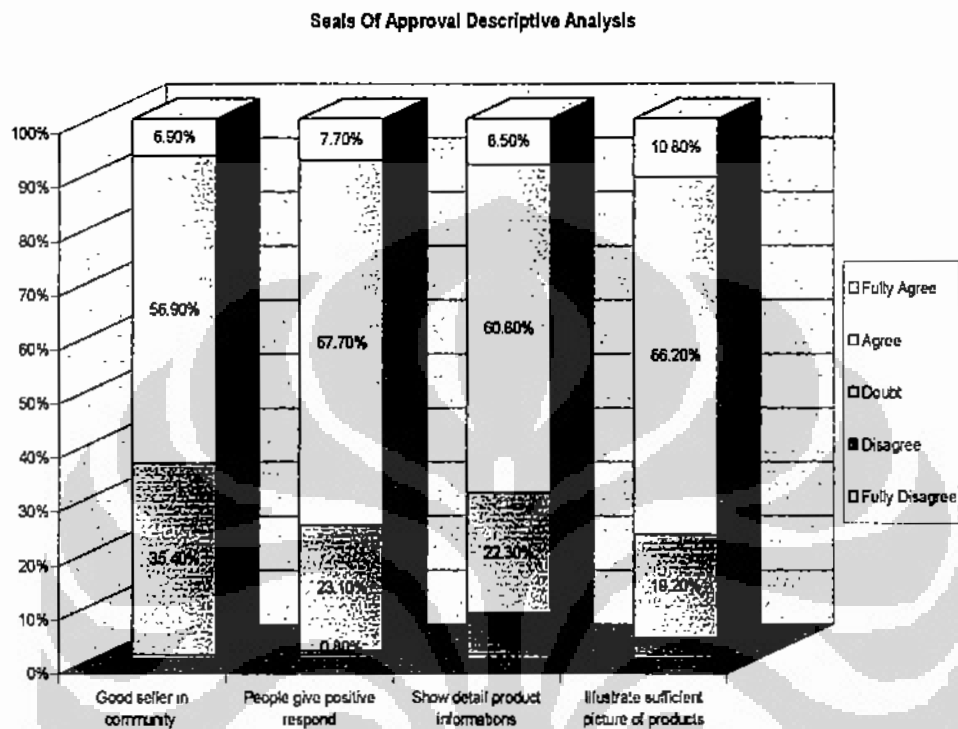


Figure 4.4 Seals of Approval Descriptive Figure

Most of respondent have a positive opinion toward Valere La Pena (VLP) seals of approval. From 130 respondents, there are 56, 9% (74 people) agree and 6, 9% fully agree that VLP is a good seller in community online shopping. There also 67, 7% (88 people) agree and 7, 7% (10 people) fully agree that people give positive respond to VLP. The positive opinion about VLP show detail product information also identifies by respondent through 60, 8% (79 people) agree opinion and 8.5% (11 people) fully agree opinion. The last one is the statement that VLP illustrate sufficient picture of the product which get an agree opinion from 86 people (66, 2%) and fully agree opinion from 14 people (10, 8%).

4.2.2.2 Navigation Function

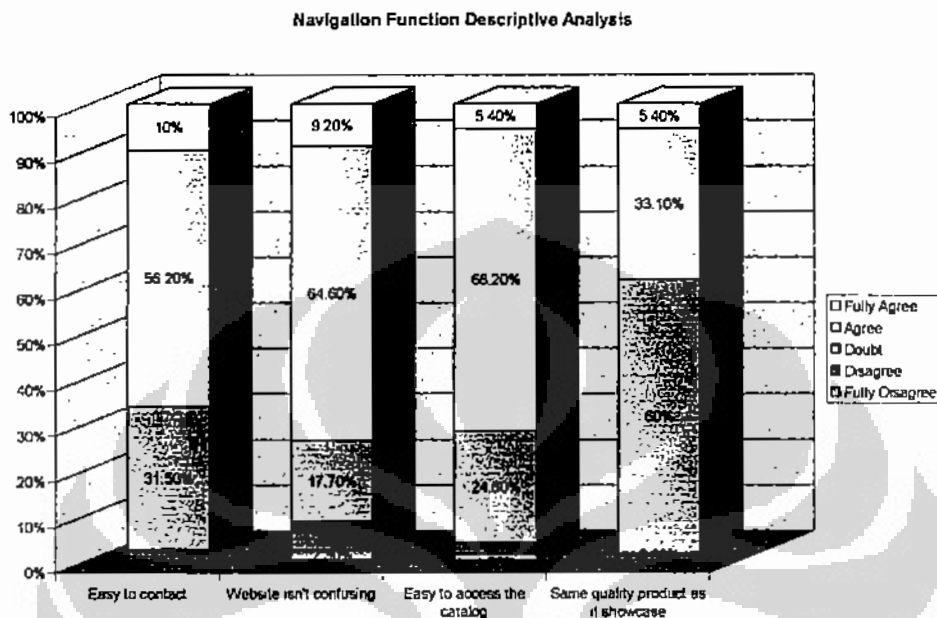


Figure 4.5 Navigation Function Descriptive Figure

Most of respondent have a positive opinion toward Valere La Pena (VLP) navigation function. From 130 respondents, there are 56, 2% (73 people) agree and 10% (13 people) fully agree that VLP is easily to contact. There also 64, 6% (84 people) agree and 9, 2% (12 people) fully agree that VLP website is not confusing. The positive opinion about VLP navigation function by statement where picture of VLP product are easy to access also identify by respondent through 66,2% (86 people) agree opinion and 5,4% (7 people) fully agree opinion. The last one is the statement that VLP provide product with the same quality as it showcase. Even though the most answer is doubt (60% or 78 people) but the answer is categorize as 'neutral answer'. The most second answer is the "agree" opinion where stated from 33, 1% (43 people) which enrich by fully agree opinion from 5, 4% (7 people).

5.2.2.3 Transaction Security

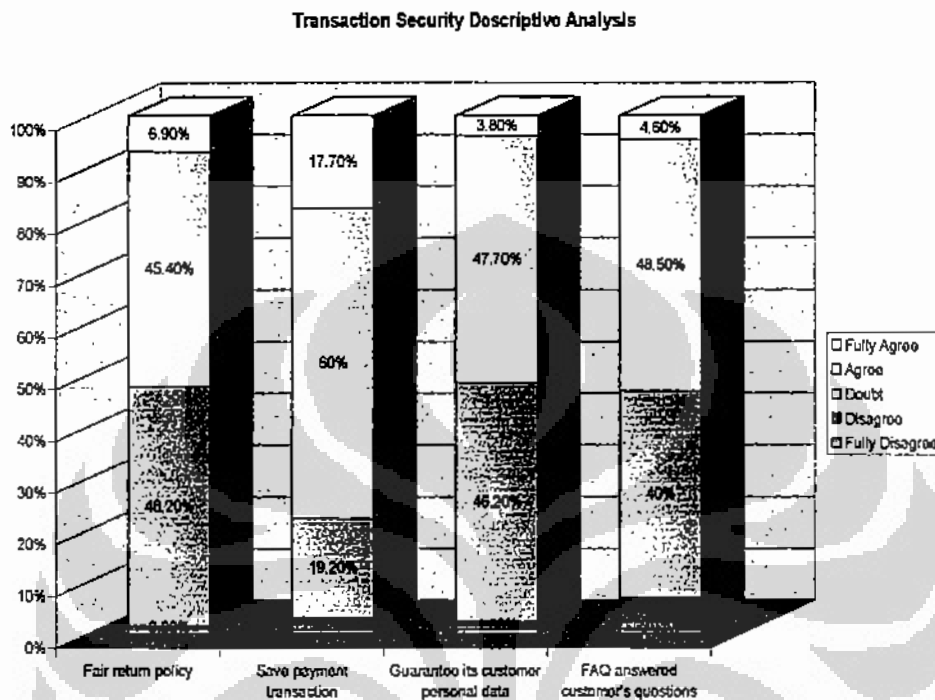


Figure 4.6 Transaction Security Descriptive Figure

Most of respondent have a positive opinion toward Valere La Pena (VLP) transaction security. From 130 respondents, there are 45, 4% (59 people) agree and 6, 9% (9 people) fully agree that VLP gives a fair return policy. It also has doubt opinion for 46, 2% (60 people) but doubt is considered as “neutral answer”. There are also 60% (78 people) agree and 17, 7% (23 people) fully agree that VLP payment is secure using bank transfer. The positive opinion about VLP guarantee its customer personal data also identify by respondent through 47, 7% (62 people) agree opinion and 3, 8% (5 people) fully agree opinion. The last one is the statement that VLP’s FAQ answered most of customer’s question which get an agree opinion from 63 people (48, 5%) and fully agree opinion from 6 people (4, 6%).

4.2.2.4 Website Trust

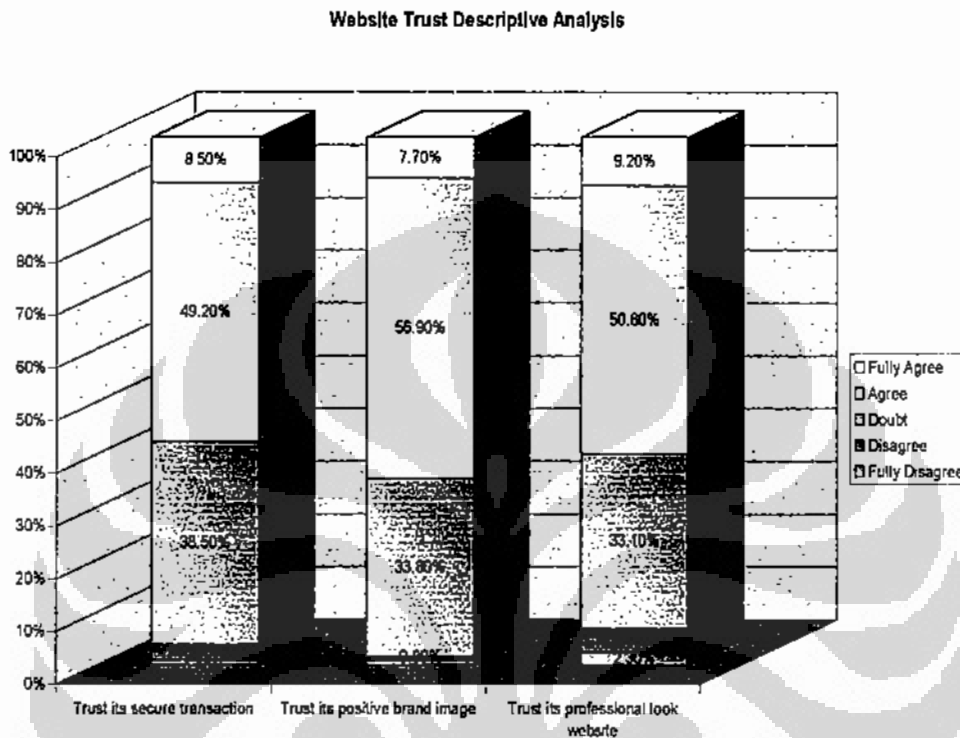


Figure 4.7 Website Trust Descriptive Figure

Most of respondent have a positive opinion toward Valere La Pena (VLP) website trust but remain that doubt opinion also range around 30% percent even though its categorize as 'neutral answer'. From 130 respondents, there are 49,2% (64 people) agree and 8,5% (11 people) fully agree with statement that they trust VLP for its secure transaction. The neutral answer or doubt becomes choice of 38,5% or 50 people. There also 56,9% (74 people) agree and 7,7% (10 people) fully agree with statement that they trust VLP for its positive brand. This statement have 33,8% (44 people) that choose doubt or neutral answer. The last one is the statement that they trust VLP for its website's professional look and get 50,8% (66 people) answer agree and 9,2% (12 people) answer fully agree.

5.2.2.5 Willingness to Buy

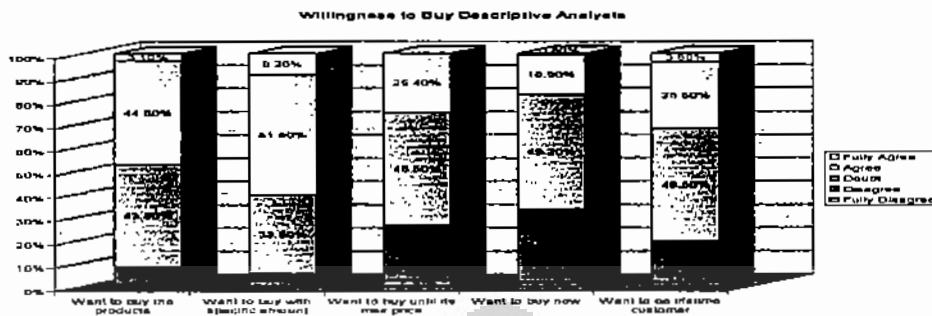


Figure 4.8 Willingness to Buy Descriptive Figure

There are 3 major answers for willingness to buy variable which contains of agree (positive answer), doubt (neutral answer) and disagree (negative answer). From 130 respondents, there are 44, 6% (58 people) that agree, 43, 8% (57 people) that doubt, and 7, 7% (10 people) that disagree if they want to buy the VLP product. Next, there are 51, 5% (67 people) agree, 33, 8% (44 people) doubt, and 9, 2% fully agree for statement that they want to buy VLP product in specific amount of price. This question have a very small disagree answer (5, 4% or 7 people) and none of them answer fully disagree.

The result of statement “I want to buy VLP product up to its maximum price” confirmed that 48,5% (63 people) choose doubt as their opinion, 25,4% (33 people) choose agree and 23,8% (31 people) choose disagree as their opinion. The fourth statement is “if the respondent wants to buy the VLP product now”, where most of respondents choose doubt (49, 2% or 64 people), disagree as second opinion (31, 5% or 41 people) and agree for their third opinion (16, 9% or 22 people). The last is statement “if the respondent want to be a lifetime VLP customer” where most of the answer is doubt (48, 5% or 63 people), the second one is agree (28, 5% or 37 people) and the third one is fully agree (3, 8% or 5 people).

4.3 Validity and Reliability Analysis

4.3.1. Validity and Reliability Test for Seals of Approval Variable

4.3.1.1 Validity Test of Seals of Approval Variable

Table 4.8 KMO and Bartlett's Test: Seals of Approval

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.756
Bartlett's Test of Sphericity	Approx. Chi-Square	98.618
	Df	6
	Sig.	.000

Table 4.8 proved that the value of measure of sampling adequacy is 0.756. Based on Hair and colleagues study (1998), the acceptable value for MSA factor analysis is 0.5. Whenever the factor is over that value, the analysis can be carried over. It means the validity of the variable is acceptable.

Table 4.9 Component Matrix: Seals Of Approval

Component Matrix ^a	
	Component
	1
SOA1	.791
SOA2	.876
SOA3	.953
SOA4	.920

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

The matrix component on table 4.9 stated that the amounts for all four indicators are above 0.5 which is 0.791, 0.876, 0.953 and 0.920. These indicate that the entire indicators can be carried over for further analysis (Malhotra, 2007).

4.3.1.2 Reliability Test of Seals of Approval Variable

Table 4.10 Cronbach's Alpha: Seal of Approval

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.906	.908	4

The reliability of the data is calculated based on the value of the Cronbach's Alpha. The data is reliable enough if the value is more than 0,7 (Burn & Bush, 1998). Table 4.10 show that the value of Cronbach alpha in this variable is 0,906 which means the variable is reliable because the figure is more than 0,7.

4.3.2. Validity and Reliability Test for Navigation Function Variable

4.3.2.1. Validity Test of Navigation Function Variable

Table 4.11 KMO and Bartlett's Test: Navigation Function

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.635
Bartlett's Test of Sphericity	Approx. Chi-Square	43.295
	Df	10
	Sig.	.000

Based on the KMO and Bartlett's test, table 4.11 proves that the value of measure of sampling adequacy is 0.635. Hair and colleague's (1998) stated that

the acceptable value for MSA factor analysis is 0.5. Whenever the factor is over that value, the analysis can be carried over. It means the validity of the variable is acceptable.

Table 4.12 Component Matrix: Navigation Function

Component Matrix^a

	Component
	1
NF1	.471
NF2	.804
NF3	.728
NF4	.848
NF5	.707

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Matrix component on table 4.12 shows the first run result amount for all five indicators. Mostly are above 0.5 except NF1 with value of 0.471. It means that the NF1 indicator must be excluded from the calculation and must be rerun. Below is the component matrix table after NF1 being exclude.

Table 4.13 Component Matrix: RE-RUN Navigation Function

Component Matrix^a

	Component
	1
NF2	.811
NF3	.751
NF4	.863
NF5	.709

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4.13 shows that each indicators have an increasingly value from the previous calculation. The values of all four remaining indicators are above 0.5

which is 0.811, 0.751, 0.863 and 0.709. These indicate that the entire indicators can be carried over for further analysis (Malhotra, 2007).

4.3.2.2. Reliability Test of Navigation Function Variable

Table 4.14 Cronbach Alpha: Navigation Function

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.792	.790	4

The reliability of the data is calculated based on the value of the Cronbach's Alpha. The data is reliable enough if the value is more than 0,7 (Burn & Bush, 1998). Table 4.14 shows that the value of Cronbach alpha in this variable is 0,792 which means the variable is reliable because the figure is more than 0,7.

4.3.3. Validity and Reliability Test for Transaction Security Variable

4.3.3.1 Validity Test of Transaction Security Variable

Table 4.15 KMO and Bartlett's Test: Transaction Security

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.690
Bartlett's Test of Sphericity	Approx. Chi-Square	26.001
	Df	6
	Sig.	.000

Based on the KMO and Bartlett's test, table 4.15 proves that the value of measure of sampling adequacy is 0.690. Hair and colleagues (1998) stated that the acceptable value for MSA factor analysis is 0.5. Whenever the factor is over that value, the analysis can be carried over. It means the validity of the variable is acceptable.

Table 4.16 Component Matrix : Transaction Security

Component Matrix^a

	Component	
	1	
TS1		.826
TS2		.838
TS3		.625
TS4		.677

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Matrix component on table 4.16 shows the amount for all four indicators are above 0.5 which is 0.826, 0.838, 0.625 and 0.677. These indicate that the entire indicators can be carried over for further analysis (Malhotra, 2007).

4.3.3.2 Reliability Test of Transaction Security Variable

Table 4.17 Cronbach's Alpha: Transaction Security

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.734	.729	4

The reliability of the data is calculated based on the value of the Cronbach's Alpha. The data is reliable enough if the value is more than 0,7 (Burn & Bush, 1998). Table 4.17 shows that the value of Cronbach alpha in this variable is 0,734 which means the variable is reliable because the figure is more than 0,7.

4.3.4. Validity and Reliability Test for Website Trust Variable

4.3.4.1 Validity Test of Website Trust Variable

Table 4.18 KMO and Bartlett's Test: Website Trust

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.657
Bartlett's Test of Sphericity	Approx. Chi-Square	27.307
	df	3
	Sig.	.000

Based on the KMO and Bartlett's test, table 4.18 proves that the value of measure of sampling adequacy is 0.657. Hair and colleagues (1998) stated that the acceptable value for MSA factor analysis is 0.5. Whenever the factor is over that value, the analysis can be carried over. It means the validity of the variable is acceptable.

Table 4.19 Component Matrix: Website Trust

	Component
	1
WT1	.833
WT2	.899
WT3	.792

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Matrix component on table 4.19 shows the amount for all three indicators are above 0.5 which is 0.833, 0.899 and 0.792. These indicate that the entire indicators can be carried over for further analysis (Malhotra, 2007).

4.3.4.2 Reliability Test of Website Trust Variable

Table 4.20 Cronbach's Alpha: Website Trust

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.786	.794	3

The reliability of the data is calculated based on the value of the Cronbach's Alpha. The data is reliable enough if the value is more than 0,7 (Burn & Bush, 1998). Table 4.20 show that the value of Cronbach alpha in this variable is 0,786 which means the variable is reliable because the figure is more than 0,7.s

4.3.5. Validity and Reliability Test for Willingness To Buy Variable

4.3.5.1 Validity Test of Willingness to Buy Variable

Table 4.21 KMO and Bartlett's Test: Willingness to Buy

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.613
Bartlett's Test of Sphericity	Approx. Chi-Square	49.180
	df	10
	Sig.	.000

Based on the KMO and Bartlett's test, table 4.21 proves that the value of measure of sampling adequacy is 0.613. Hair and colleagues (1998) stated that the

acceptable value for MSA factor analysis is 0.5. Whenever the factor is over that value, the analysis can be carried over. It means the validity of the variable is acceptable.

Table 4.22 Component Matrix: Willingness To Buy

Component Matrix ^a	
	Component
	1
WTB1	.716
WTB2	.693
WTB3	.738
WTB4	.785
WTB5	.768

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Matrix component on table 4.22 shows the amount for all four indicators are above 0.5 which is 0.716, 0.693, 0.738, 0.785 and 0.768. These indicate that the entire indicators can be carried over for further analysis (Malhotra, 2007).

4.3.5.2 Reliability Test of Willingness to Buy Variable

Table 4.23 Cronbach's Alpha: Willingness To Buy

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.792	.794	5

The reliability of the data is calculated based on the value of the Cronbach's Alpha. The data is reliable enough if the value is more than 0, 7 (Burn & Bush, 1998). Table 4.23 shows that the value of Cronbach alpha in this variable is 0,792 which means the variable is reliable because the figure is more than 0, 7.

4.4 Regression Analysis

4.4.1. Multiple Regression Test between Independent variables: Seals of Approval, Navigation Function, and Transaction Security and Dependent variable: Website Trust

Table 4.24 Model Summary: Antecedents Trust for Website Trust

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.607	.598	.63402433

a. Predictors: (Constant), SOA, NF, TS

The model summary on table 4.24 demonstrates the value of R square is 0.607. R square, also known as determination correlation, stated that 60.7% variance in website trust variable affected by seals of approval, navigation function, and transaction security variables.

Table 4.25 ANOVA: Antecedents Trust for Website Trust

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	78.350	3	26.117	64.969	.000 ^b
	Residual	50.650	126	.402		
	Total	129.000	129			

a. Predictors: (Constant), SOA, NF, TS

b. Dependent Variable: WT

Based from the ANOVA table or F test on table 4.25, the result explains that the value of F is 64.968 with level significance 0.000. This value is much

lower than the level maximum of 0.05, and the result of this regression model is considerably accepted.

Table 4.26 Coefficients: Antecedents Trust for Website Trust

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.004E-16	.056		.000	1.000
	SOA for WT	.290	.091	.290	3.207	.002
	NF for WT	.292	.086	.292	3.372	.001
	TS for WT	.281	.092	.281	3.059	.003

a. Dependent Variable: WT

Based on the result on table 4.26, the coefficients shows that their values are lower than the maximum level of significance, which is 0.05 or 5%. The Seals of approval variable is significantly affect the website trust, in amount of 0.002 which is lower than 0.05. The Navigation function variable also shows significant effect to website trust in amount of 0.001 which is lower than 0.05. The last variable is the Transaction security variable which has same significant effect to website trust in amount of 0.003, which is lower than 0.05.

The B value of seals of approval, 0,290 – stated that the additional change in seals of approval as much as 1 point would increase website trust with the value amount is 0,290. The next B value of navigation function, 0,292 – stated that the additional change in navigation function as much as 1 point would increase website trust with the value amount is 0,292. The last B value of transaction security, 0,281 – stated that the additional change in seals of approval as much as 1 point would increase website trust with the value amount is 0,281.

From the regression result above, the regression equation would be:

$$Y = 0.290X_1 + 0.292X_2 + 0.281X_3$$

Where:

- Y = Website trust
- X1 = Seals of Approval (SOA)
- X2 = Navigation Function (NF)
- X3 = Transaction Security (TS)

The hypothesis test result based on the analysis above is shown as follow;

Table 4.27 The Hypotheses Test Result (α) for 0.05 (H1, H2, H3)

Hypotheses	Statement	T-value	Signification	Result
H1	Seals of approval on website will positively affect website trust	3.207	0.002	Significantly approve
H2	Website navigation functionality will positively affect website trust	3.372	0.001	Significantly approve
H3	Transaction security on a website will positively affect website trust	3.059	0.003	Significantly approve

4.4.2. Simple Regression Test between Independent variables: Website Trust and Dependent variable: Willingness to buy

Table 4.28 Model Summary: Website Trust for Willingness to Buy

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.547 ^a	.299	.294	.84039455

a. Predictors: (Constant), WT

The model summary on table 4.28 demonstrates the value of R square is 0.299. R square, also known as determination correlation, stated that 29.9% variance in willingness to buy variable affected by website trust variable.

Table 4.29 ANOVA: Website Trust for Willingness to Buy

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.598	1	38.598	54.652	.000 ^b
	Residual	90.402	128	.706		
	Total	129.000	129			

a. Predictors: (Constant), WT

b. Dependent Variable: WTB

Based from the ANOVA table or F test, table 4.29 shows that the value of F is 54.652 with level significance 0.000. This value is much lower than the level maximum of 0.05, which means that the willingness to buy significantly affected by the website trust.

Table 4.30 Coefficients: Website Trust for Willingness to Buy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.462E-16	.074		.000	1.000
	WT to WTB	.547	.074	.547	7.393	.000

a. Dependent Variable: WTB

The B value of website trusts is 0.547 – stated that the additional change in website trust as much as 1 point would increase willingness to buy with the value amount is 0.547.

From the regression result above the regression equation would be:

$$Y = 0.547X_1$$

Where:

Y = Willingness to buy

X₁ = Website trust

The hypothesis test result based on the analysis above is shown as follow;

Table 4.31 The Hypotheses Test Result (α) for 0.05 (H4)

Hypotheses	Statement	T-value	Signification	Result
H4	The higher the website gaining trust, the higher the opportunity of customer willing to buy or purchase the product	7.393	0.000	Significantly approve

Based on the regression result, both regression model have R square value more than 0.7 and signification value less than 0.05 (5%) which means both models are accepted.

4.5 Prior Research Comparison and Factual Data

As discussed earlier, all three antecedents (seals of approval, navigation function, and transaction security) are significant enough to have an effect in building website trust. It all showed significant values, which below the 0.05 (0.002, 0.001, and 0.003). Also, the result shows that 60.7% variance in website trust variable could be explain by seals of approval, navigation function, and transaction security variables. This research also found that website trust has a significant effect with willingness to buy (online) in amount of 0.000, and the R square value of 29,9% explain that variance in "willingness to buy" variable could be explain by website trust variable.

The following section will review this research finding compared to previous one. At first, the finding of antecedent seals of approval has a significant effect to develop website trust. This is confirmed by the quantitative data, the regression test, and also, the interview that has been conducted. Here is the quotation from informant A that answered the question about her opinion towards the approval such testimonial and others seals of approval;

"It's so important! The more a seller can give, more trust could gain. From those examples, we could know if the seller is truthful or not"

(Quoted from informant A)

Seals of approval seem quite important for gaining website trust. As informant A emphasized that there some bold distinguished about buying online and offline. She said that if we want to buy something offline, the risk is lower because we can judge the product using all of our five senses; whereas if we buy online we just can assure our trust by visual sense. That's why more information and approval are needed and how that the website can give the information of its product is very helpful to build the customer's trust.

"Of course trust must be there; whether it's online or offline. But, at online shop we must convenience ourselves that we trust this website. It is because at offline

shop we can use all of our senses; but only visual sense that we can use if we do online shop”

(Quoted from informant A)

This finding also consistent from previously studies such in Yong research that stated that site properties (in this research it assume have the similarity meanings with seals of approval) have a significant effect to build trust. Yong research shows that site properties have 0.031 as the value of signification, where it has a value under 0.05 (5%).

Secondly, this research also believes that navigation function is positively related to website trust. This finding is also confirmed by the result of regression test. Even though in prior research it was called as *the antecedents and consequences of trust in online purchase decision*, the antecedent variable navigation function don't really have an effect in enhancing website trust because it has significant value of 0.193, where much higher than 0.05. Even that so, this research found that navigation function has a significant effect to website trust. This pictured on B interview where she said that help function is important for building trust.

“Trust also gains if we want to ask help to the seller or owner, it is easy to do. Example, the owner provides a phone number and name. But sometimes, some customer would gain more trust if the owner puts their photo at the web, just to assure that he or she is real and it is not a fraud website”

(Quoted from informant B)

Third, this research found that transaction security is also positively related to website trust. The regression test proved this assumption. The B informant also said that transactions security is important.

“Of course, transaction security such returns policy is important”

(Quoted from informant B)

This finding is supported by previous research. Sung-Joon Yong found that transaction security has an effect in enhancing website trust. It has significant value of 0.002 which means it's value is below 0.04 (5%). Wang research also found that security disclosure (in this research become an input for the transaction security) have significant effect with the website trust.

The last is the result that website trust could help to gain the willingness to purchase or buy. The regression test proved this assumption and the result also supported by Wang in his research – *Signaling the trustworthiness of small online retailers that website trust has a significant effect with online purchasing intention*. Thus, the qualitative data from interview sources also found that the interviewer support the findings. Informant A stated that trust is the reason of why the customer is coming back or brings other to purchase also.

“This is how people buy something. The need, is the goods suitable or not, s the seller helpful or not, buy, settled, which at the end crate returning cost. Definitely, trust is the reason why customers keeps coming back or bring others to buy also”

(Quoted from informant A)

This research also tries to gather more information about the cause of why people want to buy at online shop, excluding the trust. Informant A said that if she wants to purchase a product online, she would consider other causes such: what kind of product, the needs and wants of the product, the seller, and how they sell it. Below is the quotation:

“The first consideration if a person wants to purchase something is depends on the product, if they need it, if they want it, who is the seller, where to sell it, how to sell it. If the entire buyer satisfies with these causes, potentially they would buy it”

(Quoted from informant A)

Similar explanation also stated by informant B whereas she said that the needs and wants, the good customer service, and the price are the consideration if she wants to buy online or not.

“Except the trust, I would consider to buy the product online if I want the product, the seller is nice and responsive about my questions and so on, also the price of the product”

(Quotation from informant B)

As in short, the effect of antecedents to website trust and website trust to consequence (willingness to buy) from prior research are accepted exclude navigation function; where this research found that website trust have significant effect from antecedents of trust and to consequence.

4.6 Conclusion

The tests that conducted showed three parts of analysis. The first analysis is descriptive analysis. In this analysis we find that the majority profile of respondent are : female, age between 16-25 years, have bachelor degree for their last education, working as an employee, have monthly expense between 1 million until 3 million rupiahs, have monthly expense on online shop between Rp.100.001 until Rp. 500.000, and usually they bought clothes and accessories. The respondent said 'agree' for the majority answer for trust website, antecedents (seals of approval, navigation function, and transaction security), and consequence (willingness to buy).

The second one is validity and reliability test. All variable are having KMO and Bartlett's test also component matrix more than 0.5 means all variable are valid. Their conbach's alpha also has value more than 0.7 means all variable are reliable.

The last test is regression test. In this test there are two steps of regression step. The first one is to check the effect of antecedents (seals of approval, navigation function, and transaction security) to website trust. The second step is to check the effect of website trust to consequence (willingness to buy). Hence, both regression have R square value more than 0.7 and signification value less than 0.05 (5%) which means both regression models are accepted.

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Social network site is one of many outcomes of technology development in virtual world. Social network site also adapted as an online shop and trustworthiness becomes important variable based on community network system. Looking back at the objectives of this research, which are to understand how the effect between antecedences of building trust does and trust in online shopping website and to have information about the effect between trust in online shopping website and willingness to purchase, based on the survey that already conduct using questionnaire and interview, below are the findings:

1. This research found that antecedent *Seals of approval on website will positively affect website trust* is proven because the seals of approval variable having significant value as much as 0.002. Since the value is below 0.05, it means the hypothesis is significantly approved.
2. Hypothesis *Website navigation functionality will positively affect website trust* is proven because website navigation having values as much as 0.001. Since the significant value is below 0.05, it means the hypothesis is significantly approved.
3. Hypothesis *Transaction security on a website will positively affect website trust* is proven whereas transaction security having values as much as 0.003. Since the significant value is below 0.05, it means the hypothesis is significantly approved.
4. The hypothesis which stated that *the higher the website gaining the trust, the higher the opportunity of customer willing to buy or purchase the product* also proven. The significant value of this variable is 0.000. Since the value is below 0.05, it means the hypothesis is significantly approved.

5.2 Suggestions

This research concluded several suggestions based on the findings of the research to the Valere La Pena, as small online shop in social network site, and to further research.

5.2.1. Managerial Suggestion

Trustworthiness is very important for an online shopping business. The reason is because consumer has a little experience and visual knowledge about the product physically. They also perceive that purchasing online is a risky behavior. If the online shopping business has not has the integrity nor gained trust, consumer would not consider to buy the product, even to go to their website

There are three antecedents suggested for small medium enterprise to gain website trust. The first one is seals of approval. Seals of approval could be assume as a symbolic seals that use by the seller to communicate to the buyer that their website is secure and has integrity. It is because the customer could not evaluate the online shop integrity by themselves, so they need approval from neutral third party. The example is like a good testimonial from consumer that already purchase at the website.

The second one is navigation function. Navigation function could be interpreted as a structure of the website which intends to help shopper find information that they needed. The seller must create user friendly navigation for their website, because if they are not, the customer will not understand easily about how to use the website and will hardly find what they want. This surely would drive them to move to another seller.

The last one is transaction security. Transaction security could be understood as a capacity of a system to reduce fraud and protect the user from the theft of their payment and personal information. The consumer must be convinced that their payment and the product are safely delivered.

5.2.2 Further Research Suggestion

Similar with the other studies, this research met several limitations that occur in the field. Those limitations are:

1. *Sampling method of the research.* Based on the theory and analysis that already conducted, the result should be better if the sampling characteristic is using people that who not only visit the object because of the research, but already experience to shop at there. However this research could not met such criteria for the sampling because the online shop owner (Valere La Pena) must protect their customer's personal information.
2. *Enrich the conceptual framework.* This research conceptual framework is a simplification model of antecedent of trust, website trust, and willingness to buy. However several variables that assume to have effect in this framework were met in the field. This research suggest to create *personal information about the buyer* variable, such : how does he/she respond to customer questions, how does the customer feel that he/she are not doing fraud, and others. This suggestion is based on the findings that the personal relationship between seller and customer is important in small online shop at social network site.

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**APPENDIX 1 :
VALERE LA PENA WEBSITE**



Valere La Pena : Welcome Page

valere-fashion.com

Home Blog Photo Calendar Reviews Links

Valere La Pena

Best viewed with Mozilla Firefox browser (Resolution 1024 x 768)

For BETTER SERVICE... We also have
www.valere-fashion.com ... hAppY SHOppING
!!!

FULL OF NEW ARRIVALS!!! FROM BANGKOK, HONGKONG & SINGAP

Valere La Pena : Contact Person

yang keren. As simple as that! Atau kalau kamu twisp gak pisa, kalo gak nyentuh barang aslinya duu, kamu bisa datang ke damis!! kami akan event-event dimano kami berpartisipasi. Asiknya lagi, buat kamu bisa mendapatkan berbagai 'diskon-diskon' khusus di sini. Plus, kami akan mengadakan berbagai program setiap saat yang bikin kamu merasa gak rugi shopping di sini. Makanya, kunjungilah kami butik kami supaya kamu gak ketinggalan produk-produk dan program-program terbaru kami. See you all in the Net and have fun!

Be Gorgeous... Be Special....
Untuk cara pemesanan bisa ditanyakan

Contacts

Email us at	valerelapena@yahoo.com
Or add us / YM	spency_chuchu@yahoo.com
Or just call us at	0813 11223301 / 0813 10530789 / 021-30112093

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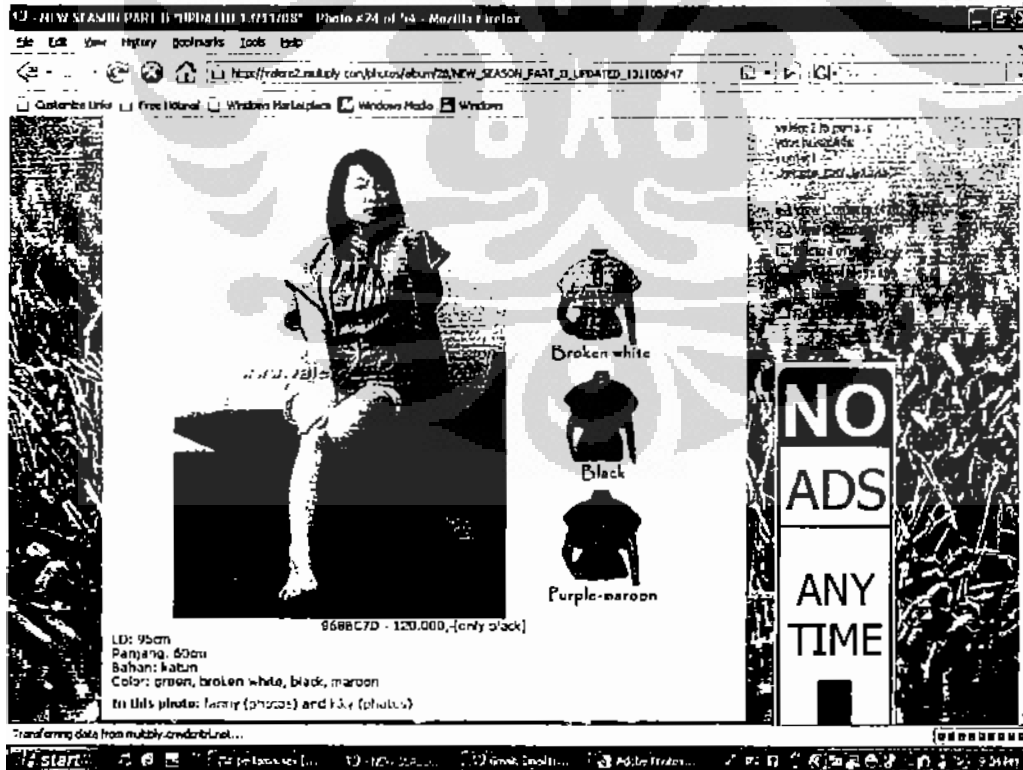
Join Now!

Powered by groups.yahoo.com

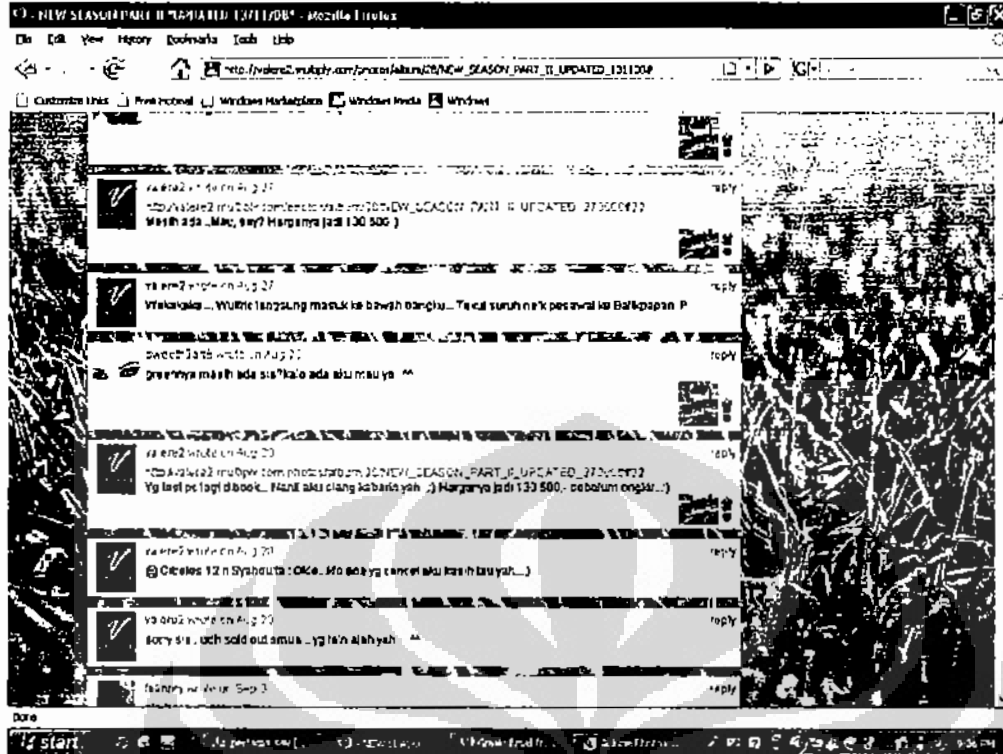
Valere La Pena : Product Catalogue



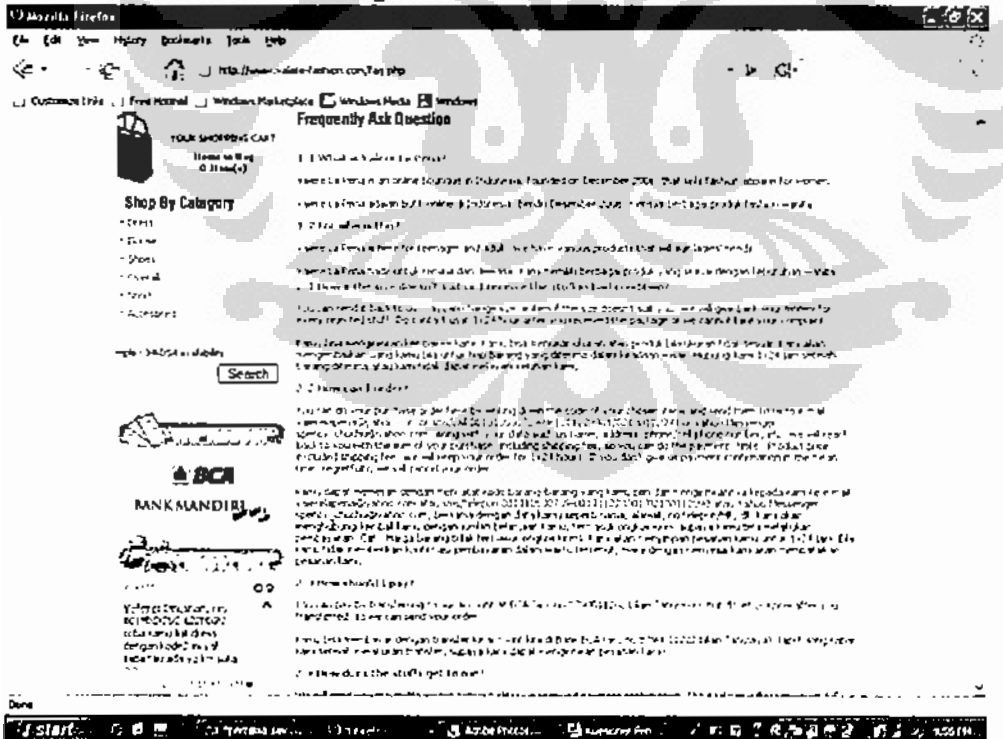
Valere La Pena : Detailed Information of The Products



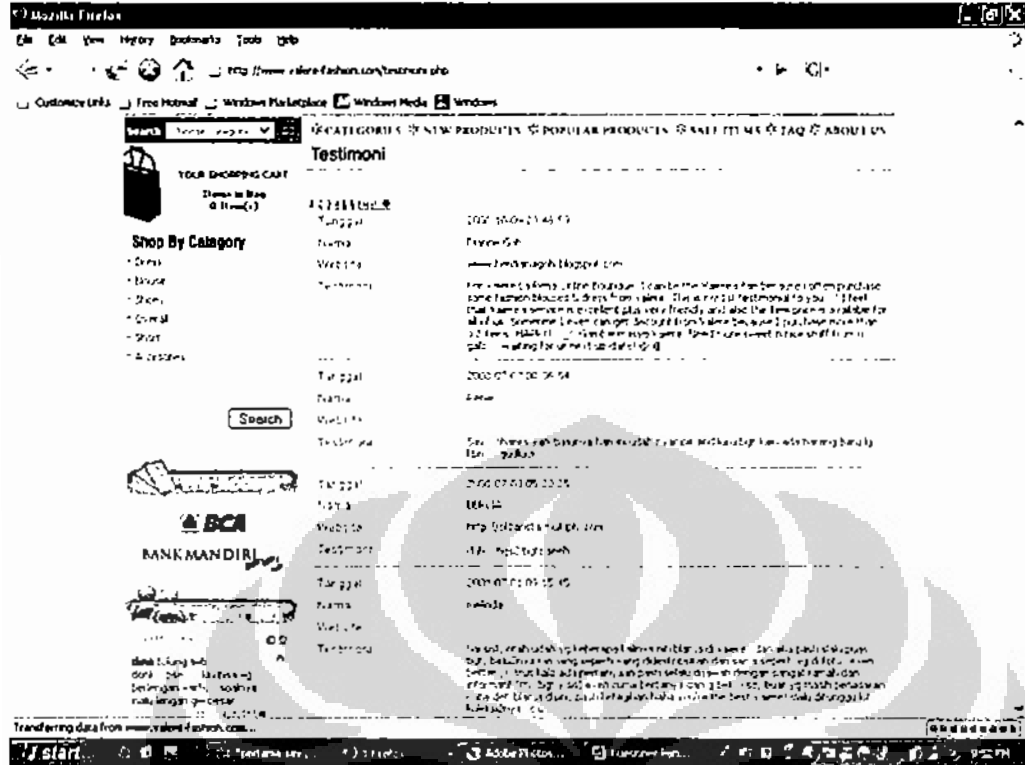
Valere La Pena communicate with their consumers



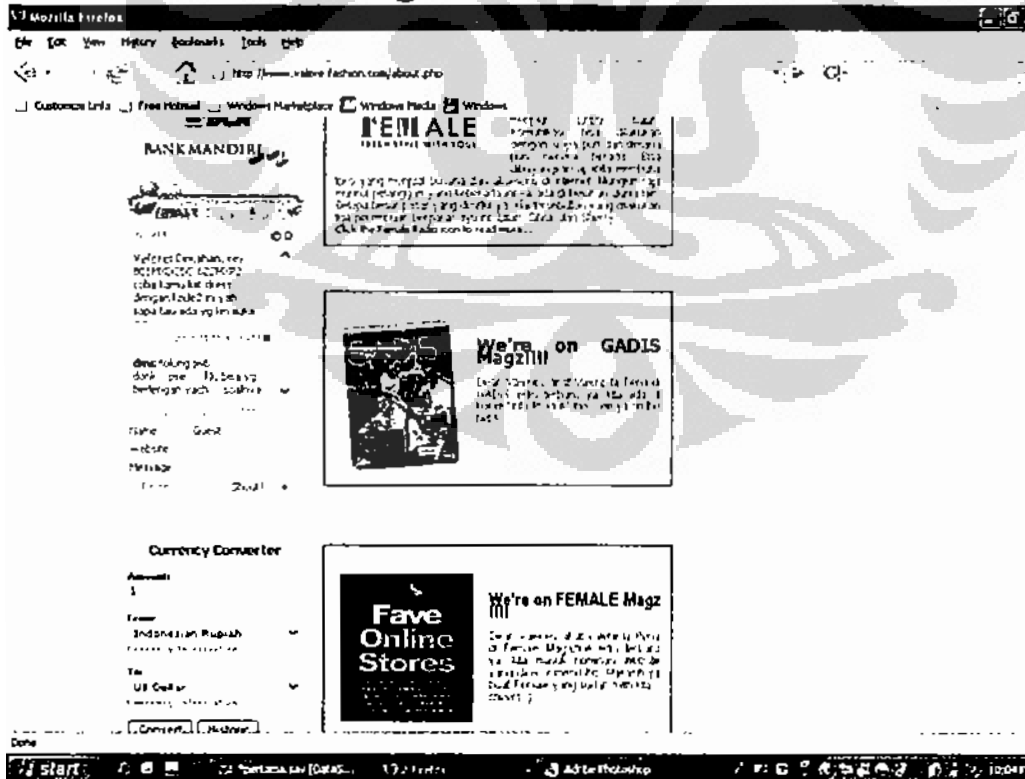
Valere La Pena : FAQ



Valere La Pena : Testimonial



Valere La Pena in Magazines





**APPENDIX 2 :
QUESTIONNAIRE**

NO KUESIONER :

Kepada responden yang terhormat,

Perkenalkan nama saya Lana Mutisari, mahasiswa MM-MBA UI yang sedang menulis thesis sebagai salah satu prasyarat dalam kelulusan studi yang sedang saya ambil. Saya sangat mengharapkan bantuan Anda dengan mengisi kuesioner di bawah ini dan mengembalikannya kepada saya melalui email di :lana.mutisari@gmail.com

Kuesioner ini terbagi dalam dua kategori. Kategori pertama adalah data Anda, sedangkan kategori kedua adalah persepsi Anda terhadap online shop Valere La Pena

Saya akan menjaga dan tidak menyebarkan data pribadi Anda.

Terima kasih sebelumnya,

- Lana Mutisari -

PETUNJUK PENGISIAN:

Online

- Arahkan kursor anda kepada kotak di depan pilihan jawaban anda
- **Klik kiri dua kali**
- Anda akan melihat tampilan kotak dengan judul "check box from field option"
- Lihat tulisan DEFAULT VALUE berwarna biru
- **Klik lingkaran dengan tulisan CHECKED** dibawah tulisan tersebut
- **Klik OK** dibagian bawah kotak
- Pilihan Anda sudah di checklist

Offline

- Centang box didepan pilihan anda

Dimohon hanya mengisi satu jawaban untuk masing-masing pernyataan.

1. Valere La Pena merupakan penjual yang baik (*good seller*) di komunitas Indonesia Online Shop

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

2. Respon positif adalah referensi yang diberikan customer Valere La Pena pada bagian testimonial

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

3. Valere La Pena menampilkan informasi produk yang lengkap (*detail*)

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

4. Valere La Pena menampilkan gambar produk di websitenya secara memadai

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

5. Link berupa kata kunci pada Valere La Pena memudahkan saya melakukan pencarian

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

6. Saya mudah untuk menghubungi Valere La Pena

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju

Sangat Tidak Setuju

7. Tampilan website Valere La Pena tidak membingungkan

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

8. Gambar produk pada Valere La Pena mudah untuk saya akses

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

9. Gambar produk pada Valere La Pena serupa dengan produk aslinya

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

10. Peraturan pengembalian barang (*return policy*) Valere La Pena adalah adil menurut pendapat saya

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

11. Transaksi pembayaran pada Valere La Pena relatif aman karena menggunakan transfer antar rekening bank

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

12. Valere La Pena menjaga kerahasiaan data pribadi pembelinya (*customer*)

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

13. Pertanyaan saya terjawab ketika saya membaca kumpulan pertanyaan-pertanyaan yang sering diajukan (*Frequent Asked Question / FAQ*) pada website Valere La Pena

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

14. Saya percaya pada Valere La Pena karena aman berbelanja di sana

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

15. Saya percaya pada Valere La Pena karena memiliki *brand image* yang positif

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

16. Saya percaya pada Valere La Pena karena tampilan websitenya terlihat profesional

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

17. Saya ingin membeli produk Valere La Pena

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

18. Saya akan membayar produk Valere La Pena yang saya inginkan dengan harga bersaing

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

19. Saya akan membayar produk Valere La Pena yang saya inginkan tanpa terkecuali

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

20. Saya ingin membeli produk Valere La Pena sekarang

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

21. Saya ingin menjadi pelanggan tetap Valere La Pena

- Sangat Setuju
- Setuju
- Ragu - Ragu
- Tidak Setuju
- Sangat Tidak Setuju

* * *

Terima kasih atas kesediaan anda yang telah meluangkan waktu untuk mengisi kuesioner ini. Mohon kembalikan kuesioner ini menggunakan *attachement* ke : lane.mutisari@gmail.com



APPENDIX 3 :
INTERVIEW TRANSCRIPTS

Time and place of interview:

Yahoo! messenger, 30 December 2008 at 13.00 – 14.30 WIB

Informant data

Name: Respondent A

Age: 24 years

Occupation: Employee, have online shop in multiply also

How long do you know multiply: December, 2006

How long or close do you know Valere la Pena: December, 2006

Framework of the questions:

1. In your opinion what are the differences between online shop in dot.com and online shop in social network such multiply?
2. What is your opinion about the importance of approval from others to an online website?
3. What is your opinion about transaction security from an online website?
4. How do you consider the usefulness of navigation function from an online website?
5. What is the most important factor for you to trust an online shop website in multiply?
6. What do you consider if you want to buy product from an online shop website, except trust? Is trust including in it?

The Interview:

Informant A: Bisa, return policy itu bisa bikin safe dua belah pihak, meski return policynya NO RETURN..yg lainnya juga gitu, klo trust menurut gue yg paling berpengaruh itu continuous response..

Researcher: apa tuh continuous response?

Informant A: respons penjual yang terus2an, ga ada blank spot..meski dia lg ga bisa proses, tapi ada infonya kalo dia lagi ga bisa proses order..

Informant A: jadi pembeli yakin bahwa si penjual itu ada, real//

Researcher: sebenarnya menurut elo trust itu bisa lebih mudah untuk di gainin gak kalo si online shop menggunakan social network website?

Informant A: kalo menurut gue di SNS lebih mudah

Researcher: penjelasannya gimana menurut elo?

Informant A: SNS itu kan public ya, siapapun bisa masuk, siapapun bisa komen, jadi kalo mo macem2 kemungkinannya lebih sedikit km lebih banyak mata yang ngawasin..

Informant A: kalo dot.com, orang2 ga otomatis terupdate dengan apa yg ada di web jadinya kalo si penjual mo macem2 bisa2 aja..

Researcher: oohh...yaya..

Researcher: trus ky, menurut elo kalo orang sudah percaya apa dia akan membeli produk tsb?

Researcher: Menurut elo apa alasannya?

Informant A: kalo di SNS, yg beli ada di network itu juga..pembeli jadi bisa saling diskusi, ga ada rahasia..

Informant A: ^^

Researcher: hehehe...terutama dengan adanya IOS,yah...jadi lebih terbantu..

Researcher: trus ky, menurut elo kalo orang sudah percaya apa dia akan membeli produk tsb?

Informant A: pertimbangan utama orang beli menurut gue tergantung si barang, apa emang diperlukan, diinginkan, baru naik ke tahan siapa penjualna, dMana ngjualna, gmana ngjualna..kalo itu smua udah terpuaskan menurut gue besar kmgknan si pembeli bakal beli..

Researcher: selain kebutuhan, service dan place...ada tambahan lain?

Researcher: kalo di online shop ketiga hal diatas yang udah elo sebutin juga ngaruh?

Informant A: yup

Researcher: gimana dengan kepercayaan... tanpa kepercayaan bisa gak orang mau beli via online shop? Mengingat risikonya tinggi kalo beli via online shop karena org harus transfer dulu baru nerima barangnya?

Researcher: gimana dengan kepercayaan... tanpa kepercayaan bisa gak orang mau beli via online shop? Mengingat resikonya tinggi kalo beli via online shop karena org harus transfer dulu baru nerima barangnya?

Informant A is using a different version of Yahoo! Messenger. Certain features may be unavailable.

Informant A: kepercayaan perlu..

Informant A: gini deh, biar gampang..dibikin alur aja.

Researcher: gimana alurnya?

Informant A: kebutuhan/keinginan - barang cocok/ngga - service penjual oke/ngga termasuk sistem,dsbna - IYA MEMBELI - settled - - - returning customer

Researcher: di alur elo tu,,kepercayaan terbentuk dimana? didalamnya atau bagaimana?

Informant A: di tahap service penjual oke/ngga termasuk sistem,dsbna

Researcher: ooh,jadi dimulai ketika si pembeli berinteraksi dengan penjualnya yah..

Informant A: yup..

Researcher: menurut elo ada gak sih tingkat kepercayaan yang dibutuhkan antara membeli secara online dan secara offline?

Researcher: Dari penjelasan elo kan begitu juga model pembelian secara offline...

Informant A: iya, kepercayaan pasti ada di online or offline, tapi kalo di online kesadaran untuk meyakinkan diri sendiri percaya akan satu penjual lebih tinggi dibandingin offline..

Informant A: soalnya kalo offline, semua indera bermain .kalo online terbatas..

Researcher: indera apa aja yang bisa diandelin kalo beli secara online? Trus...dengan resiko yang lebih besar dibanding offline...kenapa orang2 tetep ada aja yang beli secara online?

Informant A: kalo online cuman bisa pake indera penglihatan, pembantunya knowledge akan material produk dan imajinasi..

Informant A: faktor kemudahan yg paling besar bikin orang tetep beli online..

Informant A: low cost, save time..

Researcher: Okey...bener juga

Researcher: nah, sebagai penjual..apa pandangan elo mengenai customer? Apakah mereka hal paling penting dalam bisnis?

Informant A: pastinya, kan mereka yg bakal beli barang kita.

Researcher: Apa cara2 elo meng-keep your customer? Apakah elo membuat strategi2 tertentu ?

Informant A: strategi pasti, baik itu strategi produk, penjualan, maintaining relationship..

Informant A: tapi TRUST yg keep customer coming back or bring others supaya beli juga..

Researcher: okeehh

Researcher: segini dulu ya kyyy....thanks!

Researcher: Kalo ada yang kurang2 boleh dilanjutin yaahh...

Time and place of interview:

Yahoo! messenger, 27 December 2008 at 14.00 – 16.00 WIB

Informant data

Name: Respondent B

Age: 24 years

Occupation: Employee, have online shop in multiply also

How long do you know multiply: October, 2007

How long or close do you know Valere la Pena: Early 2008

Framework of the questions:

7. In your opinion what are the differences between online shop in dot.com and online shop in social network such multiply?
8. What is your opinion about the importance of approval from others to an online website?
9. What is your opinion about transaction security from an online website?
10. How do you consider the usefulness of navigation function from an online website?
11. What is the most important factor for you to trust an online shop website in multiply?
12. What do you consider if you want to buy product from an online shop website, except trust? Is trust included in it?

The Interview:

Researcher: hai

BUZZ!!!

informant B: yo

Researcher: siiip...

Researcher: gw langsung aja yah?

Researcher: oh, ya...sebelumnya...

informant B: iya

Researcher: berapa lama elo tau dan join multiply?

informant B: dari oktober 2007

informant B: jadi 1 tahun 2 bulan

Researcher: alesannya knapa join? Diajak temenkah?

informant B: iya diajak teman

informant B: dia dah lebih lama di mp

Researcher: kalo berapa lama atau seberapa dekat kenal valere la pena?

informant B: kenal dari mulai gabung ios, lupa ya kapan tepatnya

informant B: yah beberapa bulan ya di tahun 2008 lah

informant B: seberapa dekat sih ga begitu dekat juga

Researcher: okey,,,tapi berada dalam network yah...

informant B: yup

Researcher: Dek, menurut elo apa sih perbedaan antara toko real dengan online shop?

informant B: secara harfiah yah yang satu ada toko fisik yang satu maya

informant B: yang real produknya bisa dipegang, dirasakan, dicium, disentuh

informant B: yang satu lagi gak

informant B: hanya bisa dilihat dari foto itu juga subyektif

Researcher: jadi pengalaman fisik dengan produk yang ingin dibeli itu signifikan banget, yah?

informant B: yup

informant B: kecuali yang dijual adalah jasa ya

informant B: tapi lo membuat istilah toko

informant B: toko umumnya untuk produk

Researcher: jadi kalo jual jasa gak ngaruh antara offline dan online menurut elo?

informant B: signifikan karena itu yang ibarat subjeknya kan: pembeli-penjual-produk/jasa

informant B: kalau kayak jasa: travel agency ga ngaruh menurut gue

informant B: tapi itu lagi

informant B: kl jasanya juga menyangkut kebendaan: jasa penginapan, jasa rental mobil

informant B: lagi2 penting juga
informant B: tapi ini tergantung juga
informant B: misalnya gue di jkt, trus gue mo nginep di hotel kartika bali
informant B: yah aspek yang kasat mata jadi ga penting
informant B: masa gue jauh2 ke bali buat tahu itu hotel bagus apa gak
Researcher: hahahaha....bener juga
informant B: gue pada akhirnya mengandalkan foto yang ada di internet
Researcher: dan testimonial orang lain mungkin?
informant B: untuk beberapa orang itu mungkin penting
informant B: tapi menurut gue ga penting
informant B: maksudnya gini
Researcher: oh,ya? knapa tuh...
informant B: misalnya ada webnya hotel kartika plaza
informant B: trus di salah satu page ada page testimonial:
informant B: isinya: wow kartika bagus bla bla
informant B: gue ga nelen mentah2
Researcher: takut tipuan, maksudnya?
informant B: gue lebih milih untuk google dan search pendapat2 awam orang2 di forum atau blog pribadi mereka yang menceritakan pengalaman mereka di hotel kartika plaza
informant B: hal ini sering gue lakukan kl mo beli buku
informant B: bukan tipuan sih, tapi lebih tepatnya kl di dunia tv: ada proses pengeditan, apa yang ditampilkan sudah melalui proses edit
Researcher: ooh...supaya pesan yang disampaikan tepat menurut si pemberi pesan?
informant B: lebih ke berusaha memaknai kembali pesan yang ada
informant B: apa tuh ya istilah di komunikasi
informant B: hahaha lupa dah ah
informant B: intinya gitu
informant B: gue pengen lu berpikir sesuai apa yang gue pikirkan
informant B: gue pengen lu bertindak sesuai yang gue inginkan
Researcher: Hahahahahaha...provokatif? Nah, kalo menurut elo bedanya online shop dot com dengan online shop di social network kayak multiply apa,deh?
informant B: yang satu bayar yang satu gratisan
informant B: hahahahahahaha
Researcher: huahahahaha
informant B: yah kl yang dot com kesannya bermodal ya
informant B: tapi pada akhirnya
informant B: banyak yang dot com malah main ke fb, fs, dan mp
Researcher: lebih professional mungkin?
Researcher: oh ya?
Researcher: knapa tuh?
informant B: simple, karena itu website kan intinya social network
informant B: lebih mudah menjangar network, yang pada akhirnya mudah menjangar potential customer
informant B: sekarang toko2 real pada main ke social network kan
informant B: jangankan toko, presiden aja pake fb buat kampanye
informant B: dari obama ampe yusuf kalla
Researcher: hehehe...betul juga
Researcher: kalo toko,,elo ada contohnya gak?
Researcher: maksud gw yang main ke social network?
informant B: toko real?
Researcher: yup
informant B: itu foodism ke fb
informant B: distro kamar karma ke mp
Researcher: oohh...iya
informant B: trus distro apa gt ke fs
informant B: lupa gue
informant B: tapi mereka juga biasanya punya dot com
Researcher: jadi punya 2 gitu,yah?
Researcher: ngomong2...kekurangannya online shop itu kan si consumer gak punya experience terhadap produknya...

informant B: social network jadinya bukan dijadiin shop sih sebenarnya, lebih ke dijadikan media, kl dapat customer ibaratnya kecipratan aja
Researcher: tapi orang tetep aja beli2 di online shop...
Researcher: menurut elo knapa?
informant B: kl secara demografis mungkin bisa terlihat ya
informant B: rata2 orang jakarta
informant B: atau orang daerah yang pengen punya produk yang ga dijual di daerahnya
informant B: tapi lihat lagi umumnya,
informant B: orang tua kayak orang tua kita hampir2 jarang ada yang belanja online
Researcher: iya, bener...
informant B: temen gue ada kerjanya lihat online shop buku kayak kutukutubuku.com
informant B: tapi trus belinya di gramedia
informant B: hahahahaha
informant B: cowo gue yang kerja di gramedia juga byk yang dibilang customer kl mereka sering lihat buku di os, tapi akhirnya beli juga di gramedia
Researcher: ohh. knapa tuh?
informant B: soalnya ada sensasi memegang buku, ngerasain kertasnya
Researcher: hmmm... experience tadi
informant B: nyium aromanya: kertas import apa bukan (itu sih gue ya, hahahaha)
Researcher: ngomong2... kekurangannya online shop itu kan si consumer gak punya experience terhadap produknya... tapi ada aja yang tetep beli online...
informant B: yup kita belum ngebahas kelebihan
informant B: itu lagi: hemat waktu, hemat biaya, praktis
Researcher: yang lebih aneh lagi yang tokonya MAYA doang,, dan jualan produk yang... kayak baju yang gak ada ukuran...
informant B: kl orang jkt hemat waktu yah karena macet
informant B: hemat biaya yah itu macet makin ongkos, apalagi misalnya gue mo batik jogja 1 biji doang, masa gue jauh2 ke jogja
informant B: praktis, tinggal klak klik trus tuh barang nongol
Researcher: gimana dengan yang tadi elo bilang... sensasi memegang barang itu?
informant B: lama2 jadi ga penting
Researcher: karena masalah kepraktisan dan hemat tadi?
informant B: sama halnya kayak orang jaman dulu kl bikin dodol ga ngaduk 8 jam rasanya bukan bikin dodol
informant B: orang jaman sekarang mana ada yang mo ngaduk dodol 8 jam
informant B: ko jadi ngomongin dodol ya
Researcher: huahahahahaha... baru tau gw bikin dodol mesti ngaduk2 8 jam. loh dek
informant B: intinya yah gitu, manusia makin manja, makin malas
informant B: ada yang lebih praktis
informant B: hahahahaha kata temen gue, gue suka terjebak di sejarah bu
Researcher: hihihihhi...
informant B: balik lagi
informant B: dulu gue juga sebel belanja di os
informant B: suka ukuran salah
Researcher: nah... trus?
informant B: tapi lama2 kl gue disuruh pergi ke mangga dua
informant B: panas2an, macet2an
informant B: alamak jaaan
informant B: hgahahahahah
informant B: mending beli online
informant B: trus ada beberapa item yang kl dengan harga mal, lebih murah di os
informant B: tapi ada juga yang lebih mahal di os
Researcher: kayak apa?
informant B: tapi kl hitung2 sama ongkos jalan, makan, jatuhnya sama aja
Researcher: ooh... jadi mesti 'surfing' yah?
informant B: baju sih rata2, sama buku
informant B: buku paling berasa ya
Researcher: berasa gimana?
informant B: kan online shop bisa ngasi diskon sampai 15 %
informant B: os buku maksudnya

informant B: bisa kasih diskon sampai 15%
informant B: kl toko buku real kan paling apa sih
informant B: gamedia atau tga
informant B: tga tapi jarang
informant B: ada eureka punya erlangga
informant B: eh yang gue maksud buku lokal ya
informant B: bukan import
Researcher: oyayaya
Researcher: mereka jual dengan harga sama dengan gamed?
Researcher: sebelum diskon maksud gw?
informant B: gamedia tuh paling tinggi ngasi diskon paling 10% untuk penerbit bukan gpu, dan disko 20% untuk penerbit gpu... tapi itu juga kalau lo punya kenalan di gamedia atau lu langganan reguler sampai2 kepala toko kenal ama lo
informant B: kl di online shop bukunya yah harganya jauh lebih murah daripada gamedia
informant B: harganya lebih murah 10-15% dari gamedia
informant B: dan semua online shop buku selalu membandingkan harga mereka dengan gamedia
Researcher: setelah ongkirpun tetep masi lebi murah?
informant B: yup
informant B: apalagi beberapa os buku malah free ongkir kl lo beli minimum berapa ratus ribu
informant B: itu buku lokal
informant B: sekarang buku import
informant B: jauh lebih murah di amazon daripada lu ke aksara atau periplus
informant B: kecuali lo demen buku2 jepang kinokuniya
Researcher: plus ongkir?
informant B: itu lebih murah
informant B: yup plus ongkir
Researcher: amazon plus ongkir lebih murah daripada aksara?
informant B: yup
informant B: ga percaya kan
informant B: ahahahahaha
Researcher: wow...
informant B: temen2 gue juga byk yang ga percaya
informant B: tapi dah gue buktiin
Researcher: dhl aja brapa coba
informant B: asaaaaal
informant B: lo belinya sekaligus banyak
Researcher: ooohhh....
informant B: hei lu pikir amazon pake dhl?
informant B: hahahahaha gak kalee
Researcher: pake apa?
informant B: di amazon kan ada beberapa pilihan shipping
informant B: lo mo yang cepat atau lambat
informant B: pake pos
Researcher: buset,, pos indonesia emang nyampe?
informant B: kl di indonesia nya pas pos indonesia
informant B: nyampe
informant B: kan dia dari sananya kirim pake apa
informant B: trus dari sini yah pos indonesia
informant B: keluarga gue sering belanja amazon
informant B: temen2 gue sering nitip buku2 amazon ama gue
Researcher: hahahahaha...iyah...
informant B: biasanya paling kena admin dari pos indonesia rp.3000
Researcher: tapi kalo amazon kan udah terpercaya yah...kan banyak tuh masalah online shop banyak penipunya..
informant B: yup
Researcher: co gw aja beli apa tuh komputer-ish gitu ditipu...lumayan, hampir 1,5 jt..
informant B: lokal os?
Researcher: maksudnya onderdilnya komputer elektronik gitu...gak ngerti deh gw...
Researcher: iya, lokal

informant B: iya customer gue ada tuh yang kena tipu
informant B: pas belanja pertama kali ama gue, takut gt, akhirnya ngajak ketemuan
Researcher: nemu di kaskus...mereka kan suka bikin thread sendiri...kayak toko onlinenya si X...
informant B: yah udah kita ketemuan deh
informant B: oh iya bener
informant B: fjb ya
Researcher: tul
informant B: gue suka baca2 yang thread jasa
informant B: lucu2
Researcher: makanya...menurut elo...faktor "kepercayaan" kan sangat berperan yah untuk online shop...terutama yang...nyebutnya apa yah...small online shop gitu...
informant B: ho oh
informant B: circle of trust
Researcher: Apa yang jadi indikator buat elo...elo bsa bilang..."Gw percaya sama toko online ini"?
informant B: hmmm apa ya
informant B: hahahahaha
informant B: gue biasa belanja di suatu online shop yang emang ada produknya gue incer
informant B: sisanya gue percaya karma
informant B: hahaha aduh bego ya gue
informant B: apa ya
informant B: maksudnya itu gue terapin juga sama customer gue sih bu
Researcher: ampun deh elo Bali abis....pantesan hidup elo tenang...hhihihihi
informant B: gue percaya sama mereka, sama halnya mereka percaya ama gue
informant B: iyaaa temen gue ada yang ngamuk2 tahu ga bu
informant B: gara2 tuh ada orang belanja ama gue total 300ribu
informant B: trus dia bilang udah transfer
informant B: ya udah gue kirim
informant B: ternyata pas gue cek
informant B: dia belum transfer
informant B: hahahahahahha
Researcher: lulur 300ribu kan gisile abis dek...
informant B: gue sms ga dibales
Researcher: ampun deh elooooooooooooooooo
informant B: telpon ga bisa
informant B: gue dah dag dig dug
informant B: bukan akrena takut ilang 300ribu
informant B: takut dimarahin cowo ge
informant B:
Researcher: ghuahahahahahahahahha
Researcher: dasar
informant B: trus temen gue ampe marah: lu sih tolol, percaya aja
informant B: gue bilang: duh bu, tenang aja, gue percaya karma, paling nanti dia ada apa2
Researcher: kalo elo beli ke sebuah online shop...elo harus percaya dulu gak bu?
informant B: eh tahu ga bu, itu barang ga bisa dikirim, akhirnya retur ke gue, gara2 alamatnya ga ketemu
informant B: mungkin kl belanjaan gue banyak, ampe ratusan ribu
informant B: gue mesti percaya dulu ya
Researcher: huahahahaha...karma abis
informant B: tapi gue ga pernah belanja di os sampai lebih dari 100ribu sih ya bu
informant B: hahahahahah
Researcher: selain percaya...dan elo ngincer produknya...ada lagi gak?
Researcher: bahasa elo banget deh...ngincer
informant B: huaahahaha
Researcher: knapa gak pernah lebih dari 100rb?
informant B: oh pelayanan
informant B: (kebetulan aja ga pernah lebih dari 100ribu, eh tapi kayak mentok yah paling 150ribu lah)
Researcher: pelayanannya kenapa?
informant B: kakak gue tuh baru kl belanja online sakit bgt, bisa ampe 500ribu
informant B: hahahahah

informant B: kl pelayanannya ramah, enak diajak ngomong gue suka
informant B: kl masalah kecepatan ga penting bagi gue
informant B: yang penting orangnya ramah
Researcher: oohh,,ya ya ya...
informant B: kan ada tuh os2 yang dari ym aja kayaknya jutek ya
Researcher: kecepatan membalas pertanyaan elo apa kecepatan produknya dikirim?
informant B: dua2nya
informant B: menurut gue ga penting
informant B: gue ga pernah buru2 belanja gt
Researcher: oohhhh
Researcher: knapa?
informant B: kl lama ga jawab pertanyaan mungkin lagi sibuk
informant B: kl lama ga dikirim asal dikabarin ga masalah
informant B: gue mending sama os yang lama ga bisa ngirim tapi ngabarin
informant B: daripada yang cepet tapi ga ngabarin (padahal gue sendiri suka lupa ngabarin, hahahahaha)
Researcher: kl lama ga jawab pertanyaan mungkin lagi sibuk>> asumsi elo terbentuk kayak gini karena social network online shop atau apa?
informant B: karena lihat diri gue sendiri sih
informant B:
informant B: maksudnya gue tahu beberapa pemilik os di mp itu sambil gawe, kuliah, atau ibu2 rumah tangga
informant B: kan small os emang kebanyakan yang megang owner nya sendiri
Researcher: maksud gw karena elo ngerti kebanyakan penjual di multiply itu juga kerja atau sekolah...atau ada hal lain?
Researcher: ooh...sudah elo jawab
Researcher:
informant B: beda ama toko real ya atau brand gede punya os, pasti punya tim sendiri buat nanganin os nya
Researcher: kan ada tuh orang2 yang ketakutan abis...(pembeli)...banyak nanya...rewel...segala macem...
Researcher: menurut elo kenapa mereka super ketakutan gitu?
informant B: mungkin karena ada pengalaman kena tipu, atau proximity dengan orang yang kena tipu
informant B: tipu ini dlm hal kayak: duit dah kasi, barang ga dikirim
informant B: atau barang dikasi, tapi ga sesuai
Researcher: kenapa mereka mau beli...tetapi gak percaya,ya dek?
informant B: bukan ga percaya kl menurut gue
informant B: tapi memastikan
informant B: ibarat lu kenapa mau nerima cowo lu jadi pacar lu, pas dia nembak lu
informant B: emangnya lu dah kenal bgt ama dia?
Researcher: huahahahahaha
informant B: gue ble'e ya ngasi jawaban2
informant B: hahahahaha
informant B: yah mereka ada niat untuk mau percaya
informant B: itu menurut gue
informant B: bukannya ga percaya
informant B: tapi mau percaya
Researcher: tap butuh pembuktian?
informant B: iya, kl pengalaman belanja pertama kali berhasil, yah berlanjut
informant B: rata2 gitu ya
Researcher: pembuktiannya menurut elo bagaimana tuh...kalau kayak online shop2 di multiply?
informant B: gue juga kl jadi customer gt
informant B: pengalaman pertama yah itu biasanya dag dig dug penuh resiko
informant B: tapi kl dah oke, yah lanjut
Researcher: hahahahaha...iya
Researcher: lanjut ke toko itu atau lanjut ke toko2 online shop yang lain?
informant B: dua2nya
Researcher: hmmm
informant B: kl pengalaman pertama belanja di os, lanjut belanja di toko itu dan jadi berani nyoba

ke os2 lain

informant B: dulu gue inget pertama kali belanja os gitu

Researcher: selain percaya, ngincer barangnya, dan cs-nya yang ramah...apa yang bikin elo mau beli barang itu?

informant B: harga pastinya

informant B: kl cocok yah lanjut

Researcher: berarti gak beda jauh dengan beli offline yah...experienyanya aja yah beda

informant B: iya

informant B: menurut gue juga gt

informant B: cuma beda di pengalaman indra dengan produk aja

informant B: sisanya sama

informant B: harga, pelayanan, kepercayaan

informant B: unggul offline : pengalaman indra

informant B: unggul online: praktis

Researcher: menurut elo testimonial, cek info apa itu online shop oke gak di komunitas, foto dan info produknya jelas apa nggak...penting gak untuk mencipta atau ningkatin kepercayaan elo kepada semua online shop?

Researcher: semua=sebuah maksudnya

informant B: kayaknya penting ya, soalnya byk customer yang menganggapnya penting

informant B: tapi kl gue sebagai customer sih menurut gue ga penting

informant B: tapi sebagai penjual jadi hal penting

informant B: hahahahaha

Researcher: kenapa menurut elo gak penting?

informant B: sebagai customer kan?

Researcher: yup

informant B: yah kl emang gue dah incer tuh barang, yah gue beli

informant B: yang penting bagi gue harganya

informant B: hahahahahaha

informant B: kl temyata nantinya itu barang yang datang ga sesuai, yah sial di gue dan paling gue nyumpah2in penjualnya

informant B: hahahahahaha

informant B: gue pernah ko beli di os mp, bow kekecilan gt

informant B: padahal gue dah mastiin ukurannya

informant B: si penjualnya tolol temyata

informant B: ga bisa bedain lingkaran dada dan lebar dada

Researcher: percaya itu kan belum tentu mau beli, bukan dek?

informant B: iya sih

informant B: tapi itu lagi bu

informant B: gue percaya karma sih

Researcher: integritas si online shopnya

informant B: ooooh maksudnya itu

Researcher: iyah

informant B: kl buat membangun brand dan kredibilitas os yah si testimonial jadi penting

informant B: makanya sebagai seller gue make itu testimonial

informant B: karena itu tadi, banyak customer menganggap itu penting

Researcher: jadi approval paling penting menurut elo itu testimonial di multiply?

informant B: tapi seperti gue bilang, gue sebagai customer ga ngepeg itu penting

Researcher: yah

Researcher: menurut elo karma

Researcher:

informant B: gak juag

informant B: bagi gue, ga penting gue belanja di mn

informant B: mo di emperan apa di zara kek sekalian

informant B: ga penting branding dan hal2 kayak gt

informant B: yang penting emang produk bagus dan harga cocok

Researcher: yang penting apah?

Researcher: oooohh

informant B: that's it

informant B: ibarat gue demen kopi

Researcher: harga cocok tuh murah maksud elo?

Researcher: kalo elo butuh dan harganya mahal...elo beli?
informant B: ga juga
informant B: gue beli
informant B: karena gue butuh
informant B: harga cocok maksudnya tuh masuk akal
informant B: gue worthed beli nya
Researcher: needs yah
informant B: minimal gue ngerasa gue bakal worthed belinya
informant B: yup
informant B: kayak lu lagi haus, lu ga peduli kan mo beli air aqua di warung atau di giant
informant B: yang penting itu aqua asli
informant B: bukan palsu
Researcher: kalo produk baju...kan...taste bukan?
informant B: iya
informant B: kayak kemarin gue lagi ngincer kemeja kotak2
Researcher: kalo elo bilang karena kebutuhan...elo bisa pake kaos oblong ajah
informant B: tergantung
Researcher: tergantung knapah?
informant B: masa gue kerja pake kaos oblong
Researcher: hahahahaha
informant B: bisa dihajar bos gue
Researcher: elo bisa pake kemeja bokap elo...
informant B: oh itu sudah gue lakukan
informant B: hahahahahaha
Researcher: atau kemeja gak jelas
Researcher: yang penting kemeja
informant B: iya itu sudah ko
informant B: hahahahahaha
Researcher: huahahaha
informant B: ok lo mo ngomongin wants dibanding needs ya
informant B: ok misalnya kemarin ada kaos lucu di mp
informant B: itu wants kan
informant B: karena gue byk kaos
Researcher: iyah
informant B: tapi pada akhirnya gue lihat harganya dul
informant B: ok 50ribu
informant B: masih sesuai budget gue
informant B: gue tanya ukurannya, gede apa ga
informant B: ternyata gede
informant B: dan kan gue susah nyari kaos ukuran gue,
informant B: jadi yah gue beli
Researcher: oohhh...ya ya ya
informant B: aiau gue beli sepatu ama si bulan
informant B: gue lagi pengen sepatu cewe flats
informant B: kaki gue ukurannya 42
Researcher: kalo sama bulan kalo gak oke minta tuker
Researcher: hihihhi
informant B: masa?
informant B: hahahaha bisa ya
Researcher: gak tau sih...cuma...kalo elo misalnya penjualnya temen elo sendiri, elo ngerasa jadi punya 'privillage' gak?
informant B: karena kaki gue gedda, ga mungkin gue beli kan, mau2 ga mau mesti buat
informant B: iya sih
informant B: kl penjualnya temen gue, suka lebih diperhatiin
informant B: hahahahahaha
informant B: maksudnya dapat diskon
informant B:
Researcher: bisa lebi 'semena2'...hehehehe
Researcher: betul
Researcher: minta diskonnnya maksa

Researcher: s penjualnya pun kalo gak kasi diskon gak enak kan yah
Researcher: orang temen
informant B: eh tapi gue kl temen gue yang penjualnya
informant B: gue malah ga minta diskon
informant B: biasanya emang biasa dikasi gt
informant B: gue juga gt
informant B: kl ama temen gue royal bgt ngasi diskon
Researcher: iyah...memang
Researcher: hihihihhi
informant B: gue malah ga enak minta diskon ama temen sendiri
informant B: hahahahaha
informant B: gue sadisnya ama yang ga gue kenal aja
informant B: tapi kl di os gue sangat sangat jarang nawar atau minta diskon
informant B: cuma pernah sekali sama si julie hargamingdashyat
informant B: sisanya gue pasrah2 aja
informant B: ga bavel deh gu
informant B: abis cape dibawelin
informant B: hahahahaha
informant B: ga mau karma gue
Researcher: kalo penataan website kayak websitenya mudah dipahami, ada help functionnya, mudah menghubungi si pemilik, gambar produknya gak hyper dieditnyah....ngaruh gak sama trust kepada online shop?
informant B: kayaknya gak yah, lebih ngaruh ke kenyamanan
informant B: kecuali yang foto
informant B: kl foto terlalu byk diedit yah ngaruh sama trust
informant B: karena foto produk itu satu2nya hal yang mengandalkan kita untuk mengenal produknya
informant B: belanja os kan cuma ngandelin indra penglihatan
informant B: oh yang mudah menghubungi si pemilik maksudnya apa?
Researcher: iyah
informant B: selama ada no telepon dan nama jelas yah udah oke lah
informant B: tapi gue lihat beberapa customer ngerasa about us atau foto pemilik os juga penting ya
informant B: beberapa customer gue gitu
informant B: mereka berani belanja di tempat gue gara2 ada about us nya
informant B: ngerasa dah kenal dan tahu pemiliknya seperti apa, mereka baru belanja
Researcher: trust terbentuk di online shop multiply (social network) karena mereka merasa sudah kenal?
Researcher: menurut elo itu yang paling penting,gak?
informant B: iya itu salah satunya
informant B: minimal
informant B: itu penjual temennya temen gue
informant B: alau temen gue pernah belanja di os itu
Researcher: kalo pembelinya gak in touch sama multiply...?
informant B: ga masalah
informant B: kayak temen gue risma
informant B: dia nyari sepatu
Researcher: maksudnya gak "paham" kalo itu online shop bisa dibilang dipercaya apa nggak karena relationship tadi?
informant B: trus gue nyarinin dia belanja di bulan
Researcher: trus?
informant B: ya udah dia trus beli sepatu di bulan
informant B: padahal ga punya account mp
informant B: dan ga pernah belanja online
Researcher: oohh
informant B: jadi itu pengalaman pertama dia belanja online
informant B: customer gue juga byk gt
informant B: ada yang malah gaptek abis
Researcher: huahahaha
Researcher: gimana tuh?

informant B: ga punya email, fs, apalagi mp
Researcher: nah bagaimana tuh??
informant B: nah trus
informant B: gini
informant B: jadi ada orang namanya anna
informant B: dia demen belanja di gue lewat mp
informant B: nah trus dia punya temen sekantor namanya ayu
informant B: akhirnya si ayu juga demen belanja lulur di gue lewat anna
informant B: anna dan ayu sama2 di jkt
informant B: ayu kadang2 suka email2an ama gue
informant B: sampai akhirnya kakaknya di medan mau belanja lulur ama gue
informant B: ya udah kakanya ini: rini, ga ngerti internet
informant B: tapi tetep belanja di gue via sms
Researcher: ooohhh
Researcher: berarti gak via online shpnnya yah?
informant B: iya sih ya
informant B: tapi kan toko gue cuma online
informant B: hahahaahahaha
informant B: masa via sms shop?
Researcher: iya juga
Researcher: hahahahahaah
Researcher: kalo keamanan transaksi kayak ada return policy, ada FAQ, data pribadi pelanggan dirahasiakan, pengiriman lewat jasa antar yang terpercaya bisa ningkatin trust?
informant B: kl online shop pasti bersinergi sama yang namanya sms
informant B: beda ama toko offline, yah udah beli di saat lo di toko itu
informant B: return policy iya
informant B: eh gue sebagai customer kan?
informant B: bukan sebagai seller?
Researcher: yes
informant B: return policy penting
informant B: faq ga
Researcher: 2-2nya boleh
informant B: pribadi pelanggan dirahasiakan itu udah etik ya
informant B: ga usah diomongin juga harusnya begtu
informant B: jasa antar terpercaya ga penting
informant B: emang ada jasa kurir di indonesia yang terpercaya
informant B: ga ada ah
informant B: tiki aja suka nyasar
Researcher: yang ngomongin bad seller2 gitu di ios...beginimana tu ethicsnya menurut elo?
Researcher: hahahahaha
informant B: bad seller di ios apa aja ya lan?
informant B: hahahaha lupa
informant B: selain emang nipu, nilep duit
informant B: apa lagi?
Researcher: soalnya ada customer gw yang nanya gw kirim pake apa...pas gw bilang pake tiki...dia lega gitu..
informant B: iya sama di gue
Researcher: nah...misalnya diomongin di publik...gimana etikanya?
informant B: pas gue bilang pake wahana, pada minta tiki aja, eh pas gue giliran bilang harga wahana setengah harga tiki, eh pada minta wahana aja
informant B: dasar
informant B: diomongin di publik apanya lan? ga mudeng gue
Researcher: kan tadi ngomongin etika...data pribadi pelanggan dirahasiakan....nah, ada kan yang nulis2 data pribadi pelanggan di ios...gimana tuh menurut elo?
Researcher: melanggar gak??
informant B: masa adaaaa?
informant B: emang adaaa?
informant B: buseet dah
Researcher: bukaaaannnnnnn
informant B: oh salah

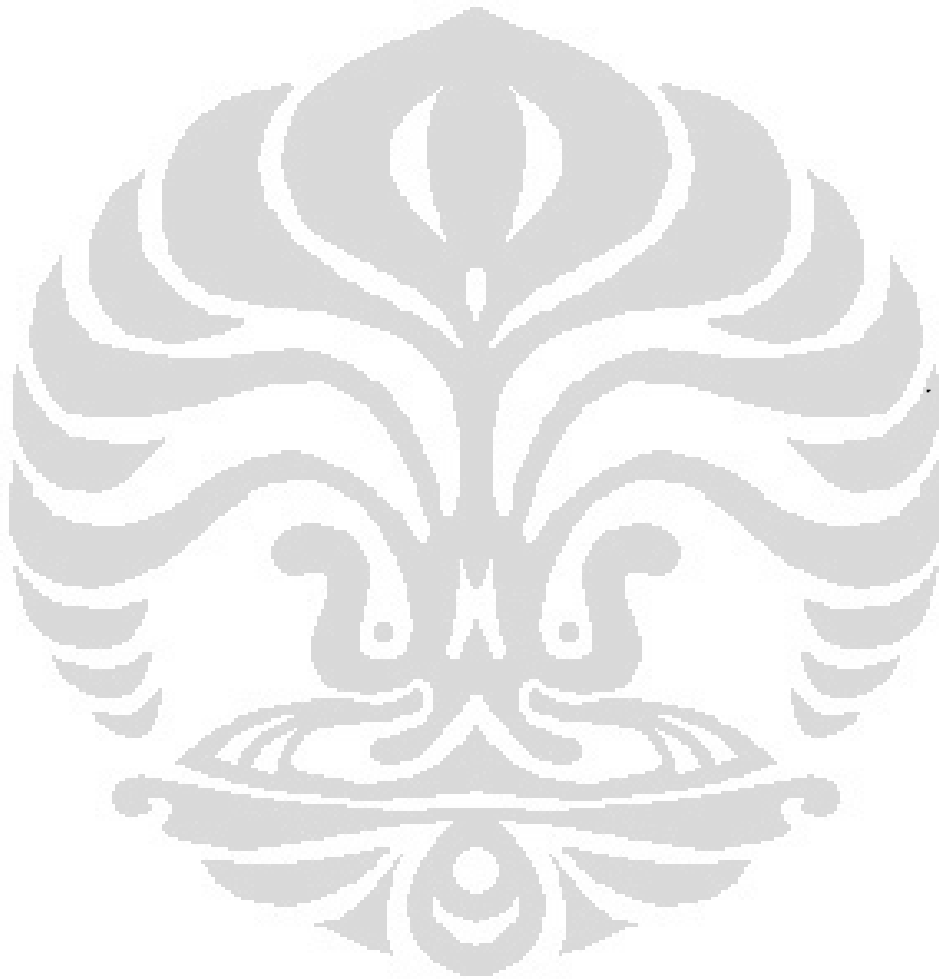
Researcher: maksud gw waktu dia ngomong...eh, buyer gw si xxx begini begituh...rewel,gak bayar, ato apalah
informant B: mmm tapi itu kan bukan data2 pribadi
informant B: hahahaahaha
informant B: tapi sebenarnya gue jga ga suka sih kl ada buyer rewel gt diomomgin
informant B: kecuali itu buyer nipu ya
Researcher: iya sih
informant B: emang ada di ios ya lan?
Researcher: nah,,, isu terakhir (at last).....
Researcher: nipu sih...
informant B: (at last, gue mo pub, hahahahaha)
informant B: kl nipu ya harus malah
Researcher: cuma sampe pasang foto2, alamat rumah, no tlp...
Researcher: ada yang bermasalah...dikira nipu...tapi kan belum denger dari sisi si consumer...tapi ngomong2in udah gak enak
Researcher: huahahaha
informant B: iya itu ga bener juga
informant B: harusnya dua sisi ya
informant B: rasanya lebih adil
Researcher: menurut elo gimana elo mengkriterikan consumer elo?
informant B: tapi beda kl si buyer ngaku dah bayar ternyata belum
informant B: yah itu nipu
informant B: mengkriterika maksudnya apa?
Researcher: iyahh bener
Researcher: karena ini social network, onlineshopnya
Researcher: kan suka ada consumer yang sering liat2...komentar2...tapi gak beli...
Researcher: ada yang beli, gak banyak cang cing cong...
Researcher: elo bisa mengkriterikan mereka gak?
informant B: gak
informant B: hahahahaha
Researcher: sama semua yah
informant B: kl kriteria paling: new buyer, regular buyer, reseller, temen
informant B: temen ini maksudnya emang dah temenan lama : temen kuliah, sma, smp
informant B: kayak gitu lah
informant B: new buyer gue selalu tegas, no diskon no bonus
informant B: yang langganan baru deh
informant B: diskon dan bonus
informant B: reseller selalu nomer satu
informant B: temen pasti dapat diskon
informant B: anak2 mp kayak lu juga masuk temen
Researcher: oohh...
Researcher: pembagiannya bagus tuh
Researcher: kalo liat2 doang
Researcher: termasuk manah
Researcher: maksudnya kan tadi elo mengkriterikan orang yang pernah beli
informant B: ga masuk mana2
informant B: ga peduli gue
informant B: hahaha
informant B: kl ga beli ya udah
Researcher: huahahahahaha
informant B: gue ga pernah inget sama orang yang ga beli
informant B: hahaha
informant B: ngapain juga
Researcher: gak elo masukin 'potential buyer' dan 'not potential buyer'?
informant B: otak gue sempit
informant B: ga perlu dimasukin informasi2 ga berguna
informant B: gak tuh
Researcher: otak gue sempit>>>huahahahahaha
informant B: paling ada list yang blacklist
informant B: hahaha emang sempit bo

Researcher: oohh
 Researcher: huehehehe
 informant B: blacklist yang kayak tadi gue certaint itu bu
 informant B: dia ngaku dah tranfer tapi ternyata belum
 informant B: soalnya banyak customer gue yang langganan itu sering dah mesen tapi ga jadi
 informant B: atau byk yang customer gue tuh bawel2 bgt tapi mereka langganan
 informant B: jadi ga masalah sih ya
 informant B: yang pneitng gue bisa percaya sama customer itu, gue bakal jaga hubungan
 informant B: ga penting mo bawel kek atau apa
 Researcher: Bener juga...jadi pembeda paling sgnifikannya yang beli dan yang tidak,yah...kelompok pembeli ini pastinya punya rasa trust dan willingness to buy yang lebih tinggi juga ya menurut elo dibandingin yang belum beli?
 informant B: sering bgt customer2 yang dah langganan baru transfer setelah terima barangnya
 informant B: yup
 informant B: yah gue butuhkan adalah customer2 yang bisa dipercaya
 informant B: bukan customer2 yang gampang
 informant B: kalau itu yang gue cari, gue berarti seller manja
 Researcher: yah gue butuhkan adalah customer2 yang bisa dipercaya>> bsa dijelaskan lebi lanjut?
 informant B: karena gue ngerjain online shop sambil kerja
 informant B: gue sering baru nyampe rumah jam 9 buat cek stok dan ngurus pensana customer
 informant B: sering gue terpaksa kirim nyicil kl stok ga lengkap
 informant B: dan biasanya kl kirim nyicil kbijakan gue, lo baru transfer kl barang dah lengkap diterima
 informant B: jadi kt sama2 cek, sesuai ga apa yang dikirim dengan yang lu pesan
 informant B: atau misalnya lu mesen dan butuh cepat
 informant B: gue kirim cepet2
 informant B: tapi gue ga sempet hitungin pesanan lu
 Researcher:
 informant B: mau ga mau lu ga bs transfer kan
 Researcher: ya bener...
 informant B: jadi lu baru transfer setelah barang diterima
 informant B: gue sering bgt gitu lan
 informant B: makanya yang gue butuhkan customer yang bisa dipercaya
 Researcher: ini costumer yang jualan lagi yah?
 informant B: gak juga
 informant B: kl reseller gue lebih ketat lagi
 Researcher: oohh
 informant B: ada customer gue namanya nita, dia selalu megang pesanan satu kantor dia
 informant B: jadi mau ga mau pesanan cepat kan
 Researcher: iya
 informant B: karena dia tanggung jawab pesanan satu kantor
 informant B: tapi dia tahu gue sambil kerja
 informant B: sering bgt dia yang ngejar2 gue buat dibikin invoice
 Researcher: hihihhi
 informant B: dan kl gue lagi deadline kantor, dia sering bantuin gue: dia yang buat invoicinya. gue tinggal acc
 informant B: hahahahahaha
 informant B: kebanyakan jadinya main insting sih ya bu
 informant B: ya ga?
 Researcher: jadi buat elo,,online shop itu membutuhkan gak cuma kepercayaan terhadap penjual...tetapi juga kepercayaan terhadap konsumen yah...
 informant B: gue sih ngerasa gitu
 informant B: yup, banget
 informant B: gue gampang percaya orang. jadi sekali orang ngancurin kepercayaan gue: mending ke laut aja deh lu
 Researcher: bedanya sama konsumen offline yah
 informant B: trust is a fragile thing, break it and its broken
 informant B: yup
 Researcher: kalo offline..kayak kita beli di toko...kan nggak 'butuh' tuh kepercayaan terhadap konsumen...

informant B: kl offline, beli langsung bayar
informant B: ho oh tul bgt
informant B: pas bazaar gitu tuh
informant B: orang beli di gue ya langsung byaar
informant B: bayar
informant B: cao cao
informant B: eh tapi tergantung juga ya
Researcher: gimana tuh?
informant B: kan kayak gue suka ngutang tuh di kantin kantor
informant B: ama di takor
Researcher: huahahahahahaha
informant B: berarti penjualnya percaya ama gue dong?
informant B: ya ga sih?
Researcher: udah apal muka
informant B: iya ya mungkin itu ya
Researcher: mungkin kalo di takor jatohnya ada sangsi masyarakat
informant B: huahahahahaha bo, dihajar satu kampus maksud lo?
Researcher: di penjual gak enak kalo gak bisa diutangin...elonya juga gimana, kan mest ngampus disitu...
Researcher: kalo gak bayar elo mau makan ke takor...reped dong
informant B: iya bener juga
informant B: huahahahahaha iya iya
Researcher: ada sangsi sosialnya
Researcher: di online shop sangsi sosial sulit...makanya ada tuh ios...gunanya itu,,
informant B: iya karena ga kontak fisik ya
informant B: ibarat pacaran jarak jauh
informant B: hahahahhaa
Researcher: betul walau fungsinya gak seokeh sangsi sosial fisik,yah
Researcher: huahahahahahaha
Researcher: lucu banget sih elo
informant B: emang gue dakoca?
informant B: dakocan?
Researcher: dakocan cakep, iyah..
informant B: aw makasih lo, maksudnya gue yang cakep kan? bukan dakocannya
Researcher: ya udah deh, dek...udah lama,,elo mesti kerja lagi yah?
informant B: gak ko, kan libur, tadi gue baru selesai masak aja
Researcher: oooohh
informant B: makanya makannya jadi mundur
Researcher: di rumah toohh
informant B: ho oh
informant B: kl libur dapat jatah masak dlt
informant B: hahahahaha
informant B: dah kelar toh nih?
informant B: pertanyaan abis?
Researcher: udaaaahhhhhh
Researcher: tengkyuuuu abiiiiissssssss
informant B: iya sama2 yaaa
informant B: mudah2an berguna
Researcher: besok gw mau wawancara si okky...ntar kalo mau join di converece ajah
informant B: maaf kl jawabannya kebanyakan ble'e nya
Researcher: berguna sekali kadeeek...
informant B: gue pasti narasumber paling bego deh
Researcher: karma elo bagus deeehh
informant B: hahahahahaha
Researcher: huahahahaha,,nggak ko
Researcher: banyak depth informationnya ko
informant B: ok sip, kl pas gue online, di ajak aja conference
Researcher: siiipppp...
informant B: valere jadi objek penelitiannya ya?
Researcher: iyah

informant B: dia dah punya dot com sendiri kan ya?
informant B: bagus tuh web nya
Researcher: betul
informant B: lo ada niat ga bu?
Researcher: iya, lebih jelas dot comnya
Researcher: hhaahahhahahahah
Researcher: waduh, nggak dek
informant B: huahaha sama
informant B: kepengen tapi cuma want bukan need
Researcher: ini aja smester terakhir gw kan stop abis2an
informant B: gue sekarang lagi merambah fb
informant B: hahahahaha
informant B: serius?
informant B: duh sayang bu
Researcher: iyah
Researcher: miskin langsung
informant B: tapi biar fokus ya
Researcher: keteteran soalnya
Researcher: betul
informant B: iya sih bener
informant B: harus fokus ya
informant B: kl ga, kapan lulusnya
informant B: hahahaha
Researcher: pas lagi heboh2nya bazaar dimana2...masa nilai mid gw ada yang 3
informant B: et dah buseet
Researcher: langsung deh gw kayak tersadar
informant B: tapi gue jugda dah lama ga bazaar
Researcher: mana yang mesti jadi prioritas
informant B: terakhir bulan september
Researcher: online juga kan ngabisin waktu bu
Researcher: kalo gw
informant B: iya
Researcher: mesti foto2 brg baru
informant B: makanya gue fokus di kantor dan online
Researcher: belum ukuran
Researcher: iyah
informant B: iya lu baju ya bu
Researcher: benerrr
informant B: lebih ribet dibanding gue
informant B: bamag lu lebih byk
informant B: yo weis
Researcher: iyaaahh
informant B: saya permisi ke kamar mandi
informant B: mo pub
informant B:
Researcher: tengs yaaahhhh
Researcher: hihihihihhi
informant B: makan langsung pub
Researcher: muah muah
informant B: kapan gendut ya
informant B: sami2 bu
Researcher: pantesan KURUSSS
informant B: gud luck yaaa!
Researcher: yaaaaa
informant B: keturunan bu, metabolisme terlalu cepat
Researcher: kontek2an ya buuu
informant B: sip
Researcher: bubyee
informant B: kabaarin kpn sidang
informant B: biar kenceng doa gue

Researcher: siiipp
informant B: hahahahahahaha
Researcher: hihihihihih
Researcher:
Researcher: daaahhh
informant B: muach juga
informant B: cabs





**APPENDIX 4 :
RESPONDENT DESCRIPTIVE
DATA**

Frequency Table for Respnodent Profile

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	26	20.0	20.0	20.0
	female	104	80.0	80.0	100.0
	Total	130	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 years - 25 years	91	70.0	70.0	70.0
	26 years - 35 years	37	28.5	28.5	98.5
	36 years and above	2	1.5	1.5	100.0
	Total	130	100.0	100.0	

Last Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	senior high school or equivalent	41	31.5	31.5	31.5
	bachelor degree or equivalent	81	62.3	62.3	93.8
	master degree or equivalent	8	6.2	6.2	100.0
	Total	130	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not working	41	31.5	31.5	31.5
	housewife	11	8.5	8.5	40.0
	employee	48	36.9	36.9	76.9
	entrepreneur	28	21.5	21.5	98.5
	others	2	1.5	1.5	100.0
	Total	130	100.0	100.0	

Daily average expenses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under one million rupiahs	38	29.2	29.2	29.2
	Rp.1.000.000 to Rp..3.000.000	58	44.6	44.6	73.8
	Rp.3.000.001 to Rp.7.000.000	27	20.8	20.8	94.6
	Rp.7.000.001 to Rp.15.000.000	6	4.6	4.6	99.2
	above 15 million rupiahs	1	.8	.8	100.0
	Total	130	100.0	100.0	

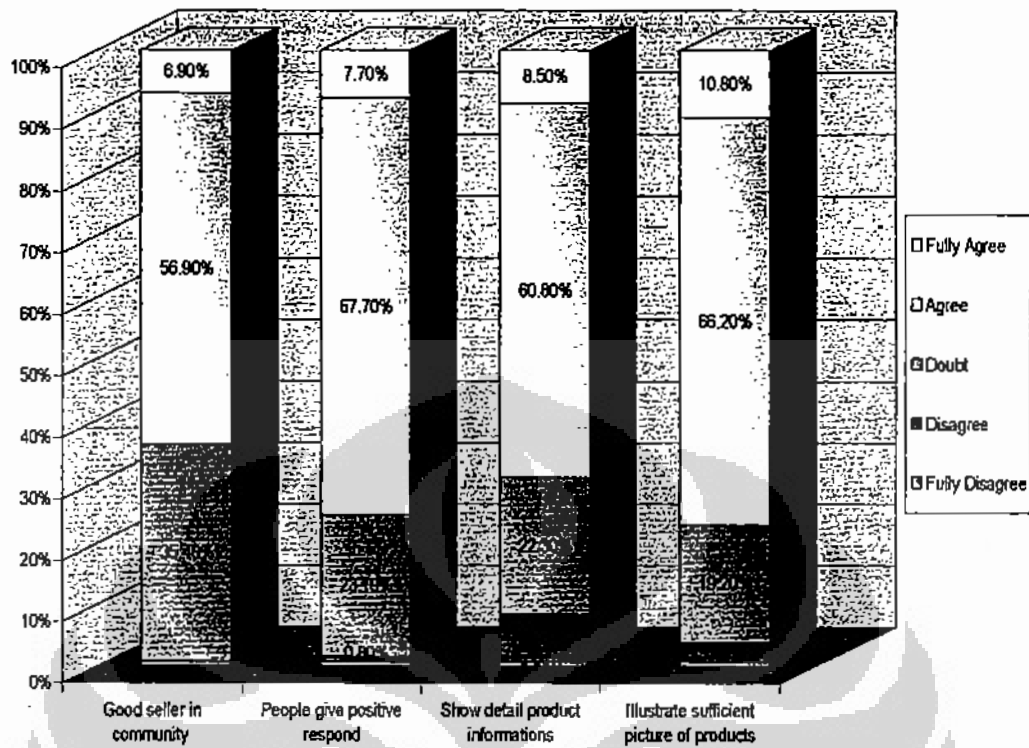
Daily average expenses for monthly online shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under Rp.100.000	38	29.2	29.2	29.2
	Rp.100.001 to Rp.500.000	78	60.0	60.0	89.2
	Rp.500.001 to Rp.1.000.000	11	8.5	8.5	97.7
	Rp.1.000.001 to Rp.5.000.000	3	2.3	2.3	100.0
	Total	130	100.0	100.0	

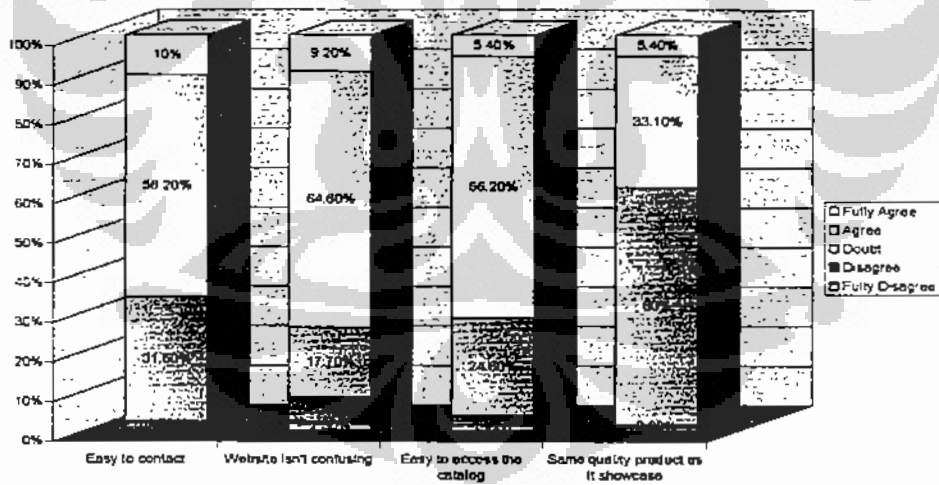
Most recent goods bought by online shop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	clothes and or accesories	55	42.3	42.3	42.3
	books and or music	27	20.8	20.8	63.1
	body care and or cosmetics	7	5.4	5.4	68.5
	children and baby needs	12	9.2	9.2	77.7
	others	29	22.3	22.3	100.0
	Total	130	100.0	100.0	

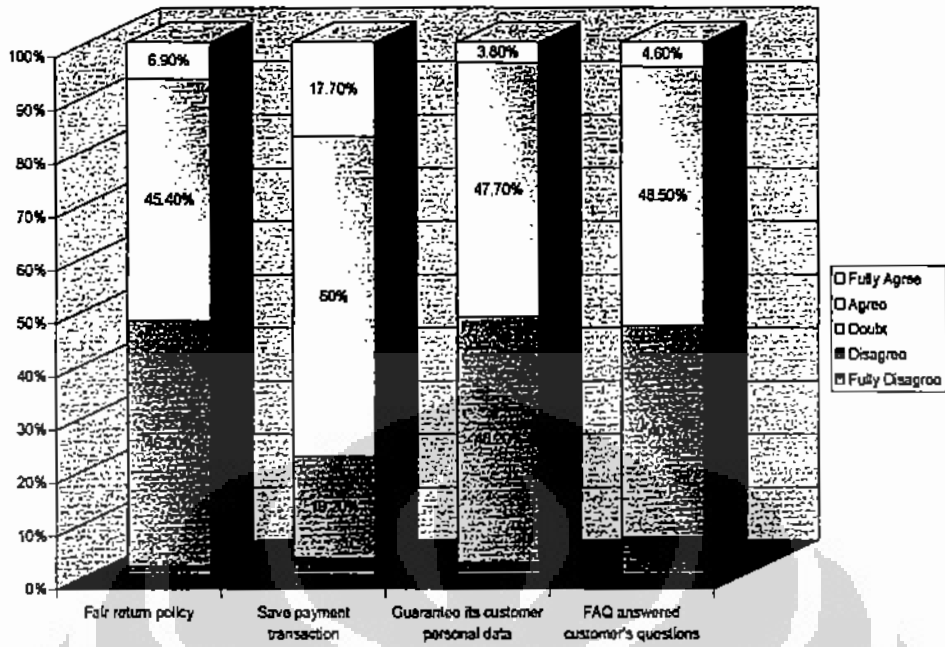
Seals Of Approval Descriptive Analysis



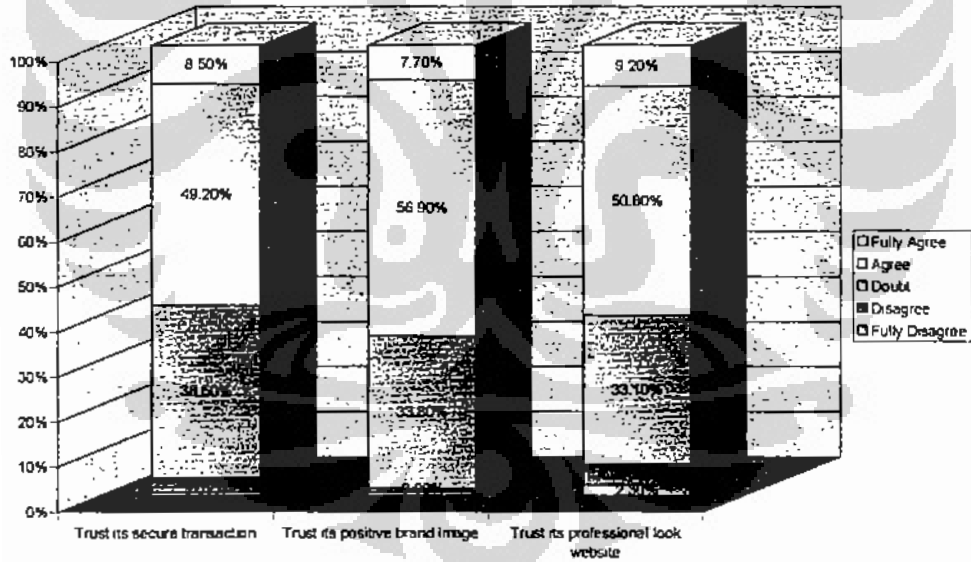
Navigation Function Descriptive Analysis



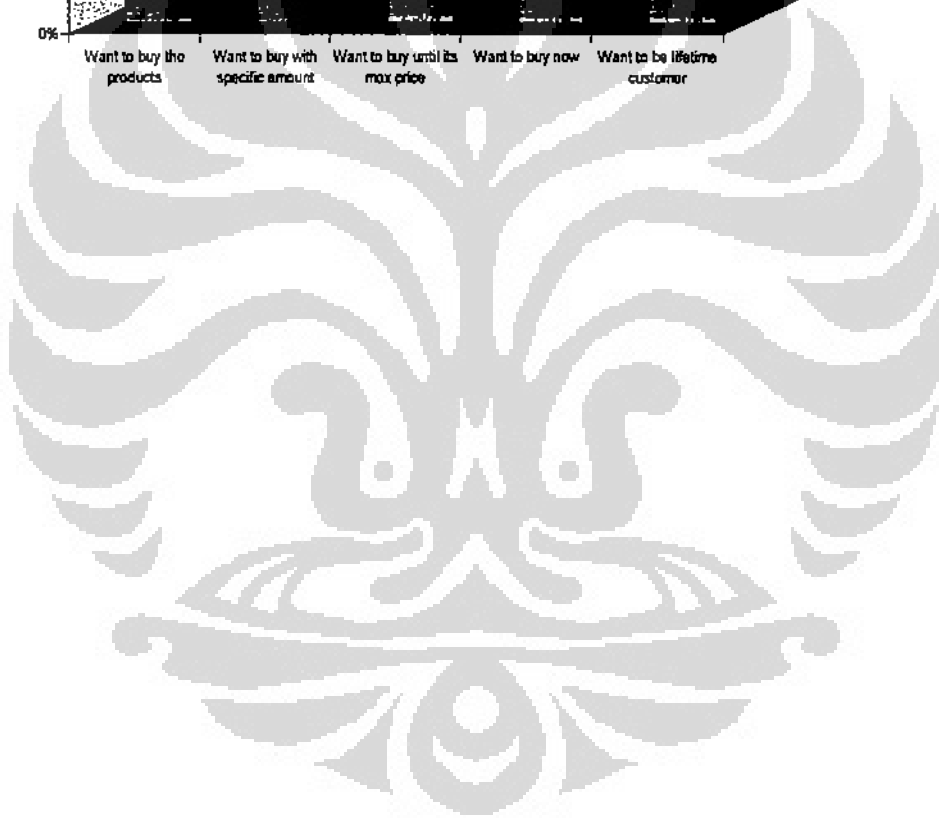
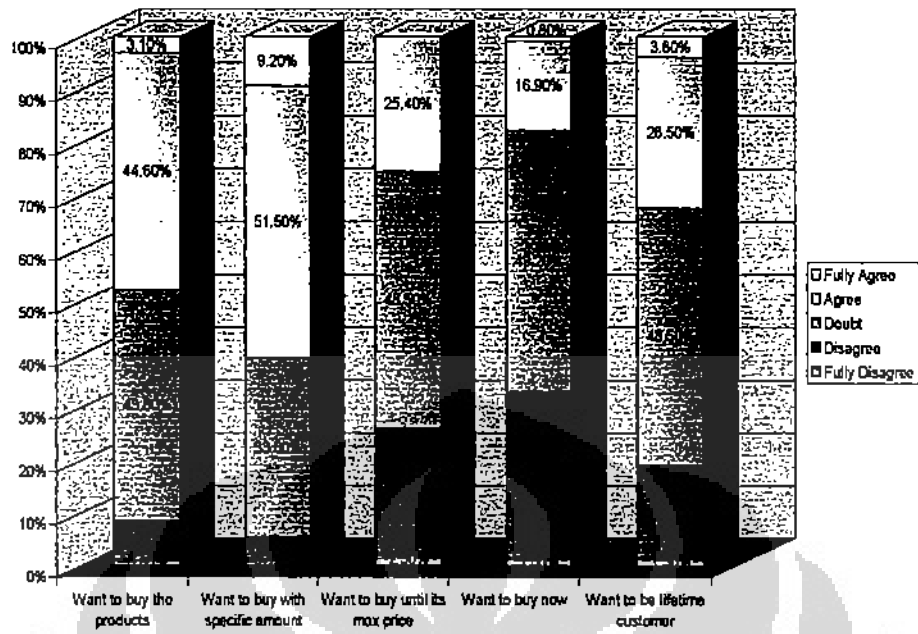
Transaction Security Descriptive Analysis

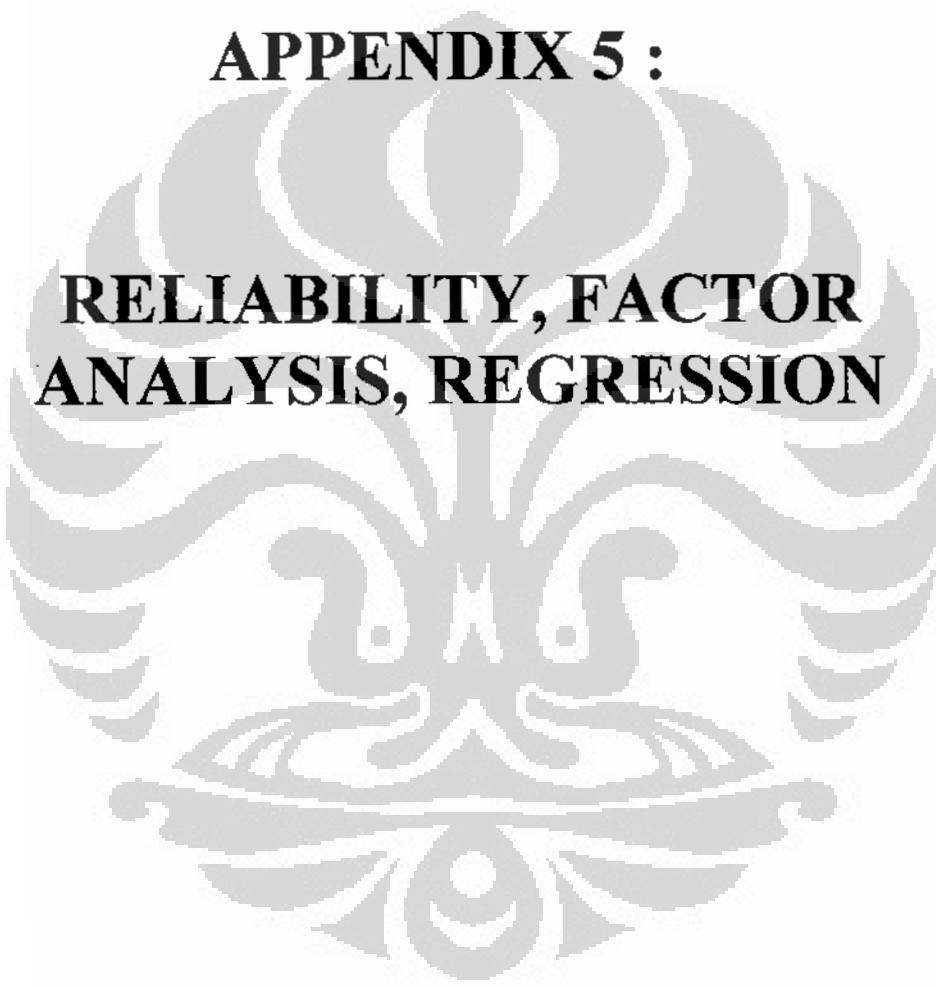


Website Trust Descriptive Analysis



Willingness to Buy Descriptive Analysis





APPENDIX 5 :
**RELIABILITY, FACTOR
ANALYSIS, REGRESSION**

Reliabilitas check and factor analysis

Scale: soa

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.906	4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.756
Bartlett's Test of Sphericity	Approx. Chi-Square	98.618
	df	6
	Sig.	.000

Anti-image Matrices

		SOA1	SOA2	SOA3	SOA4
Anti-image Covariance	SOA1	.536	-.122	-.053	.023
	SOA2	-.122	.380	-.061	.008
	SOA3	-.053	-.061	.089	-.088
	SOA4	.023	.008	-.088	.114
Anti-image Correlation	SOA1	.892 ^a	-.269	-.241	.094
	SOA2	-.269	.890 ^a	-.331	.036
	SOA3	-.241	-.331	.671 ^a	-.870
	SOA4	.094	.036	-.870	.691 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
SOA1	1.000	.625
SOA2	1.000	.767
SOA3	1.000	.909
SOA4	1.000	.845

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.146	78.655	78.655	3.146	78.655	78.655
2	.490	12.252	90.907			
3	.311	7.771	98.678			
4	.053	1.322	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
SOA1	.791
SOA2	.876
SOA3	.953
SOA4	.920

Extraction Method:
Principal Component
Analysis.

a. 1 components extracted.

Scale: nf

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.761	5

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.635
Bartlett's Test of Sphericity	Approx. Chi-Square	43.295
	df	10
	Sig.	.000

Anti-image Matrices

		NF1	NF2	NF3	NF4	NF5
Anti-image Covariance	NF1	.898	-.077	-.009	-.051	-.058
	NF2	-.077	.540	-.167	-.006	-.254
	NF3	-.009	-.167	.472	-.273	.169
	NF4	-.051	-.006	-.273	.411	-.199
	NF5	-.058	-.254	.169	-.199	.548
Anti-image Correlation	NF1	.903 ^a	-.110	-.014	-.085	-.082
	NF2	-.110	.720 ^a	-.330	-.013	-.467
	NF3	-.014	-.330	.553 ^a	-.619	.332
	NF4	-.085	-.013	-.619	.643 ^a	-.420
	NF5	-.082	-.467	.332	-.420	.568 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
NF1	1.000	.222
NF2	1.000	.647
NF3	1.000	.531
NF4	1.000	.718
NF5	1.000	.500

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.618	52.351	52.351	2.618	52.351	52.351
2	.901	18.022	70.373			
3	.795	15.894	86.267			
4	.461	9.211	95.478			
5	.226	4.522	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	
NF1		.471
NF2		.804
NF3		.728
NF4		.848
NF5		.707

Extraction Method:
Principal Component
Analysis.

a. 1 components extracted.

Scale: nf minus nf1

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.792	4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.599
Bartlett's Test of Sphericity	Approx. Chi-Square	40.940
	df	6
	Sig.	.000

Anti-image Matrices

		NF2	NF3	NF4	NF5
Anti-image Covariance	NF2	.547	-.170	-.011	-.264
	NF3	-.170	.472	-.275	.169
	NF4	-.011	-.275	.414	-.206
	NF5	-.264	.169	-.206	.551
Anti-image Correlation	NF2	.699 ^a	-.334	-.022	-.481
	NF3	-.334	.538 ^a	-.622	.332
	NF4	-.022	-.622	.624 ^a	-.430
	NF5	-.481	.332	-.430	.537 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
NF2	1.000	.658
NF3	1.000	.563
NF4	1.000	.744
NF5	1.000	.502

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.468	61.697	61.697	2.468	61.697	61.697
2	.845	21.129	82.826			
3	.461	11.514	94.341			
4	.226	5.659	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
NF2	.811
NF3	.751
NF4	.863
NF5	.709

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Scale: ts

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.734	4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.690
Bartlett's Test of Sphericity	Approx. Chi-Square	26.001
	df	6
	Sig.	.000

Anti-image Matrices

		TS1	TS2	TS3	TS4
Anti-image Covariance	TS1	.597	-.199	-.227	-.132
	TS2	-.199	.571	-.135	-.249
	TS3	-.227	-.135	.759	.104
	TS4	-.132	-.249	.104	.707
Anti-image Correlation	TS1	.713 ^a	-.340	-.337	-.203
	TS2	-.340	.693 ^a	-.205	-.392
	TS3	-.337	-.205	.671 ^a	.142
	TS4	-.203	-.392	.142	.669 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
TS1	1.000	.682
TS2	1.000	.703
TS3	1.000	.390
TS4	1.000	.458

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.233	55.822	55.822	2.233	55.822	55.822
2	.895	22.366	78.188			
3	.455	11.372	89.560			
4	.418	10.440	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
TS1	.826
TS2	.838
TS3	.625
TS4	.677

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Scale: wt

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.786	3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.657
Bartlett's Test of Sphericity	Approx. Chi-Square	27.307
	df	3
	Sig.	.000

Anti-image Matrices

		WT1	WT2	WT3
Anti-image Covariance	WT1	.560	-.279	-.050
	WT2	-.279	.454	-.240
	WT3	-.050	-.240	.650
Anti-image Correlation	WT1	.667 ^a	-.554	-.084
	WT2	-.554	.609 ^a	-.442
	WT3	-.084	-.442	.727 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
WT1	1.000	.695
WT2	1.000	.809
WT3	1.000	.627

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.130	71.010	71.010	2.130	71.010	71.010
2	.566	18.879	89.889			
3	.303	10.111	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	
WT1	.833	
WT2	.899	
WT3	.792	

Extraction Method:
Principal Component
Analysis.

a. 1 components extracted.

Scale: wtb

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.792	5

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.613
Bartlett's Test of Sphericity	Approx. Chi-Square	49.180
	df	10
	Sig.	.000

Anti-image Matrices

		WTB1	WTB2	WTB3	WTB4	WTB5
Anti-image Covariance	WTB1	.523	-.112	-.002	-.274	.078
	WTB2	-.112	.515	-.239	.145	-.267
	WTB3	-.002	-.239	.613	-.146	.028
	WTB4	-.274	.145	-.146	.394	-.205
	WTB5	.078	-.267	.028	-.205	.501
Anti-image Correlation	WTB1	.640 ^a	-.217	-.003	-.604	.153
	WTB2	-.217	.546 ^a	-.425	.321	-.526
	WTB3	-.003	-.425	.739 ^a	-.298	.050
	WTB4	-.604	.321	-.298	.557 ^a	-.462
	WTB5	.153	-.526	.050	-.462	.627 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
WTB1	1.000	.513
WTB2	1.000	.480
WTB3	1.000	.545
WTB4	1.000	.616
WTB5	1.000	.590

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.743	54.870	54.870	2.743	54.870	54.870
2	.982	19.637	74.507			
3	.605	12.099	86.606			
4	.462	9.243	95.849			
5	.208	4.151	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
WTB1	.716
WTB2	.693
WTB3	.738
WTB4	.785
WTB5	.768

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Regression Analysis

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	REGR factor score 1 for analysis 8, REGR factor score 1 for analysis 7, REGR factor score 1 for analysis 6 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: REGR factor score 1 for analysis 9

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.607	.598	.63402433

a. Predictors: (Constant), REGR factor score 1 for analysis 8, REGR factor score 1 for analysis 7, REGR factor score 1 for analysis 6

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.350	3	26.117	64.969	.000 ^a
	Residual	50.650	126	.402		
	Total	129.000	129			

a. Predictors: (Constant), REGR factor score 1 for analysis 8, REGR factor score 1 for analysis 7, REGR factor score 1 for analysis 6

b. Dependent Variable: REGR factor score 1 for analysis 9

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.004E-16	.056		.000	1.000
	REGR factor score 1 for analysis 6	.290	.091	.290	3.207	.002
	REGR factor score 1 for analysis 7	.292	.086	.292	3.372	.001
	REGR factor score 1 for analysis 8	.281	.092	.281	3.059	.003

a. Dependent Variable: REGR factor score 1 for analysis 9

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	REGR factor score 1 for analysis 9 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: REGR factor score 1 for analysis 10

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.547 ^a	.299	.294	.84039455

a. Predictors: (Constant), REGR factor score 1 for analysis 9

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.598	1	38.598	54.652	.000 ^a
	Residual	90.402	128	.706		
	Total	129.000	129			

a. Predictors: (Constant), REGR factor score 1 for analysis 9

b. Dependent Variable: REGR factor score 1 for analysis 10

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.462E-16	.074		.000	1.000
	REGR factor score 1 for analysis 9	.547	.074	.547	7.393	.000

a. Dependent Variable: REGR factor score 1 for analysis 10

