

# Journal of Business & Applied Management

 **PENGARUH REZIM NILAI TUKAR TERHADAP KINERJA  
PEREKONOMIAN INDONESIA**

*Erna Zetha Rusman*

**KONDISI ANTESENDEN DALAM IMPLEMENTASI BEST  
PRACTICE SHARING DI LINGKUNGAN PT. PLN (PERSERO)**

*Manerep Pasaribu*

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INTENTION**

*I Made Jaya Sukarya dan Zahrida Zainal W.* ✓

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## DAFTAR ISI

### **PENGARUH REZIM NILAI TUKAR TERHADAP KINERJA PEREKONOMIAN INDONESIA**

*Erna Zetha Rusman* .....1 - 8

### **KONDISI ANTESENDEN DALAM IMPLEMENTASI BEST PRACTICE SHARING DI LINGKUNGAN PT. PLN (PERSERO)**

*Manerep Pasaribu* ..... 9 - 25

### **ANALISIS EKUITAS MEREK 'MEDIA INDONESIA' BERDASAR PERSEPSI TARGET CUSTOMER DI WILAYAH JAKARTA**

*Eni Kartinah dan Nizam Jim Wiryawan* ..... 27 - 40

### **THE IMPACT OF WEBSITE DESIGN AND CONSUMER DEMOGRAPHIC PROFILES ON ON-LINE PURCHASE INTENTION**

*I Made Jana Sukarya dan Zahrida Zainal W.* ..... 41 - 46

### **SERVICE QUALITY OF TELEVISION BROADCASTING IN THE GLOBAL PROCUREMENT OF SERVICE ACTIVITIES IN JABODETABEK AREA**

*Gia Anandini dan Nizam Jim Wiryawan* ..... 47 - 54

# THE IMPACT OF WEBSITE DESIGN AND CONSUMER DEMOGRAPHIC PROFILES ON ON-LINE PURCHASE INTENTION

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## **Abstract:**

*Perkembangan tanpa henti dan meningkatnya penggunaan teknologi berbasis internet telah merubah aktifitas bisnis secara signifikan. Teknologi internet telah memanjakan para pelaku bisnis maupun konsumen dengan berbagai cara, terutama dalam proses pengambilan keputusan pembelian. Internet telah menjadi sesuatu yang sangat penting dan menyediakan keunggulan strategis terhadap berbagai bisnis. Kemampuan untuk memahami persepsi konsumen, merupakan hal yang sangat penting bagi para pelaku bisnis untuk dapat bersaing di era persaingan yang berbasis teknologi ini.*

*Desain store, baik secara fisik maupun on-line, merupakan salah satu faktor penting dalam 'menarik' calon pelanggan. Desain website akan mempengaruhi perilaku konsumen dalam hal: frekuensi visitasi, durasi visitasi, dan frekuensi pembelian, dan hal ini biasanya akan sangat mempengaruhi kepuasan pelanggan.*

*Perusahaan-perusahaan yang mencoba memanfaatkan website untuk meningkatkan penjualannya tidak boleh mengesampingkan untuk menganalisis profil demografis para konsumennya, mengingat profil ini akan sangat mempengaruhi desain website yang akan digunakan. Jender, usia, tingkat pendidikan, pekerjaan, pendapatan, dan hobi merupakan faktor-faktor penting yang mempengaruhi desain website. Dalam penelitian ini, peneliti mencoba untuk mengidentifikasi faktor-faktor yang mempengaruhi desain website dan pengaruh desain website terhadap niat membeli. Hasil dari penelitian ini diharapkan akan dapat membantu on-line stores untuk meningkatkan penjualannya.*

**Keywords:** *Website design, Consumer perception, Purchase intention, Demographic profile*

## **INTRODUCTION**

Internet is considered as one of the biggest human invention of the century. It affects almost every aspect of human life, from the way people communicate to the way people shop, take vacation, or work. Internet opens door to a new frontier and marketing discipline is one of the first to enter this new horizon (Hauben, 1998)

On-line marketing is becoming increasingly important as it has the ability to reach market where previously untapped, the ability to opens new market with little costs, and the ability to increase customer relationship. More and more companies shifted their distribution system from traditional to on-line distribution. Website now acts as storefront and as the internet technology advances rapidly in the past decade, website has become one of the most, if not the most, important distribution point. Some companies even based all of its operation on-line (Chen & Lee, 2005).

Similar to bricks and mortars shops, one important elements website in attracting customer is the design. Dino Dini, a game developer, in his speech at Game Design and Technology Workshop, held by Liverpool JM University, stated that design is a management of constraints. A good website design will eventually minimize the constraints faced by customers visiting the website. This could mean comfort, speed, and effectiveness.

However, it would be difficult to measure design as the result and the way people perceived a design would be influenced by internal and external factors. Internal factors include his or her past experience, cultural values, social values, or demographic profiles. Age, income, profession are great

influence on how a person perceived a design. While external factors include peer influence, social groups, or families and friend, they are the force behind one's perception toward certain design.

This research focused on the internal influencing factor, which is demographic profile and aims to create a better understanding on the impact of website design and demographic profile to an on-line purchase decision. This research will discuss the elements of website design against customer/ visitor demographic profiles.

### **Hypotheses Development**

Wen-Jung Chen and Chuan Lee of Ming Chuan University, Taiwan, had previously in 2005 done a research titled "The Impact of Website Image and Consumer Personality on Consumer Behavior", their research is the base of this study. In this research the authors intended to assess service quality (in terms of website design) and customer satisfaction toward on-line shops in Indonesia.

The advancement of internet technology is astonishing; however the promise of a borderless commerce is still somewhat restrained, especially in a country with inadequate internet infrastructure. Even in a country with advance infrastructure, the e-commerce still restrained by old habit of purchase. One could argue that the credibility of e-commerce is to blame. Fraud and lack-of-touch are the two factors influencing customer reluctance to switch to on-line purchases.

### **The Influence of Customer Demographic Profile to Website Design**

One effort to lure customer to visit an on-line store is by having a good website design that provides comfort, easiness, effective and time efficient browsing experience. Engel, Blackwell, and Miniard (1990) stated that there are two reasons to explain whether the consumer chooses a particular store: one is the customer's own evaluation standards, such as site, price, commodity, and so on, and the other is customer's perception of store features, that is the store image. Website/ store image is the result of design. Peterson and Kerin (1983) found that there was a correlation between website image, selection standard, and customer's purchasing behavior.

### **Selection Standards**

Selection standards would be different from one individual to another. It is strongly influenced by internal and external factors. Internal factors includes past experiences, personal values, education level, etc. While an external factor includes peers, friends, family, social values or culture. Those facts are supporting the notion that demographic profiles of a customer will affect his or her perception toward a design or image, thus the first hypotheses:

*H1: Customer demographic profile significantly influences website design*

To deepen the research, the authors then divided the hypotheses into sub hypotheses:

- H1a: Gender significantly influences website design*
- H1b: Age significantly influences website design*
- H1c: Education significantly influences website design*
- H1d: Occupation significantly influences website design*
- H1e: Income significantly influences website design*
- H1f: Hobbies significantly influence website design*

SERVQUAL stated that there is a gap between service delivery and external communications (Parasuraman, Zeithaml & Berry, 1985). In this research the authors assessed the correlation between website design and satisfaction, thus:

*H2: Website design significantly influences purchase intention*

## **RESEARCH METHODS**

### **Sample**

Convenience sampling was used to gathers all data required. Questionnaires were distributed on-line. The target number of respondents was 225, but 450 questionnaires were distributed in hope to get 400 respondents to increase the confidence level of 95% (Hunter, 2008)

On-line questionnaire was chosen because the respondents should have an internet connection to participate, thus making them also the target market for on-line shops. It was distributed

to participants that fulfilled the criteria required by this research via snowball method. Aaker, Kumar & Day (2001) mentioned about budget constraint when a study needed to gather samples; but since this research used on-line questionnaires the monetary constraints could be alleviated (Archibald, 2009). The researchers attempted to get a margin of error of 5% which is also the margin of error level that is commonly acceptable (Miller, Kobayashi & Miller, 2000).

### **Measures of Instrument**

The questionnaire was pre-tested to help determine the effectiveness of the survey questionnaire using Cronbach's Alpha for reliability analysis. Pearson's Product Moment Correlation test was used to test the validity of the data. The r-value were valid if value (corrected item-total correlation) > r-critical and positive (Siegle, n.d).

The authors collected the required information via on-line questionnaire and using convenience sampling method to any person who has had experience in visiting on-line shops in Indonesia.

A five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree" was used to measure the items (Sekaran, 2003). Each variable answers are expressed by using the Likert Method of Summated Rating, that allows an expression of intensity of feeling. The Likert scale is design to examine how strongly subjects agree or disagree with statements on a five-point scale with five anchors: *Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree*.

### **Statistical Analysis tool**

To avoid systematic or random error, a validity test is often applied after a sample has been gathered. The validity of a scale is the extent to which there are differences in the scales of the observed sample; the scores here need to reflect true differences rather than being random.

This research used regression analysis method using SPSS 16.0 as a parametric method. This research would also examine the differences between more than two means; therefore the analysis of variance (ANOVA) will be applied. Typically, the null hypothesis for an ANOVA assumes that all means are equal (Malhotra & Peterson, 2006).

Both one-way and two-way ANOVA were used in this research. One-way ANOVA uses a single-factor fixed effects model for its comparison of the effects of one factor or treatment on a continuous dependent variable. Two-way adds additional factors into the model (Donald & Schindler, 2006).

## **FINDINGS**

### **Pretest Result on Validity and Reliability**

Reliability test using Cronbach Alpha showed a value of 0.919. This indicated that the measuring tool used was reliable. R-test was used to test the validity of the data collected. The r-value were valid if the value > r-critical and positive (Siegle, n.d). With a degree of freedom 430 (df = n-2), the critical value can be calculated using F critical value where:

$$r_{critical} = \sqrt{\frac{f_{critical}}{(n-2) \times f_{dx}}} \quad [1]$$

F-critical value, calculated from numerator = 21, and denominator = 411 (calculated from amount of sample deducted by the numerator), was 1.58. From the above formula, r-critical was 0.0605, thus it could be concluded that all data were valid.

### **Respondent's profile**

The majority of the respondents were male (61.8%). Dominant age was 18 – 22 years old (60%). Most of the respondents had undergraduate degree (46.8%). 37.7% of the respondents stated that they had no income. These results showed that most users were young adults who still taking a degree, with no job, thus the result of having no income.

### **Frequency of Visits and Actual Purchase Made**

The frequency of visit per month varied significantly. 25% of the respondent stated that they visited an on-line store once in a month, 21.7% stated they went 5 times or more, 21.5% 3 times a month, 17.1% 4 times and 14.6% 2 times in a month. The respondents also stated that they usually stayed for 15 to

30 minutes (40.3%), while the others stated that they spent 1 to 2 hours (21.1%), spent less than 15 minutes (20.6%) and the rest spent more than 2 hours. Their purchase intention after first time visit was average (46.5%) to strong (36.6%). 34.7% of the respondents stated that they bought just one item per month or two items per month (22%).

### **The Influences of Demographic Profile to Website Design**

The results showed that gender differentiated the importance of response, reasonable pricing, reputation, automate information provider, individualization, easiness of shopping, clear explanations and direction about the website, multiple delivery methods, professional knowledge, type, and advertisement. By this, *H1a: Gender influences website design*, was partially supported. Gender indeed had some influences but not a strong one.

The second sub-hypothesis, *H1b: Age influences website design*, was also partially supported. Age had influenced website design in almost every aspect, with the exception of response, integrity of information, and advertisement.

Education also influenced website design, but again the *H1c: Education influences website design*, was only partially supported as the findings stated that clear explanation, direction about the website, atmosphere of the store, and advertisement were not really an important factors for customer to visit a website.

*H1d: Occupation influences website design*, was partially supported, with the exception in the area of multiple payment methods and advertisement.

Income level of respondents had some impact on website design, except in the area of insurance policy, automates to provide information, and advertisement, thus the *H1e: Income influences website design*, was partially supported.

Hobbies influenced the website design in way of good quality products, exchange and return policy, information update, information integrity, search function availability, information, individualization, multiple payment methods, and easiness of shopping, clear explanation, direction about the website, type and atmosphere of the store. Hence *H1f: Hobbies influences website design* was partially supported.

Each sub-hypothesis was significant, even though all of the sub-hypotheses were partially supported, hence, *H1: Customer demographic profile influences website design* was supported. This indicated that consumer demographic profile influenced website design.

The tests showed that gender did not interact with website design to influence purchase intentions. Age and education on the other hand interacted with website design to influence purchase intentions after first visit. Occupation and income interacted with website design to influence frequency of visit, purchasing intention after first visit, and frequency of buying. Hobbies interacted with website design to influence time spent per visit, purchasing intention after first visit, and frequency of buying.

The results showed that customer demographic profile indeed influenced website design in term of importance, which in turn influenced purchasing intentions.



**Table 1. Tests of Between-Subject Effects**

Source	Frequency of Visit per month		Time spent per visit		Purchasing Intentions after 1st visit		Frequency of Buying per month	
	F	Sig.	F	Sig.	F	Sig.	F	Sig.
Intercept	956.39	0.00	1,375.44	0.00	3,572.86	0.00	243.96	0.00
Gender	4.41	0.04	5.22	0.02	1.21	0.27	7.69	0.001
Website design	1.46	0.01	1.41	0.02	1.09	0.30	0.95	0.60
Gender*Website design	1.05	0.39	1.17	0.21	0.92	0.64	1.08	0.34
	R <sup>2</sup> : .388		R <sup>2</sup> : .404		R <sup>2</sup> : .345		R <sup>2</sup> : .347	
Intercept	655.49	0.000.00	1,375.44	0.00	3,572.86	0.00	243.96	0.00
Website design	1.27	0.08	5.22	0.02	1.21	0.27	7.69	0.001
Age	2.69	0.03	1.41	0.02	1.09	0.30	0.95	0.60
Age*Website design	0.92	0.67	1.17	0.21	0.92	0.64	1.08	0.34
	R <sup>2</sup> : .456		R <sup>2</sup> : .496		R <sup>2</sup> : .558		R <sup>2</sup> : .505	
Intercept	978.88	0.00	1,154.56	0.00	4,024.49	0.00	323.95	0.00
Website design	1.40	0.03	1.34	0.04	1.75	0.00	1.22	0.12
Education	4.78	0.00	3.62	0.01	1.48	0.22	5.27	0.00
Education*Website design	1.11	0.25	1.31	0.05	1.92	0.00	1.13	0.23
	R <sup>2</sup> : .548		R <sup>2</sup> : .537		R <sup>2</sup> : .588		R <sup>2</sup> : .504	
Intercept	292.97	0.00	310.21	0.00	1,001.10	0.00	138.38	0.00
Website design	1.66	0.00	1.34	0.05	1.30	0.06	1.11	0.26
Occupation	2.88	0.00	3.03	0.00	2.18	0.01	4.80	0.00
Occupation*Website design	1.48	0.01	1.07	0.33	1.83	0.00	1.50	0.01
	R <sup>2</sup> : .597		R <sup>2</sup> : .554		R <sup>2</sup> : .598		R <sup>2</sup> : .587	
Intercept	1,121.77	0.00	1,407.52	0.00	4,222.17	0.00	335.46	0.00
Website design	1.61	0.00	1.20	0.15	1.23	0.12	1.41	0.03
Income	6.66	0.00	8.67	0.00	2.14	0.06	9.18	0.00
Income*Website design	1.54	0.00	1.22	0.10	1.55	0.00	1.45	0.01
	R <sup>2</sup> : .662		R <sup>2</sup> : .631		R <sup>2</sup> : .628		R <sup>2</sup> : .639	
Intercept	205.68	0.00	1,050.69	0.00	1,050.69	0.00	101.79	0.00
Website design	1.47	0.02	1.50	0.01	1.50	0.01	1.08	0.34
Hobby	3.71	0.00	4.42	0.00	4.42	0.00	1.72	0.07
Hobby*Website design	1.05	0.38	1.78	0.00	1.78	0.00	1.48	0.01
	R <sup>2</sup> : .649		R <sup>2</sup> : .713		R <sup>2</sup> : .713		R <sup>2</sup> : .655	

(Source: Data Analysis)

**CONCLUSION AND RECOMMENDATION**

Customers who were participants in this research were satisfied with the website design, but the facets they felt satisfied the most was not the facets they thought was important. Most suggested that improvement should be made on the area of information updates, payment method, quality, and policy on insurance.

As website design influence customer purchase intention, improvement on the design would have the capability to influence customer's purchase intention. In developing websites, designer should pay more attention to their target market demographic profile. By designing the website accordingly to the target market, the site would be able to influence the time spent in the site, thus improving the intention to purchase per visit.

Specifically as H1a, H1b, H1c, H1d, H1e and H1f were all partially supported, it is therefore important for website operator/Internet shop owner to pay attention to these six attributes.

Further analysis using a two-way ANOVA analysis toward consumer personality and website revealed that consumer personality indeed interacted with website image to influence purchase intention where occupation, income and hobbies were the 3 consumer personality facets that had the

most impact on website image. It is therefore recommended that website operator/Internet shop owner direct their promotion towards them.

As stated in the original work by Chen & Lee (2005), this study also recommends that future studies involve much larger sample size and to widen the scope of the participants surveyed. It is also recommended that future research widens the scope of the website image facets that are applied to the research, and to merge some of the current facets that may be redundant or too similar to each other.

Furthermore, the sample used in this research is a limitation by itself as the study was conducted with a snowball sample by asking friends, and friends-of-friends, to fill out the questionnaire. While all of the questionnaires gathered were considered valid due to the automatic notification when respondents put invalid forms, it is believed that some areas may still be questionable as there may be some imprecision attributed to the inconvenience of answering questions, discomfort of confession though anonymity was kept, plus maybe simply due to inaccurate memory. It is for this very reason that the questionnaire used can only be distributed directly to interested party for use with ample care.

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