

EFFECT OF PRIVACY SECURITY, WEBSITE CONTENT, CUSTOMER SERVICE AND ATMOSPHERIC ON E-SHOPPING INTENTION

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Abstract

This research aims to analyze the influence of Privacy Security, Website Content, Customer Service and Atmosphere on E-Shopping Intention among students at the Faculty of Economics and Business, Malikussaleh University. Data for this research was collected through a survey method using a questionnaire as a data collection instrument. The respondents used in this research were 112 students from the Faculty of Economics and Business, Malikussaleh University. This research uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The research results show that privacy/security influences e-shopping intention, website content influences e-shopping intention, customer service influences e-shopping intention, atmospheric influences e-shopping intention and simultaneously privacy/security, website content, customer service and atmosphere influence e-shopping intention.

Keywords : *Privacy/security, website content, customer service and atmospheric influence on e-shopping intention*

1. INTRODUCTION

The development of information technology has entered digital marketing as the main market in the business world. In the business carried out by entrepreneurs to reach potential buyers, introduce products and services through the media digital which can be interpreted as digital marketing. Digital marketing is marketing of company products carried out using media digital will be more easily accessed by potential consumers (Albi, 2020). Marketing This provides an opportunity for companies and also potential consumers to introduce and get to know products more effectively (Andrian, 2019). Digital marketing in its activities is carried out through media-based web such as blogs, websites, e-mail, AdWords, or social networks. Increasing Digital marketing provides an opportunity for e-commerce to increasingly growing in attracting consumer interest in shopping online. The development of online shopping carried out by consumers is increasing so that the intensity of online sales competition is also increasing. This is supported by competitive and existing environmental conditions increase in various types of e-commerce. According to the e-commerce association, Indonesia ranks first in e-commerce market growth in Indonesia worldwide which reached 78% per year. Followed by Mexico with e-commerce growth per year is 59% and the Philippines is 51% per year.

The first factor that is thought to influence e-shopping intentions is personal. Privacy is something that is very important for both individuals and individuals institutions or agencies to face and interact with other individuals or other institutions. Security and privacy are forms of payment security credit card and privacy information published during or after committing sales transactions (Allessandri et al., 2022). Security as protection use of the risk of loss and financial loss while privacy as protection of personal information. The second factor that is thought to influence e-shopping intention is Website Content. Websites provide great benefits for users internet, especially online business people to develop their business, because by utilizing website media you can cut costs such as promotion and communication so that it is efficient and effective (Harminingtyas, 2014). A website with good design and easily accessible content will increase the

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purchasing intention of consumers who visit the website. The higher the risk of a website perceived by consumers, the lower the consumer's purchase intention on the website (Jundrio & Keni, 2020). The third factor that is thought to influence e-shopping intention is customer service. The role of customer service is to retain consumers for a long time to remain loyal to our consumers through building relationships more familiar with consumers (Kasmir, 2018). A customer service person too We hope to provide fast, accurate, good and friendly service. Good customer service is not only seen from a physical perspective, but also seen from non-physical aspects such as ability and service ethics. The fourth factor that is thought to influence e-shopping intention is atmospheric. Store atmosphere can be created through visual environmental design, light, color, music and aroma that can stimulate consumers' emotions to making purchasing decisions, (Pratomo & Supriono, 2017). In context online purchases, atmospheric cues have been classified into three categories main: (1) e-store content; (2) electronic store design; and (3) e-store navigation (Floh and Madlberger 2013). Electronic store content or information includes all communication materials available on the website. Electronic store content mostly includes product features, price offers, policies returns, and contact information.

2. IMPLEMENTATION METHOD

Location and Object of Research

The research location is the place or social location of the research characterized by the presence of perpetrators and other elements. Location where this research was conducted at the Faculty of Economics and Business, Malikussaleh University Undergraduate Level

Population and Sample

Population is a generalized area consisting of objects or subjects which has certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2018). Population is a complete set of objects consisting of people, events, or objects that have common characteristics in research. Characteristics The population in this study were students from the economics and business faculty university. Number of Active Students at the Faculty of Economics and Business totaling 3,757 people. The sample is the smallest part of the population. Share of the population which are taken in certain ways and also have certain characteristics which is considered to represent the population (Sugiyono, 2018). Sampling technique on Basically it can be grouped into two, namely probability sampling and non-probability sampling probability. The sampling technique used in sampling is non-probability sampling method with purposive sampling technique. Purposive sampling is a sampling technique based on criteria, meaning The consumers used are people who shop online, (Sitohang, 2019). The minimum number of samples is 5 times the number of indicators, (Hair, et al, 2017). For research, researchers used 7 times the number of indicators so the number of samples in this study was 112 (7 x 16 indicators).

Validity Test

The validity test is used to measure whether something is valid or not questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are valid to reveal something that will be measured by the questionnaire (Ghozali, 2018). This validity test is obtained by correlating each indicator score with the total variable indicator score, then the correlation results are compared with a critical value at a significance level of 0.05.

Reability Test

According to Ghozali, (2018) Reliability is consistency and stability of the results of a certain measurement scale. Reliability Test is carried out for measuring the level of consistency between observation results and instruments or tools measurements used at different times. Technique used To measure the reliability of observations is to use coefficients Cronbach alpha,

that is, an instrument is said to be reliable if it has a Cronbach value alpha is greater than 0.5. According to Ghozali, (2018), a construct or variable it is said to be reliable if it provides a Cronbach Alpha value > 0.60 .

Data Analysis Methods

This study uses multiple linear regression with the following equation model :

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

Where :

Y : E-Shopping Intention

α : Constant

β : Regression coefficient

X1 : Privacy Security

X2 : Website Content

X3 : Customer Service

X4 : Atmospheric

ϵ : Error Term

Hypothesis Test

1. Parsial Test (t Test)

Partial hypothesis testing uses the t-test. Ghozali (2018) states that the t statistical test basically describes the extent of the influence of individual explanatory/independent variables in explaining the dependent variable. Ghozali (2018) explains that the t test is carried out by comparing the probability of significance with a predetermined threshold value:

If the significance probability number is > 0.05 then H1, H2, and H3 are rejected and H0 is accepted.

1. If the significance probability number is > 0.05 then H1, H2, and H3 are rejected and H0 is accepted.
2. If the significance probability number is < 0.05 then H1, H2, and H3 are accepted and H0 is rejected

2. Simultaneous Test (F Test)

Simultaneously, hypothesis testing is carried out using the F-test. According to Ghozali (2018), the F statistical test basically shows whether all the independent or independent variables included in the model have a joint influence on the dependent/dependent variable.

By using significance probability figures with the following conditions:

1. If the significance probability number is > 0.05 then H1, H2, and H3 are rejected and H0 is accepted.
2. If the significance probability number is < 0.05 then H1, H2, and H3 are accepted and H0 is rejected.

3. RESULTS AND DISCUSSION

Validity Test

Validity is a measure that shows the levels of validity or authenticity of an instrument. The basis for making a decision whether it is valid or not is as follows:

- If the sig value. (2-tailed) < 0.05 then the questionnaire questions are valid.
- If the sig value. (2-tailed) > 0.05 then the questionnaire question is invalid.

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Validity Test

No	Indikator-Indikator Pernyataan	Nilai r_{hitung}	Nilai r_{tabel}	Ket
1	Privacy /Security (X ₁)			
	1. Question 1	0,805	0,185	Valid
	2. Question 2	0,537	0,185	Valid
	3. Question 3	0,759	0,185	Valid
	4. Question 4	0,419	0,185	Valid
2	Website Content (X ₂)			
	1. Question 1	0,746	0,185	Valid
	2. Question 2	0,670	0,185	Valid
	3. Question 3	0,736	0,185	Valid
	4. Question 4	0,677	0,185	Valid
3	Customer Service (X ₃)			
	1. Question 1	0.698	0,185	Valid
	2. Question 2	0.640	0,185	Valid
	3. Question 3	0.285	0,185	Valid
	4. Question 4	0.709	0,185	Valid
4	Atmospheric (X ₄)			
	1. Question 1	0.590	0,185	Valid
	2. Question 2	0.701	0,185	Valid
	3. Question 3	0.726	0,185	Valid
	5	E-impulse buying (Y)		
1. Question 1		0.681	0.185	Valid
	2. Question 2	0.809	0.185	Valid

Source: Primary Data (2023)

From the results of all the variable indicator statements of privacy/security (X₁), website content (X₂), customer service (X₃), atmosphere (X₄) and e-shopping intentions (Y). to measure the variables in this study, each of them has a large person correlation from r_{tabel} , the r_{tabel} value for $(df) = n - 2 = 112 - 2 = 110$, then the r_{tabel} value is 0.185. Based on the results in this table, it can be concluded that all statement indicators in this research are declared valid.

Reliability Test

Reliability test is used to test whether the instrument used is reliable. The test criteria are that the instrument is said to be reliable if the Cronbach's Alpha value is > 0.60 , the following is a table of reliability test results:

Tabel 2
Reliability Test

Variabel	Cornbach's Alpha	Keterangan
<i>Privacy/security (X1)</i>	0,747	Reliabel
<i>Website content (X2)</i>	0,780	Reliabel
<i>Customer service (X3)</i>	0,727	Reliabel
<i>Atmospheric (X4)</i>	0,754	Reliabel
E-shopping intention (Y)	0,789	Reliabel

Source: Primary Data (2023)

From the results of all the variable The Cornbach's Alpha value of the privacy/security variable (X1) is 0.747, the Cornbach's Alpha value of the website content variable (X2) is 0.780, the Cornbach's Alpha value of the customer service variable (X3) is 0.727, the Cornbach's Alpha value of the atmospheric variable (X4) is 0.754 and the Cornbach's Alpha value of the e-shopping intention (Y) variable is 0.789. These results show that the Cornbach's Alpha results for each variable are > 0.60 , so all variables can be declared reliable. All of this shows that all statement items used are able to obtain consistent data.

Multiple Linear

Analysis Results The technique used in this study is a multiple linear regression equation, so the calculation results of regression analysis are obtained in the following table:

Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constan)	.048	.622		.078	.938
<i>Privasi/Security</i>	.411	.112	.326	3.686	.000
<i>Website Content</i>	.149	.069	.177	2.172	.032
<i>Customer Service</i>	.265	.095	.231	2.801	.006
<i>Atmospheric</i>	.184	.083	.196	2.220	.029

a. Dependent Variable: *e-shopping intention*

Source: Primary Data (2023)

Based on the output in Table 4.13 above, it can be seen that this value is obtained from the multiple linear regression analysis equation below:

1. A constant of 0.048 means that if Privacy/Security, website content, customer service and atmospheric then e shopping intention has a constant value of 0.048.
2. The regression coefficient for the Privacy/Security variable is positive at 0.411, meaning that increasing Privacy/Security will increase e-shopping intention by 0.411.

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3. The regression coefficient for the website content variable is positive at 0.149, meaning that increasing website content will increase e-shopping intention by 0.149
4. The regression coefficient for the customer service variable is positive at 0.265, meaning that increasing customer service will increase e-shopping intention by 0.265.
5. The regression coefficient for the atmospheric variable is positive at 0.184, meaning that increasing atmospheric will increase e-shopping intention by 0.184.

Hypothesis Testing

Partial Test (t Test)

Tabel 4
Partial Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.048	.622		.078	.938
<i>Privasi /Security</i>	.411	.112	.326	3.686	.000
<i>Website Content</i>	.149	.069	.177	2.172	.032
<i>Customer Service</i>	.265	.095	.231	2.801	.006
<i>Atmospheric</i>	.184	.083	.196	2.220	.029

a. Dependent Variable: e-shopping intention

Source: Primary Data (2023)

From the results of individual parameter testing (t statistical test) it can be explained as follows:

1. The results of testing the privacy/security variable (X1) on e-shopping intention by looking at tcount with ttable can be obtained with the formula $df = n - k = 112 - 5 = 107$, thus obtaining a ttable value of 1.659, and privacy/security obtained tcount of 3.686. Thus, the value of tcount > ttable is $3.686 > 1.659$ with a significance level of 0.000. So it can be concluded that the privacy/security variable influences e-shopping intention, it can be concluded that H1 is accepted.
2. The results of testing the website content variable (X2) on e-shopping intention by looking at tcount with ttable can be obtained with the formula $df = n - k = 112 - 5 = 107$, so you get a ttable value of 1.659, and for privacy/security you get a tcount of 2.172. Thus, the value of tcount > ttable is $2.172 > 1.659$ with a significance level of 0.000. So it can be concluded that the website content variable influences e-shopping intention, it can be concluded that H2 is accepted.
3. The results of testing the customer service variable (X3) on e-shopping intention by looking at tcount with ttable can be obtained with the formula $df = n - k = 112 - 5 = 107$, so you get a ttable value of 1.659, and for privacy/security you get a tcount of 2.801. Thus, the value of tcount > ttable is $2.801 > 1.659$ with a significance level of 0.006. So it can be concluded that the customer service variable influences e-shopping intention, it can be concluded that H3 is accepted.
4. The results of testing the atmospheric variable (X4) on e shopping intention by looking at tcount with ttable can be obtained with the formula $df = n - k = 112 - 5 = 107$, so you get a ttable value of 1.659, and for atmospheric you get a tcount of 2.220. Thus, the value of tcount > ttable is $2.801 > 1.659$ with a significance level of 0.029. So it can be concluded that atmospheric variables influence e-shopping intention, it can be concluded that H4 is accepted.

Simultaneous Test (F Test)

Tabel 5
Simultaneous Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.302	4	2.325	11.739	.000 ^b
	Residual	21.196	107	.198		
	Total	30.498	111			

a. *Dependent Variable: E Shopping Intention*

b. *Predictors: (Constant), Atmospheric , Website Content , Customer Service , Privacy /Security*

Source: Primary Data (2023)

From the results of SPSS data processing which is also used to see the F table value obtained from the degree of freedom (df) for the 2-way partial test on 112 samples, $df = N - k$, namely $112 - 5 = 107$ with $df_1 = 4$ and $df_2 = 107$ for hypothesis with an F value at a significance of 5% or 0.05, then the F table value obtained is 1.998. The research results show that Privacy/Security, website content, customer service and atmospherics influence e-shopping intention, so hypothesis H4 is accepted.

Coefficient of Determination

Tabel 6
Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.552 ^a	0.305	0.279	0.44508

b. *Dependent Variable: e-shopping intention*

Source: Primary Data (2023)

The correlation coefficient (R) value of 0.552 shows that there is a moderate relationship (correlation) between the Privacy/Security, website content, customer service and atmospheric variables on e-shopping intention. Meanwhile, the coefficient of determination (R Square) is 0.305, meaning that the Privacy/Security, website content, customer service and atmospheric variables have the ability to explain their influence on e-shopping intention by 30.5%. The remaining 69.5% is influenced by other factors outside this research.

4. CONCLUSION

From the results of this discussion, the following conclusions can be drawn:

1. The research results show that privacy/security influences e-shopping intention where the value of $t_{count} > t_{table}$ is $3.686 > 1.659$ with a significance level of 0.000.
2. The research results show that website content has an influence on e-shopping intention where the value of $t_{count} > t_{table}$ is $2.172 > 1.659$ with a significance level of 0.032.
3. The research results show that customer service has an influence on e-shopping intention where the value of $t_{count} > t_{table}$ is $2.801 > 1.659$ with a significance level of 0.006.
4. The research results show that atmospherics have an effect on e-shopping intention where the value of $t_{count} > t_{table}$ is $2.220 > 1.659$ with a significance level of 0.029.

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5. The research results show that privacy/security, website content, customer service and atmospherics influence e-shopping intention where the $F_{count} > F_{table}$ value is $11.739 > 1.998$ with a significance level of 0.000.

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