

WHAT IS THE ROLE OF CUSTOMER BEHAVIOR FOR ELECTRONIC E-COMMERCE AND MODERN MARKET VISIT INTENTION ?

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Abstract- The aim of this research is to investigate the correlation of customer behaviour, electronic e-commerce and market visit intention. This type of research is included in quantitative research. Respondents used in answering questions in the study were 300 visitors to the modern market which were determined by the simple random sampling method. Meanwhile, to obtain data, it was done by distributing online questionnaires to respondents who were used as research objects. The analytical tool used in this research is Structure Equation Models (SEM) with the Partial Least Square (PLS) approach with the smartPLS 3.0 software tool. This research method uses a survey, where questionnaires are distributed to obtain answers to research questions. Data obtained through online questionnaires distributed through social media and Structure Equation Model (SEM) analysis with Partial Least Square (PLS) approach with software data processing tools. SmartPLS 3.0. The results show that Customer Behavior has a significant effect on E-Commerce, Customer Behavior has a significant effect on Modern Market visit intention, E-Commerce has a significant effect on Modern Market visit intention. Effective and efficient in conducting transactions is highly desired by consumers today. When going to buy a product, you don't have to go directly to the mall or shopping place but can go through an online application. Various shopping options on e-commerce are very popular, especially by millennials, because they are considered practical, effective and efficient

Keywords : Customer Behavior; E-Commerce; Modern Market visit intention

Introduction

In this digital era and industrial revolution 4.0, the competition in the marketing world is currently increasing. The field of marketing affects various aspects of life in daily activities, this is because marketing plays an important role in economic development and growth. So that through an effective marketing system will contribute to the future of a nation. Changes in human civilization towards a more advanced direction will contribute to changes in the environment, so that individual consumer behavior and the social environment will also change. This change also includes the pattern of consumer life in shopping for necessities of life through alternative places to fulfill them. Kim et al. (2016) Marketing is the most important factor in achieving success in the field of business that is run. If you want marketing to work well, you need to know how to behave to achieve this satisfaction. In addition, consumer satisfaction through e-commerce as an electronic trading medium to be able to buy goods using the internet network. According to Cirqueira et al. (2019) Consumer behavior is a process and consumer

activity that is involved in finding, selecting, using, evaluating, and buying various products and services that are used for consumer satisfaction. Basically, consumer behavior is a person's activity to carry out the process of product selection, purchase and use of goods and services so that their needs and desires are met.

According to Cirqueira et al. (2019) ; Crespo et al. (2010) Customer behavior will provide information to consumers about what the consumer needs, so that consumers have a reason to buy the product, a place for consumers to shop, who will play a role at the time of purchasing the product. Decision making by consumers will be influenced by factors such as social (reference), consumer personality (economic situation) and psychological (motivation). The decisions taken by consumers consist of recognizing needs, seeking information, evaluating various alternatives, purchasing decisions and behavior after the goods reach the consumer. The importance of understanding consumer behavior will have an impact on increasing product sales from the company itself. So understanding customer behavior tends to be difficult, because consumers have different characteristics and tastes. According to Kassim et al. (2008); Kuan et al. (2008); Kim et al. (2016) that nowadays, with the development of the modern world, many people are more interested in shopping at modern markets. Consumer behavior) is suspected as one of the causes of consumers switching from traditional markets to modern markets. This is because in the modern market, the quality of the product is considered to be better and the price is cheaper. In addition, in the modern market, the convenience and flexibility in shopping is felt by consumers.

According to Xiao et al. (2019) Electronic commerce or referred to as E-commerce, which is a collection of technologies, applications and businesses that are connected to companies or individuals as consumers who carry out electronic transactions, exchange of goods, information through a computer internet network. With the development of technology and telecommunications networks, various transactions can be carried out through online transactions. The use of online transactions makes it easy for buyers and sellers without meeting in person. According to Sullivan et al. (2018) ;Xiao et al. (2019) Several factors that contribute to consumer behavior (customer behavior) to shop online, such as trust in sellers, ease of accessing the internet wherever they are, ease of payment, diverse store choices, varied prices, the existence of products that may not be available. found in physical stores, flexible time, setting the amount of budget spent when shopping. Satisfaction of customers who use e-commerce when doing online shopping is very important, because if customers can trust the store, it will be something very valuable for the seller, where the possibility of buyers will shop again at the store.

The modern market is a modern market, meaning that the modern market provides products with a variety of choices at competitive prices, so that consumers have more opportunities to compare the quality of goods and relatively affordable prices according to the ability of these consumers. This modern market using e-commerce has several advantages, namely the place to shop feels comfortable, the products sold are more guaranteed to be healthy, the products are diverse, the product packaging is more concerned by the seller, the various payments are diverse. The occurrence of a shift from shopping in traditional

markets to modern markets (e-commerce) causes changes in consumer behavior. This is due to the rapid development of technology, so that all needs can be met only by using a laptop or gadget. So based on the explanation above, researchers are interested in conducting research on the influence of customer behavior and e-commerce on the modern market, visit intention. While the objectives of this study are (1) to analyze the influence of customer behavior on the modern market visit intention; (2) analyze the influence of customer behavior on e-commerce

Literature Review

Customer Behavior

According to Lu et al. (2010) ; McKnight et al. (2001) Consumer behavior is the behavior seen by consumers in making purchases, using, evaluating, spending the selected goods as an effort to satisfy needs. Consumers have various wants and diverse needs, this is due to the factors that influence consumers to make a purchase. So that sellers know consumer behavior so that buying and selling activities can be carried out effectively and efficiently. According to Pellet et al. (2012) the factors that influence consumer behavior are cultural factors, social factors, personal factors and psychological factors. The type of consumer behavior involves several factors before deciding to do online shopping, namely trust in sellers, ease of technology to access the internet and explore online stores, ease of payment, product choices that are difficult to find in physical stores, considerations of price, time, and amount of expenditure, and so on. Increasing customer satisfaction and creating customer trust when shopping online is an important thing in e-commerce activities, especially in attracting interest and creating customer intentions to shop online again at the same place . According to Peng et al. (2019); Zhu et al. (2019) There are several reasons why people prefer online shopping. First, it saves time and money. Saving costs in the sense of reducing the cost of taxi rides, gas costs, parking fees, reducing the desire to snack, no need to go around from one store to another to compare prices and models. With online shopping we just play the mouse to switch stores. Second, online shops always improve themselves, because they will get direct input from buyers. What is lacking can be improved what is an advantage can continue to be improved. Third, in online shops, people can read testimonials from customers who are happy with the goods or services provided. Fourth, the online shop provides recommendations on other items that may have something to do with the item we are looking for. Fifth, online shop customers do not need to jostle with other consumers or be noisy with the sound of music that is sometimes deafening. In addition, the long distance makes people reluctant to come to the mall to buy the things they need. Congestion that occurs especially in big cities makes people lazy to visit malls, because consumers feel that time is very valuable for them to do other more useful activities.

E-Commerce

According to Peng et al. (2019); Zhu et al. (2019) that e-commerce has advantages when compared to other businesses such as efficiency and effectiveness. The purpose of effective is effective internet where

consumers can access virtual shops for 24 hours non-stop and wherever as long as they are connected to the internet network. While efficient can be seen from the marketing side, the number of workers, overhead costs. For example, the company or seller does not have to print a new catalog, but consumers can immediately see the latest products from the seller through the website that is available if there is a change in the type of goods or prices. With technological advances in the field of trade, it is highly developed through the internet, and has even mushroomed in Indonesia using e-commerce. According to Xiao et al. (2019) The large number of various conveniences in shopping and the various types of products and services offered, make people, especially the city of Medan, make online business a new place for shopping besides shopping centers such as modern markets. This makes many online business sellers competing to offer their products. with various ways to attract consumers to shop, they take advantage of the situation where online shopping is in demand by the people of the city of Medan until now. There are several reasons why people prefer online shopping. First, it saves time and money. Saving costs in the sense of reducing the cost of taxi rides, gas costs, parking fees, reducing the desire to snack, no need to go around from one store to another to compare prices and models. With technological advances in the field of trade, it is highly developed through the internet, and has even mushroomed in Indonesia using e-commerce. The number of various conveniences in shopping and the various types of products and services offered, make people, especially the city of Medan, make online business as one of the new shopping places in addition to shopping centers such as modern markets. This makes many online business sellers compete to offer their products in various ways to attract consumers to shop, they take advantage of the situation where online shopping is in demand by the people of the city of Medan until now. According to Peng et al. (2019); Zhu et al. (2019) states that the modern market is a market that is managed by using modern management. In general, in urban areas, modern markets serve as providers of goods and services for good service for the convenience of consumers who use them. According to Qureshi et al. (2009)The modern market is a modern market where merchandise is traded at the right price so that there is no bargaining activity and with good service. The advantages of this market are that the place is clean and comfortable, the modern market does not only sell clothing and food needs, the market also sells basic necessities and most of the merchandise it sells is of good quality. Modern markets include malls, supermarkets, department stores, shopping centers, franchises, minimarkets, supermarkets, department stores, convenience stores, and so on. In modern markets, the goods sold have a lot of variety when compared to traditional markets. In addition, the goods sold in the modern market also contain imported goods which may not be sold in the traditional market

Method

This type of research is included in quantitative research. Respondents used in answering questions in the study were 300 visitors to the modern market which were determined by the simple random sampling method. Meanwhile, to obtain data, it was done by distributing online questionnaires to respondents who were used as research objects. The analytical tool used in this research is Structure Equation Models (SEM) with the Partial Least Square (PLS) approach with the smartPLS 3.0 software tool . This research method uses a survey, where questionnaires are distributed to obtain answers to research questions. Data

obtained through online questionnaires distributed through social media and Structure Equation Model (SEM) analysis with Partial Least Square (PLS) approach with software data processing tools. SmartPLS 3.0.

The stages of data analysis are

1. Convergent Validity Test , according to Ghozoli (2012) that the loading factor value is said to be high if it has a correlation of more than 0.70.
2. Discriminant Validity Test is used to compare the cross loading values. In principle, the value of the discriminant validity of different constructs does not have to be highly correlated.
3. Reliability Test, Reliability test on SEM-PLS seen from Cronbach's Alpha value and Composite Reliability value. Purwanto et al .(2020) state that a latent variable can be said to have good reliability if the composite reliability value is 0.7 and Cronbach's alpha value is 0.7. Meanwhile, according to (Purwanto et al., 2021) composite reliability must be greater than 0.7 even though the value of 0.6 is still acceptable.
4. The value of R-squared (R²) is used to measure the effect of the independent variable on the dependent. According to Purwanto et al.(2021) that the R-Square value of 0.67 can illustrate that the model tested is included in the good category.
5. Significance Test, The significance test on the SEM model with PLS aims to determine the effect of exogenous variables on endogenous variables. Hypothesis testing with the SEM-PLS method is carried out by performing a bootstrapping process with the help of the smartPLS 3.0 computer program to determine the relationship between the influence of exogenous variables on endogenous variables.

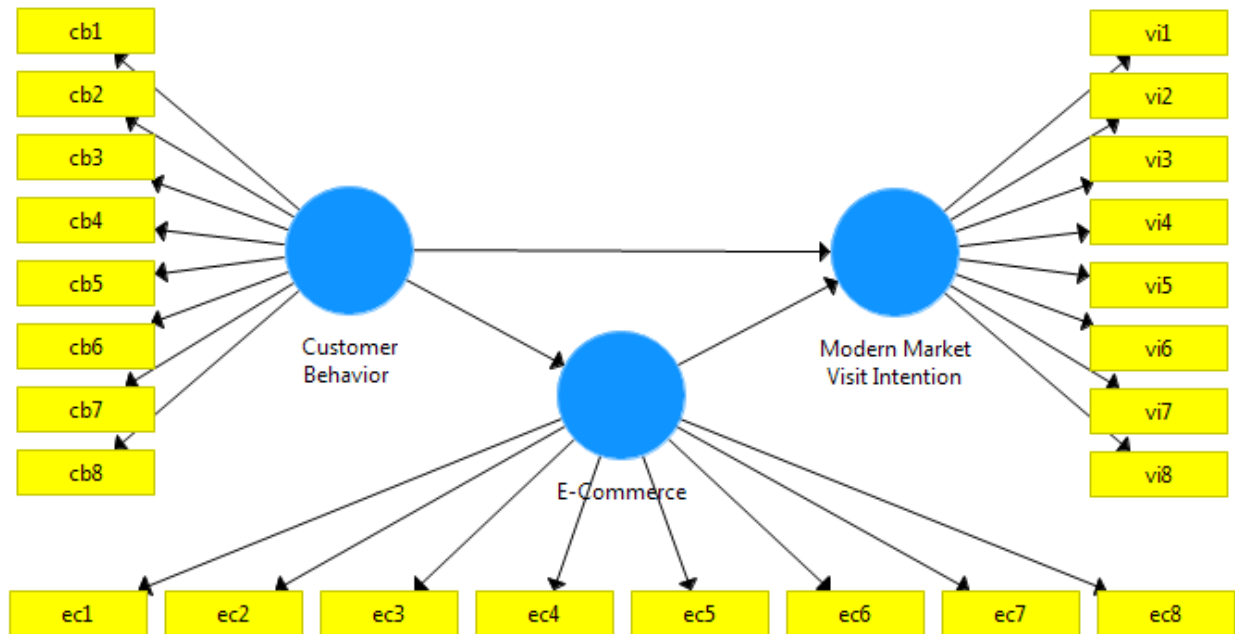


Fig 1. Research Model

The hypothesis of this research is

H1: Customer Behavior has a significant effect on E -Commerce

H2: Customer Behavior has a significant effect on Modern Market visit intention

H3: E-Commerce has a significant effect on the Modern Market visit intention

Results and Discussion

Customer Behavior has a significant effect on E -Commerce

Based on the results of data analysis, it was obtained that the p value was $0.000 < 0.050$ so it was concluded that Customer Behavior had a significant effect on E -Commerce. An increase in the Customer Behavior variable would be followed by a significant increase in the E-Commerce variable, this result is in line with the research of Cirqueira et al. (2019); Crespo et al. (2010); Kassim et al. (2008); Kuan et al. (2008); Kim et al. (2016) that customer behavior has a significant effect on e-Commerce.

Customer Behavior has a significant effect on the Modern Market visit intention

Based on the results of data analysis, it was obtained that the p value was $0.000 < 0.050$, so it was concluded that Customer Behavior had a significant effect on the modern market visit intention. An increase in the Customer Behavior variable will be followed by a significant increase in the modern market variable visit intention, this result is in line with the research of Lu et al. (2010); McKnight et al.

(2001); Pellets et al. (2012); Peng et al. (2019); Zhu et al. (2019) that customer behavior has a significant effect on modern market visit intention.

E-Commerce has a significant effect on the Modern Market visit intention

Based on the results of data analysis, it was obtained that the p value was $0.000 < 0.050$ so it was concluded that E-Commerce has a significant effect on modern market visit intention. An increase in the E-Commerce variable will be followed by a significant increase in modern market visit intention variables, this result is in line with the research of Qureshi et al. . (2009; Sari et al. (2020); Sumarliah et al. (2021); Sullivan et al. (2018); Xiao et al. (2019) that E-Commerce has a significant effect on modern market visit intention.

The results of previous research on e-commerce were carried out by According to Qureshi et al. (2009 ; Sari et al. (2020) considerations made by consumers in buying products at an online store are heavily influenced by various reference factors from the online store, so that consumers can return to shopping again. According to Sullivan et al. (2018) ; Xiao et al. (2019) argue that the sale of mobile devices has the potential to earn higher sales profits in Indonesia itself, according to Qureshi et al. (2009 ; Sari et al. (2020); Sumarliah et al. (2021) before shopping online it is necessary to make a list of the products that you want to buy. The aim is to help reduce the variety and size of the electronic basket. Besides that, it will also make it easier to find product price information that is easier to high. In the end, online shopping is more widely used by people who have busy activities at work so that they take advantage of online stores to shop practically and quickly Technological advances in the world of commerce especially with the internet growing rapidly through the use of e-commerce. The availability of various products and services offered, causes people to make e-commerce a choice for modern market shopping. This opportunity is captured by the seller to offer competitive product prices, so that modern markets such as e-commerce are in the interest of consumers. In addition, there are several reasons why people are more interested in shopping, such as saving time and energy, discounts are available, there are many choices of payment modes, products are varied and tend to be complete, have the freedom to compare product prices.

According to Cirqueira et al. (2019); Crespo et al. (2010); Kassim et al. (2008) which states that location is the most influencing factor for consumers in modern stores to shop. Because modern stores tend in their establishment to choose strategic locations to market their products. buyers have high enough trust to be able to shop through e-commerce and modern markets. In modern markets, buyers can see the quality of the product directly, while in e-commerce, the level of trust of buyers can be seen through reviews or comments on products that have been purchased by previous buyers. According to Cirqueira et al. (2019)

; Crespo et al. (2010) that consumer confidence in using e-commerce can be seen from the number of visits to the e-commerce store website.

Conclusion

The results show that Customer Behavior has a significant effect on E -Commerce, Customer Behavior has a significant effect on Modern Market visit intention, E-Commerce has a significant effect on Modern Market visit intention. Effective and efficient in conducting transactions is highly desired by consumers today. When going to buy a product, you don't have to go directly to the mall or shopping place but can go through an online application. Various shopping options on e-commerce are very popular, especially by millennials, because they are considered practical, effective and efficient. The communication network between sellers and buyers can be done via whatsapp or chat through e-commerce applications so that consumers can interact with sellers if they describe or ask about the availability of the desired product. In addition, the official e-commerce website makes buyers more confident to make transactions on e-commerce. Physical infrastructure has a high enough influence in reflecting the modern market. The existence of physical infrastructure in the sense of a clear shopping place will give consumers confidence to shop when compared to e-commerce. In addition to the modern market, the available physical infrastructure is not only a place to shop but also entertainment facilities that make consumers interested in spending more time there. The ease of conducting transactions through e-commerce is highly favored by consumers. This means that consumers make purchases in e-commerce because of convenience. Shopping on e-commerce can be anywhere as long as it is connected to the internet network. Buyers can first choose the desired product and then read the level of consumer satisfaction with the product, after it is felt to be satisfying then the buyer can proceed to the next stage.

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