

**PREDICTING THE INFLUENCES OF CONSUMER BEHAVIOR FACTORS  
TOWARDS YOUNG ADULT'S BUYING INTENTION OF E-COMMERCE IN  
INDONESIA**

By

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### **PREDICTING THE INFLUENCES OF CONSUMER BEHAVIOR FACTORS TOWARDS YOUNG ADULT'S BUYING INTENTION OF E-COMMERCE IN INDONESIA**

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Nowadays, the globalization on the world already shifted Indonesian people way to buy something, from offline goes to online. Customers can shop anything, anytime, from everywhere for almost any product or service. E-commerce is minimizing the expense and cumbersomeness of time, distance, and space in doing business. However, the opportunity still huge in Indonesia for e-commerce but still distrubed by trust and image issues in Indonesia. This research will evaluate the factor for young adult's in terms of their attitude towards buying intention in e-commerce.

In this reserach, the model used group conformity, product differentiation, hedonic value, and social class stated as independent variable, also buying intention as dependent variable with attitude towards buying as intervening variable for this research. This research use quantitative analysis with multiple regression to analyze the hypothesis. The researcher use non-probability sampling by using purposive sampling with judgment sampling. The respondents were 400 young adult's customers who already bought from e-commerce at least in the past three month in order to get know what factor which influence their attitude towards buying intention. All of the data tested with realibility test, validity test, and classical assumption test using SPSS 22. The hypothesis was analyzed with inference statistic using f- test and t-test to conclude the research. From all tested, the result showed that all of six hypothesis fully supported. This research also give a managerial implication and recommendation for future research.

*Keywords: Consumer Behavior, Group Conformity, Product Differentiation, Hedonic Value, Social Class, Attitude Toward Buying, Intention To Buy, Young Adult's*



**DEDICATION**

I dedicated this thesis to the loving memory of my father

*Gunawan Anthoni*

And

To my beloved mother

*Zaenab Ibrahim*

You both have successfully made me the person I am becoming

You will always be loved and remembered

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## TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
COPYRIGHT.....	4
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	7
LIST OF FIGURES.....	10
LIST OF TABLES.....	11
CHAPTER 1 - INTRODUCTION.....	12
1.1 Background.....	12
1.2 Research Problem.....	20
1.3 Research Questions.....	22
1.4 Research Objective.....	23
1.5 Scope and Limitation.....	24
1.6 Significance of Study.....	25
1.7 Thesis Framework.....	26
CHAPTER 2 – LITERATURE REVIEW.....	27
2.1 Theoretical Perspectives.....	28
2.1.1 E-commerce Overview.....	27
2.1.2 Marketing Overview.....	28
2.1.3 Consumer Behavior Overview.....	29
2.1.4 Buying Intention Overview.....	29
2.1.5 Attitude Toward Buying Overview.....	30
2.1.6 Group Conformity Overview.....	30
2.1.7 Service Differentiation Overview.....	31
2.1.8 Hedonic Value Overview.....	31
2.1.9 Social Class Overview.....	32
2.2 Past Research (Journal).....	33
2.2.1 <i>Predicting the Influence of Group Conformity, Utilitarian Value, Product Differentiation Towards Young Adult's Buying Intention in Smartphone.....</i>	<i>33</i>
2.2.2 <i>Factors that Influence Customer's Buying Intention on Shopping Online..</i>	<i>34</i>

2.2.3 <i>Relationship Between Conformity of Peers and Consumptive Behavior to Buy Clothes at Online Shop on Adolescent of Kesatrian 1 High School Semarang</i> .....	35
2.2.4 <i>Product Differentiation Effect on Consumer Buying Decision Keripik Maicih Bandung</i> .....	36
2.2.5 <i>Influence of Utilitarian and Hedonic Shopping Motivation to Online Consumer Preference of Line Shopping</i> .....	37
2.3 Past Research (Non-Journal).....	38
2.3.1 <i>The Effect of Social and Personal Factor Towards Attitude and Purchase Intention on Fashion Counterfeit Products in Denpasar City and Bandung Region</i> .....	38
2.4 A Brief Differentiation Between the Past Research .....	39
CHAPTER 3 – RESEARCH METHODS .....	41
3.1 Research Approach .....	41
3.2 Time and Place of Research.....	41
3.3 Research Model .....	42
3.3.1 Framework of Model .....	43
3.3.2 Operational Variables .....	43
3.3.3 Model Hypothesis .....	46
3.4 Population and Sample .....	47
3.4.1 Population .....	47
3.4.2 Sample .....	47
3.5 Questionnaire Design.....	49
3.6 Validity and Reliability Test.....	49
3.6.1 Validity Test .....	50
3.6.2 Reliability Test.....	50
3.7 Method of Analysis.....	51
3.7.1 Descriptive Statistic .....	51
3.7.2 Classical Assumption Test.....	51
3.7.3 Inference Statistic .....	52
3.7.3.1 F test.....	53
3.7.3.2 T test.....	54
CHAPTER 4 – RESULTS AND DISCUSSIONS.....	55
4.1 The Result of Validity Test.....	55
4.2 The Result of Reliability Test.....	56
4.3 Post-test.....	57
4.4 Descriptive Statistic Result .....	57



4.4.1 Descriptive Statistic of Respondent .....	58
4.4.2 Result of Descriptive Statistic of X <sub>1</sub> (Group Conformity).....	61
4.4.3 Result of Descriptive Statistic of X <sub>2</sub> (Service Differentiation).....	62
4.4.4 Result of Descriptive Statistic of X <sub>3</sub> (Hedonic Value) .....	62
4.4.5 Result of Descriptive Statistic of X <sub>4</sub> (Social Class) .....	63
4.4.6 Result of Descriptive Statistic of Y (Attitude Towards Buying).....	63
4.4.7 Result of Descriptive Statistic of Z (Intention to Buy) .....	64
4.5 Classical Assumption Test.....	64
4.5.1 Normality Test .....	64
4.5.2 Multicollinearity Test .....	67
4.5.3 Heteroskedasticity Test.....	68
4.5.4 Autocorrelation Test .....	69
4.6 Inference Statistics (Regression Analysis).....	70
4.6.1 F-test Analysis .....	70
4.6.1.1 F test Analysis Model 1 .....	70
4.6.1.2 F test Analysis Model 2 .....	71
4.6.2 T-test Analysis .....	71
4.6.2.1 T test Analysis Model 1 .....	71
4.6.2.2 T test Analysis Model 2 .....	72
4.7 Research Discussion .....	72
CHAPTER 5 – CONCLUSION AND RECCOMENDATIONS .....	75
5.1 Conclusion .....	75
5.2 Recommendations for E-commerce Companies.....	76
5.3 Recommendation for Future Research.....	77
GLOSSARY .....	78
REFERENCES .....	79
CURRICULUM VITAE.....	83
APPENDIX 1 (Pre-test & Post-test Questionnaire).....	84
APPENDIX 2 (Pre-test & Post-test Questionnaire).....	88
APPENDIX 3 (Raw Data 400 Respondents).....	92