

HOW WEBSITE ATTRACTIVENESS AND ELECTRONIC TRUST INFLUENCE THE PURCHASE DECISION OF STARTUPS IN YOGYAKARTA

Faidholloh Muqtafi¹, Suhandoko Goro Prasetyo², Agusta Pinta Kurnia Rizky³

¹Universitas Muhammadiyah Yogyakarta, Indonesia

²University College London, London

³Universitas Duta Bangsa, Indonesia

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ABSTRACT

Celebrity Endorsement is one of the most popular promotional tools in the world because using celebrities can be interesting, fun and trusted by the public so that the promoted product can be known and recognized by consumers. Therefore, many companies and individuals use celebrity services, including in the fashion sector. Many fashion brands use the services of celebrities to market their products to increase purchasing interest. Not only celebrity endorsements can increase the purchasing interest of customers or consumers such as the latest innovations in the fields of products, marketing, and others. If purchasing interest increases, it can be obtained from new customers or loyal customers which means repeat purchases occur. So that it can be one of the benchmarks of customer satisfaction. The purpose of this study is to test the effect of celebrity endorsement and innovation on fashion customer satisfaction. This type of research is a literature study with a qualitative descriptive approach. The results of the paper are expected to contribute to increasing insight into research on celebrity endorsement and fashion customer satisfaction.

Corresponding Author:

Faidholloh Muqtafi, Universitas Muhammadiyah Yogyakarta, Indonesia
Email: muqtafi0@gmail.com

1. INTRODUCTION

The growth of technology changes the marketing system in society. Information that is easily accessible anywhere, increasingly easy communication technology and the existence of the internet have led to an all-online shopping trend (Amin et al., 2021). This has led to the emergence of new dynamics in the business world. Startup companies also have to start thinking about how to compete with other companies in improving consumer purchasing decisions, as do startups in Yogyakarta. The presence of information and communication technology has not only changed the way consumers interact with the

world, but has also caused changes in how they interact with shopping activities (Akram et al., 2018).

Shopping via online platforms or shopping at startups shows a striking difference compared to shopping at traditional markets because they can present a variety of products and services, as well as provide accessibility and comfort without being limited by space and time constraints. However, online shopping also has certain risks, especially regarding the uncertainty of quality which may not match consumer expectations (Akram et al., 2018). In order to reduce this risk, consumers tend to search for information first regarding the product or service they are going to purchase, especially through social media (Chatterjee & Kumar Kar, 2020). With the internet, it is easier for consumers to get information related to the products they want and makes it easier for consumers to make purchase decisions (Dapas et al., 2019).

Purchasing decisions have become an increasingly complex process with the many and increasingly diverse product choices offered by a company (Delfian & Yusuf, 2022). Prospective consumers not only consider functional factors such as quality and price, but potential consumers are also involved in the purchasing process which is influenced by several personal, social and cultural variables (Prasad et al., 2019). Understanding the factors that can make consumers make purchasing decisions is key for every entrepreneur and business actor, including startup companies in Yogyakarta.

Purchasing decisions can be influenced by several factors, one of which is consumer trust in information about products (Vongurai et al., 2018), media or other things involved in purchasing decisions (Tang & Zhu, 2019). Maintaining the trust that consumers have given can also increase consumer purchasing decisions (Solikhah et al., 2022). If consumers feel that the seller or startup company is properly maintaining the trust placed in them by consumers, then consumers will not hesitate in their product purchasing decisions. One thing that influences consumer purchasing decisions to buy a product through online media is trust or electronic trust (Tran & Vu, 2019). Trust is the foundation in any business, business transactions will only occur if each party has mutual trust (Pop et al., 2022). This trust cannot simply be acknowledged by other parties or business partners, but must be built from the start and can be proven.

The next factor that is no less important in online sales is paying attention to the quality of the company website (Solikhah et al., 2022). Before making a purchasing decision, consumers will definitely look for information about related products. This information can be obtained through the company website that has been created. An attractive website design will attract potential consumers to enter the website and search for the products they are interested in (Khalil et al., 2019). Startup companies must also pay attention to the ease of accessing websites. This will make it easier for potential consumers to find information and can consider their decision to purchase the product (Perdomo et al., 2017).

In an effort to improve consumer purchasing decisions for startups in Yogyakarta in the digital era, website appeal and electronic trust play an important role. Website appeal can provide interesting information and descriptions desired by potential consumers regarding startup products (Pee et al., 2018). Then, electronic trust will provide a sense of trust in the information provided on the startup's attractiveness site (Pop et al., 2022; Qalati et al., 2021). The continuity between each variable can influence consumer purchasing decisions. Based on the overall explanation that has been presented, this paper contributes to testing the strategic relationship directly between the role of website appeal variables and electronic trust on purchasing decisions.

2. LITERATURE REVIEW

Customer or consumer is defined as the study of the processes involved when an individual or group selects, purchases, uses or disposes of products, services, ideas or experiences to satisfy the needs and desires of someone who has demonstrated his willingness to obtain goods or services from a supplier with the intention of paying for them. Purchase decision is a decision taken by a person to choose a particular product or service introduced by the company (Hanaysha, 2022). The purchasing decision is the final stage in a series of consumer processes in carrying out shopping activities and ultimately actually purchasing the product (Kamil & Albert, 2020). Prospective consumers not only consider functional factors such as quality and price, but potential consumers are also involved in the purchasing process which is influenced

by several other variables.

Furthermore, purchasing decisions are influenced by several factors, namely, cultural, social, personal and psychological (Kamil & Albert, 2020). Cultural factors are complex things, which include science, belief, art, morals, customs, habits and norms that apply to society. Cultural factors have the most widespread and profound influence on consumer behavior. It can be seen the role played by culture, sub-culture and the social class of the buyer. Social factors such as reference groups, family, and social roles and status consist of all groups that have a direct or indirect influence on a person's stance or behavior in the place where the person interacts. People's positions in each group can be defined in terms of roles or status in many groups such as families, clubs, and organizations. A buyer's decision is also influenced by personal characteristics, namely the buyer's age and stage of employment cycle, economic situation, lifestyle and the buyer's personality and personal concepts. A person's buying choice is influenced by four main psychological factors, namely motivation, perception, knowledge, belief and conviction. Consumer purchasing decisions are influenced by several measurements (Pandey & Bharti, 2019) as follows.

- Cultural measurements are the most influential and broadest in consumer behavior so marketers need to understand the influence of culture, subculture and social class of consumers.
- Social measurements need to be considered when designing marketing strategies because these factors can influence consumer responses.
- Personal measurements consisting of age and life cycle stage, occupation, economic situation, lifestyle, personality, and self-concept.
- Psychological measurements, including motivation, perception, learning and beliefs and attitudes also influence consumer purchasing choices.

A website is all web pages contained in a domain and contains information (Zhao et al., 2018). A website is generally formed from a number of interconnected web pages. A website is a system that presents information in various forms, such as text, images, sound, etc., which is stored on an internet web server and presented to anyone who wants to watch the site (Espigares-Jurado et al., 2020). The attractiveness of a website has been defined as a set of interactive features that attract customer attention, ensuring easier interaction, navigation and use to maintain long-term relationships (Pee et al., 2018). The main goal of a website is to deliver content to customers and complete sales transactions. The speed and reliability in achieving these two goals impacts a website's effectiveness from a transactional perspective. Therefore, website design and creation need to be optimal in order to achieve business goals. Website performance optimization can be assessed based on three factors, namely page content, page creation, and page delivery (Mohseni et al., 2018).

The website used must be easy for potential consumers to understand. Apart from that, the website must also attract consumers' attention with the various content on the website (Qalati et al., 2021). The web design used must be able to convey information related to the products offered to visitors. This also reinforces the principles stated previously. According to (Perdomo et al., 2017) a web design is said to be good and attractive if it has.

- Usability
Website design must have useful value for visitors, such as web appearance, ease of use, handling between pages and images displayed to users.
- Information Quality
The quality provided by website content and its relevance for user needs, for example, the amount of accuracy, context, format and relevance of information.
- Service Interaction Quality
The quality of interaction services offered by the website to users, such as issues regarding transactions, information security, product delivery, personalization and communication with the website owner.

The attractiveness of website design has an influence on the level of consumer purchasing decisions when visiting a particular e-commerce website (Pee et al., 2018). Customer behavior in making purchasing

decisions when shopping online is largely influenced by the product information available on the website, the attractiveness of the website design, and the ease of accessing the website (Tang & Zhu, 2019). An organized and attractive initial appearance of the website will enable consumers to easily access the features provided on the website. This will increase the possibility of potential consumers purchasing products on the website. A good first impression when viewing a website will give consumers a positive reaction to the website or the products offered (Mohseni et al., 2018). Apart from that, an attractive website design will increase comfort for consumers and influence consumers' decisions to purchase the goods or services offered (Solikhah et al., 2022).

H₀ : Web Attractiveness has a significant positive effect on Purchase Decision

H₁ : Web Attractiveness has no significant positive effect on Purchase Decision

Furthermore, consumer trust is a form of belief that the product or service provider can be relied on to behave consistently so that consumers' long-term interests can be met. Consumer trust can also be a company's willingness to depend on business partners (Pop et al., 2022). This depends on a number of interpersonal factors between organizations, such as the company's perceived competence, integrity, honesty, and policies. Consumer trust in online websites or startups lies in the popularity of the online website (Mbete & Tanamal, 2020). The better the website, the more confident and confident consumers will be in the reliability of the website. Customer trust is consumers' positive expectations of producers for their ability to produce products that satisfy customers (Tran & Vu, 2019). From the opinions of these experts, it can be said that trust is a condition that occurs when a consumer believes in the integrity and honesty of the online website. There are several indicators to determine consumer trust, according to (Sonmezay & Ozdemir, 2020) there are four indicators of consumer trust as follows.

- Benevolence
- Ability
- Integrity
- Willingness to depend

Along with the increase in online transaction activity, there is also an increase in incidents of online crime such as fraud, extortion, prostitution, and even cases of money laundering and corruption that occur in the online realm. Responding to the surge in online fraud cases, startup companies are working hard to provide safe services to their customers, with the aim of ensuring that customers can trust the transactions they make (Al-Khayyal et al., 2020). Increasing consumer trust in the online world often depends on the implementation of e-trust. E-Trust is considered a key element in the formation and maintenance of solid relationships between companies and their consumers. Trust plays a central role in consumer decisions regarding online transactions (Delfian & Yusuf, 2022). It refers to an individual's readiness to rely on another party in an exchange, based on confidence in that party's reliability. Apart from that, trust is also a belief that makes consumers feel comfortable to trust online sellers after checking their characteristics. Electronic trust has a big impact on consumer behavior when shopping online. In general, consumer trust can be built through positive reviews from customers after making a purchase, which can be accessed through e-commerce applications or startup platforms (Miao et al., 2022). Therefore, customer reviews are very important and necessary for e-commerce goods providers and startups to improve consumer purchasing decisions. In addition to seeing positive reviews, e-trust can be strengthened by ensuring the security of consumer data, presenting startup information clearly, and providing good delivery support (Oghazi et al., 2018). The availability of this information can encourage consumers to make purchasing decisions.

H₁ : E-Trust has a significant positive effect on Purchase Decision

H₂ : E-Trust has no significant positive effect on Purchase Decision

Based on the explanation above, there are three variables in this framework, namely Web Attractiveness, Electronic Trust, and Purchase Decision. This research was conducted to study and analyze web attractiveness and electronic trust which can increase consumer purchasing decisions for startup products. Based on what has been explained, the following research mechanism is obtained (Figure 1).

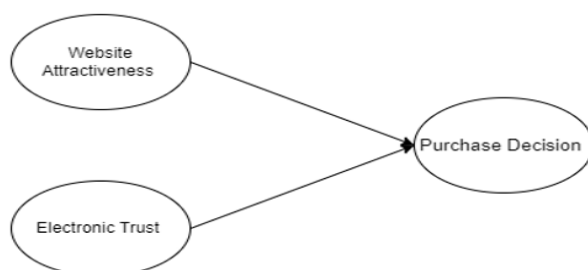


Figure 1 Mechanism of the Relationship between Web Attractiveness and Electronic Trust on Purchase Decisions

3. METHODS

This type of research is explanatory quantitative. The object of this research is an IoT-based product that increases sales. The sample in this study was selected using a purposive sampling technique. The sample in this study was 159 respondents, of the 159 respondents, 150 respondents filled in completely. The type and source of data used in this research is primary data. Primary data obtained in this research were the results of a questionnaire distributed to respondents who were the research sample. The data analysis used was SEM with the help of the IBM SPSS AMOS v 24 program. Operational definition of variables shown in Table 1.

Table 1. Operational Definition of Variables

Variable	Operational definition	Indicator
Web Attractiveness	Web Attractiveness is a website's appeal that has been defined as a set of interactive features that attract customer attention and ensure easier interaction, navigation and use to maintain long-term relationships. (SOLIKHAH et al., 2022)	<ol style="list-style-type: none"> 1. Product website design makes people excited. 2. Interesting product website content. 3. The information available on the website is interesting. 4. Professional brand website.
E-trust	E-Trust is defined as the belief that a product or service provider can be relied upon to behave in such a way that consumers' long-term interests can be met. (Al-Khayyal et al., 2020)	<ol style="list-style-type: none"> 1. Good and consistent service from the seller or company. 2. The product has good quality and can be trusted. 3. The product website can be trusted by consumers. 4. Specification information regarding the products being sold can make consumers believe.
Purchase Decision	Purchase Decision is a problem solving activity carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and is considered the most appropriate action in purchasing by first going through the stages of the decision making process. (Hanaysha, 2022)	<ol style="list-style-type: none"> 1. Consumer stability when buying a product. 2. Consumer habits in purchasing products. 3. Speed in purchasing a product. 4. Consumers' hesitation in purchasing products.

4. RESULT AND DISCUSSION

Before being analyzed, the validity and reliability of the questionnaire distribution was first carried

out. The results of validity testing show that all items are valid because they have a Loading Factor value > 0.5 so these items are excluded from the model being analyzed (Table 2).

Table 2. Final Validity Test Results

Variable	Items	Loading Factor	Explanation
Web Attractiveness (WA)	WA1	0.713	Valid
	WA2	0.740	Valid
	WA3	0.820	Valid
	WA4	0.745	Valid
E-trust (ET)	ET1	0.714	Valid
	ET2	0.720	Valid
	ET3	0.783	Valid
	ET4	0.764	Valid
Purchase Decision (PD)	PD1	0.840	Valid
	PD2	0.880	Valid
	PD3	0.894	Valid
	PD4	0.865	Valid
Acceptable Limits		> 0.5	Accepted

The validation test shows valid results because the loading factor values obtained from the variables WA, ET, and PD have an overall value of > 0.5 so the data can be accepted, so all items can proceed to the next stage of analysis. Reliability test results shown in Table 3.

Table 3. Reliability Test Results

Variable	Items	Construct Reliability	AVE
Web Attractiveness (WA)	WA1	0.8414	0.5708
	WA2		
	WA3		
	WA4		
E-trust (ET)	ET1	0.8335	0.5562
	ET2		
	ET3		
	ET4		
Purchase Decision (PD)	PD1	0.9256	0.7568
	PD2		
	PD3		
	PD4		

The results of reliability testing on the research questionnaire show that the value of construct reliability for all items is ≥ 0.70 . Apart from that, the research also obtained a value for the Average Variance Extracted (AVE) for each item ≥ 0.50 . So the results of reliability testing on the research questionnaire show reliable results. Therefore, the data obtained can be processed further for model testing.

4.1. Testing Research Model Path Analysis

Decision making to determine whether a hypothesis is accepted or rejected is based on the resulting significance probability, the value of the significance level is $\alpha = 5\%$ (0.05). The research results are presented in the following Table 4.

The results of the significance test in Table 4 show that Web Attractiveness has a significant effect on Purchase Decision ($0.000 < 0.05$), so H_0 is accepted. Furthermore, E-trust has a significant effect on Purchase Decision ($0.000 < 0.05$), so H_2 is accepted.

Table 4. Path Model Significance Test Results

Variable	Regression coefficient	P	Explanation
PD <--- WA	0.724	0.000	Signifikan
PD <--- ET	0.967	0.000	Signifikan

4.2. Discussion

4.2.1. Web attractiveness has a positive and significant effect on Purchase Decision

The research results show that web attractiveness has a significant positive effect on purchase decisions so that hypothesis 0 is accepted. This is indicated by a significance value smaller than $\alpha = (0.002 < 0.05)$. Web attractiveness is a website's attractiveness that has been defined as a set of interactive features that attract customers' attention and ensure easier interaction, navigation and use to maintain long-term relationships. An attractive website design can make potential consumers look further into the contents of the website. The information contained on the website is also an important point because potential consumers are definitely looking for information related to the products offered by startup companies. The influence of web attractiveness on purchase decisions begins to be seen when potential consumers start to feel interested in the products offered and look at other products offered on the website. If the information and product criteria offered by startup companies match the desires or needs of potential consumers, then the possibility of consumer purchase decisions will increase. Consumers definitely prefer startup products that have specific information on the website, because this information is key for consumers in choosing products. Apart from that, a professional website will make consumers feel more confident in the information provided. This can stimulate consumers to decide to buy the products offered on the website.

These results are in line with research conducted by (Akram et al., 2018) which explored the mediating influence of purchase intentions, to find out and explain how service and website quality influence customer purchasing decisions at online shop. The research results show that website quality has a positive influence and it is worth paying attention to consumer purchasing intentions. These results are supported by research conducted by (Qalati et al., 2021) which examined the relationship between perceived service quality, perceived website quality, and perceived reputation, as well as the mediating role of trust in online shopping and the moderating role of perceived risk between trust and purchase intention on line. Website quality increases consumer confidence in making purchasing decisions.

4.2.2. E-trust has a positive and significant effect on Purchase Decision

E-Trust can be defined as the belief that a product or service provider can be relied upon to behave in such a way that consumers' long-term interests can be met. The results of this study show that the E-Trust variable has a significant impact on purchase decisions. This can be seen in the significance value which is smaller than $\alpha (0.000 < 0.05)$. In online transactions, trust between companies and consumers is a key factor in consumer purchase decisions. E-Trust cannot just happen, it requires a long process to convince consumers. The services provided by startup companies to consumers are one of the factors in the emergence of consumer trust in these companies. Good product quality will also make consumers believe in the products offered. In addition, a product website that consumers can trust is an important factor in building consumer online trust. This shows that websites that provide services and information to consumers can increase consumers' trust in the company. Detailed information regarding the products being sold will also be very useful for potential consumers to suit their needs. E-Trust will appear after consumers feel that there is positive interaction, so that consumers will no longer hesitate in making purchase decisions.

These results are the same as research conducted (Oghazi et al., 2018) which discusses the lens of signaling theory and relational signaling theory which encourages relational signals to foster consumer trust which is useful for increasing purchase intentions. Research results (Mbeté & Tanamal, 2020) also show that e-trust can be built between consumers and service companies when online purchases are made. The quality of information and electronic security of online payments makes the company trustworthy for

making purchasing decisions.

5. CONCLUSION

Based on the research results, it can be concluded that there is a significant direct influence of web attractiveness on purchase decisions. This explains that a web design that is attractive, professional, makes people excited, and contains startup product information needed by potential consumers can arouse potential consumers' interest in the product. This interest will make potential consumers make purchasing decisions about the startup products described on the website. The results of the analysis also show that there is a direct positive relationship from E-trust to purchase decisions. This shows that good service, trustworthy product quality, trustworthy websites, and product information that can make consumers believe in the product can influence consumers in making purchasing decisions. The consumer trust that has been built by startup companies causes consumers not to hesitate in purchasing their products and has an impact on increasing consumer purchasing decisions.

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Faidholloh Muqtafi. How Website Attractiveness and Electronic Trust Influence The Purchase Decision of Startups in Yogyakarta

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