Analysis of Online Shopping Behavior among Teachers in Indonesia

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ARTICLE INFO

ABSTRACT

Purpose –This study is a quantitative study that aims to identify the total expenditure of teachers in online shopping, the types of products purchased, online shopping platforms and also the factors that influence online shopping.. Methodology/approach –The instrument in this study used a five-point Likert scale survey form. The sample of this study consisted of 319 teachers in Pringsewu district, Lampung, Indonesia, which were selected through snowball sampling. Findings – It was found that,the majority of respondents shop online with a total expenditure of around one million rupiah per year and make online purchases for daily needs such as clothes and accessories or fashion that supports personal appearance. The most widely used online shopping platforms include Lazada, Shopee and Tokopedia. All independent variables significantly contribute positively to online shopping.

INTRODUCTION

The use of the internet in today's era is no longer considered a mere trend, but can be seen as a means to facilitate daily transactions. In addition, the use of information and communication technology can increase access to information related to business, education, services, agriculture, and health. So that it can expand business opportunities and generate income to improve people's welfare. The Internet has become a powerful communication tool in commerce. Trading via the internet or e-commerce is faster and more efficient because traders can reduce operational costs, save energy and transaction time and expand strategic networks between traders. The rapid and popular development of technology, brought changes to consumer behavior who began to gradually switch from making traditional purchases in stores or supermarkets to online shopping. Online shopping has become a global event and has become a part of our daily lives. This is because the internet network is not limited by space and time, the products offered are many and varied (Deviana et al., 2021; Htet, 2021; Iskamto, 2021; Masyhuri, 2022).

According to the survey results of the Indonesian Internet Service Providers Association (APJII) for the 2019-quarter II / 2020 period, the number of internet users in Indonesia reached 196.7 million. This number increased by 23.5 million or 8.9% compared to 2018. Virtual markets are able to develop with transactions between buyers and sellers without the need for a traditional business place to trade. The majority of buyers use the internet to search for information before deciding to make a purchase. The purpose of this information search is to have a positive buying experience by utilizing the right

information from the internet and sharing the experience with family and friends (Hertina et al., 2021; Iskamto, 2017, 2020; SCG Trading Services Co. Ltd et al., 2011).

An online business or E-commerce is an efficient business alternative because it does not require a place to rent. Advances in technology and the widespread use of smartphones in the community in Pringsewu district have made online business activities more active than in previous years. Technology has brought about a paradigm shift and current lifestyle, including online commerce. These changes have an enormous appeal and influence on consumers, sellers, entrepreneurs, and markets. Online shopping has become a business model that creates convenience for both sellers and consumers in transacting. This business model has become a shopping choice among the younger generation from various walks of life, especially among PNS teachers in Pringsewu Regency

Currently, more and more people in Pringsewu Regency are choosing to do online shopping activities. In addition to saving time, because there are various promotions that can attract people to shop online at much cheaper prices. So far, many studies have been conducted involving various groups in online shopping. Including students, lecturers, teachers, as well as students and youth. The behavior of civil servant teachers in online shopping is rarely considered, based on the income earned, the financial ability of teachers can stimulate demand in the online shopping market. This condition is supported by the accessibility of teachers to obtain internet facilities through computers, laptops or smartphones so that online shopping activities can take place smoothly.

- To examine the expenditure of PNS teachers in Pringsewu in online shopping.
- To identify items purchased online by PNS teachers in Pringsewu.
- To identify an online shopping platform among PNS teachers in Pringsewu.
- Analyzing the factors that influence the online shopping of PNS teachers in Pringsewu.

LITERATURE REVIEW

The Internet overcomes physical barriers, and geographical limitations and provides access to information for, reducing the amount of time and energy required to shop online. Electronic commerce or e-commerce is defined as the process of buying and selling products, services and information using electronic networks such as the internet. The main function of e-commerce for online shopping can be a convenient shopping option for customers and can solve various transportation problems. From a business point of view, online sellers can offer a wide range of products to potential customers via the internet. The use of the internet has changed customer behavior in shopping and has encouraged companies to design new business models by utilizing e-commerce (Rama Nopiana & Rusmiati Salvi, 2022).

The unavailability of facilities for physical inspection of products is a major weakness in online shopping. Shoppers who shop online do not have the opportunity to physically touch, try, test, or operate the product. In addition, high shipping costs are a disadvantage that can have a negative impact on online shopping. The cost of shipping goods is usually borne by the buyer except at certain moments when there is a discount on shipping costs. In this study, teachers who have preferences in making rational choices when shopping online according to their income. For example, when the

price of an item sold online is cheaper than others, the demand for that item will increase. Then the teacher can allocate the income to achieve the best utility in online shopping. In the transaction process, teachers can examine all available options, compare features and prices, then make a logical decision to shop online (Čater & Čater, 2010).

According to Bektiyono and Artaya,(2016)The use of time to run an online business is of course also able to bring in additional income whose value is not small and this condition continues to grow rapidly, because running this business does not take much time.
Online shopping is more in demand by consumers, especially during the current Covid-19 pandemic, there are many promos offered at low prices and a variety of product choices and distributors, so that there are many alternative choices for consumers to fulfill their needs and lifestyle (Octaviani & Sudrajat, 2016).

METHOD

This study uses a quantitative method and involves a sample consisting of 319 vocational high school teachers both public and private schools who have shopped online in Pringsewu Regency. Respondents in this study were selected through snowball sampling. Questionnaires in the form of soft files were distributed to target respondents with the Google FoRp link, this was to make it easier to collect survey information. Questionnaires are used to collect information about the features and variables to be studied. This questionnaire was adapted from Arisah, Badari & Hashim, (2016) and modified according to the suitability of the study. In this study, the teacher's total online shopping was chosen as the dependent variable while satisfaction, price, social influence, service, product appearance, security, comfort and number of hours surfing the internet were used as independent variables. Descriptive and inferential statistics were used for data analysis in this study. The descriptive analysis used includes frequency and percentage, while the inference analysis is a multiple regression test.

RESULT AND DISCUSSION
Respondent Profile

This study involved a total of 319 PNS teachers in Pringsewu Regency. Analysis of the respondent's profile in Table 1 below shows that the number of male teachers is 50 people, namely 15.7 percent, while there are 269 female teachers, namely 84.3 percent. The majority of respondents are aged between 26 to 35 years and 36 to 45 years with a total of 244 teachers (76.5 percent). Based on the analysis of academic qualifications, most of the teachers hold Bachelor's degrees, as many as 256 teachers (80.3 percent) while 47 (14.7 percent) of respondents hold diplomas, and the rest hold master's degrees.

Table 1: Profile of Respondents

Total			
Respondent Profile	**Category**	**Frequency (N=319)**	**Percentage (%)**
Gender	Man	50	15.7
	Woman	269	84.3
Age	25 years and under	13	4.1

	26 - 35 years old	112	35.1
	36 - 45 years old	132	41.4
	46 - 55 years old	60	18.8
	56 years and over	2	0.6
Academic Qualification	Diploma	47	14.7
	Bachelor's degree	256	80.3
	Master Master	16	5
Monthly Income	Rp.2 million – 3 million	18	5.6
	Rp. 3m – 4m	66	20.7
	Rp. 4m – 5m	105	32.9
	Rp. 5m – 6m	107	33.5
	Rp. 6 million and above	23	7.2
Marital status	Marry	242	75.9
	Bachelor	73	22.9
	Widow widower	4	1.2
Average surfing duration Internet in a day 2 hours and under		105	32.9
3 – 4 jan		84	26.3
5 - 6 hours		79	24.8
7-8 hours		36	11.3
9 hours and above		15	4.7

Source: Questionnaire, 2021

The majority of respondents have a total income of between Rp.4,000,000.00-Rp.5,000,000.00 as many as 105 people and Rp.5,000.00-Rp.6,000,000.00 as many as 66 people. This situation is influenced by several factors, including education level, working period and so on. In addition, more than 70 percent of respondents are married while the rest are single or divorced. Meanwhile, all respondents surf the internet every day with an average number of hours as follows. There are one third of the respondents, that is, 32.9 percent (105 teachers) surf the internet no more than 2 hours a day. Then, only 26.3 percent of respondents surf the internet on average between 3 to 4 hours a day and 24.8 percent of respondents surf the internet between 5 to 6 hours a day. Only a small number of respondents (4,

Teacher Spending in Online Shopping
Generally, all respondents are involved in online shopping. However, 76.2 percent of respondents spend less than Rp. 1,000,000.00 per year as shown in Table 2. In more detail, 39.2 percent spend between Rp. 50,000.00 to Rp. 500,000.00 while 37.0 percent spend between IDR 501,000.00 to IDR 1,000,000.00 per year. A small percentage of 11.9 percent of respondents spend between Rp. 1,000,000.00 to Rp. 1,500,000.00 per year and 4.7 percent of respondents spend between Rp. 1,501,000.00 to Rp. 2,000,000.00 per year. There are 7.2 percent of respondents who spend more than IDR 2,000,000.00 per year.

Table 2: Total online shopping per year

Total online shopping (In thousands of rupiah)	Frequency (N=319)	Percentage (%)
50 – 500	125	39.2
501 -1,000	118	37
1,001 – 1,500	38	11.9
1,501 – 2,000	15	4.7
2,001 – 2,500	8	2.5
2,501 – 3,000	6	1.9
3,001 and up	9	2.8

Source: Questionnaire, 2021

Online Shopping Items

The research findings also found that respondents who bought in the range of Rp. 501,000.00 to Rp. 1,000,000.00 were the group of teachers who were most active in online shopping, with a total of 345 purchases across all items as studied in Table 3. Clothing was the item that most in demand and all respondents have bought. Respondents who bought in the range of IDR 2,501,000.00 to IDR 3,000,000.00 and more than IDR 3,000,000.00 were two groups of teachers who were not very active in online shopping with only 22 and 26 purchases. So that the highest total expenditure for these two groups of respondents can be seen from spending on hotel room reservations and airline tickets.

Table 3: Purchased goods and total expenses in online shopping

(in thousands of rupiah)

	IDR 50 - IDR 500	IDR 501 - IDR 1, 000	IDR 1,001 - IDR 1,500	IDR 1,501 - IDR 2,000	IDR 2,001 - IDR 2,500	IDR 2,501 - IDR 3,000	> IDR 3,000	Total
Clothes	102	97	32	15	7	6	9	268
Household appliances	44	50	10	5	2	2	1	114
Personal accessories	52	53	12	8	7	1	3	136
Hotel Room Booking	55	53	17	9	6	5	7	152
Food	28	33	6	5	2	2	0	76
Flight ticket	60	59	20	15	8	6	6	174
Total	341	345	97	57	32	22	26	

Source: Questionnaire, 2021

The majority of respondents spend on online shopping not exceeding IDR 1,000,000.00 per year. The results also show that most teachers are currently more efficient in shopping online for the purchase of clothing and accessories. However, shopping for airline tickets or booking hotel rooms online is still a trend found in this study. This could be because teachers feel comfortable transacting online. For those items

Online Shopping Platform

Table 4 shows a comparison of the relative frequency and percentage and a list of the online shopping platforms chosen by the respondents. A total of 216 respondents or 21.6 percent chose the Lazada platform as their main choice. The Shopee platform was chosen by 180 respondents, equivalent to 18.0 percent of total purchases via the internet. Respondents used the internet to simultaneously browse their preferred platform for online shopping. Both platforms managed to attract buyers with various promotions offered. For example Flash Sale, Monthly featured offers, free shipping and so on. Meanwhile, Traveloka became the third most visited platform (93 respondents). Both platforms also offer promotions such as discounts, and a reasonable cancellation policy for those wishing to secure a hotel or accommodation. Meanwhile, the Tokopedia platform received responses from 81 respondents, while AirAsia was the platform visited by a total of 80 respondents. Zalora and Bibli platforms rank sixth and seventh in the list of platforms most frequently visited by respondents in this study with a total of 60 and 58 respondents, respectively. Other platforms account for less than 5 percent of the total visits of respondents in this study. Zalora and Bibli platforms rank sixth and seventh in the list of platforms most frequently visited by respondents in this study with a total of 60 and 58 respondents, respectively. Other platforms account for less than 5 percent of the total visits of respondents in this study. Zalora and Bibli platforms rank sixth and seventh in the list of platforms most frequently visited by respondents in this study with a total of 60 and 58 respondents, respectively. Other platforms account for less than 5 percent of the total visits of respondents in this study.

Table 4: Online Shopping Platform

Platforms	Frequency	Relative Percentage (%)
Lazada	216	21.6
Shopee	180	18.0
Bukalapak	58	5.8
JD.ID	49	4.9
Tokopedia	17	1.7
Zalora	33	3.3
bibli	13	1.3
Bhinneka	18	1.8
Sociolla	60	6.0
Amazon	8	0.8
Sun	48	4.8
pedia shop	81	8.1
Traveloka	93	9.3
Tiket.com	33	3.3
Air Asia	80	8.0
fave	11	1.1
Total	998	100.00

Source: Questionnaire, 2021

Overall, the respondents in this research are PNS teachers in Pringsewu Regency who prefer online shopping platforms for various daily necessities such as Lazada, Shopee and Tokopedia. These three platforms offer clothing, personal appearance products and accessories, and accessories for mobile phones, electronic equipment, home appliances and other gadgets. Meanwhile platforms such as Traveloka and AirAsia are also used for various purposes such as traveling. All online payment transactions are usually completed via internet banking or credit cards.

Factors Affecting Online Shopping Among PNS Teachers in Pringsewu District

Multiple regression analysis was used to determine the factors that influence online shopping among PNS teachers in Pringsewu Regency. In multiple regression analysis, the total expenditure for online shopping is considered as the dependent variable and the independent variable includes eight factors, namely purchase satisfaction, price, social influence, services provided, product appearance, security, comfort and number of hours surfing the internet. The results of multiple regression analysis showed that the value of R2 in this regression analysis was found to be 0.817. That is, the eight predictors or independent variables contributed 81.7 percent to the variability of online shopping expenditures as shown in Table 5.

The results of multiple regression analysis showed that there was a significant linear relationship between the predictor (independent variable) and the dependent variable ($F = 173.55$, $p < 0.01$). This F value indicates that the independent variable can predict the dependent variable significantly with statistical evidence and the regression model is consistent with the data. The independent variables, namely, purchase satisfaction, price, social influence, services provided, product appearance, safety, comfort and number of hours surfing the internet were also found to be significant and have a contribution to online shopping (p 0.05).

Table 5: Multiple Regression Analysis for Online Shopping

Independent Variable	Beta	t Value	p Value
Purchase Satisfaction	0.433	9,342	0.000**
Cost	0.138	3.286	0.000**
Social Influence	0.132	3.858	0.000**
Services provided	0.132	2,608	0.010**
Product Appearance	0.115	3.127	0.002**
Security	0.115	2,978	0.003**
Convenience	0.068	1968	0.050*
Total Internet surfing hours	0.017	2.289	0.023*
R		0.904	
R2		0.817	
Adjusted R2		0.813	

** Significant at 0.01 level * Significant at 0.05 level
Source: Questionnaire, 2021

The purchase satisfaction factor was found to be the main variable ($\beta = 0.433$, $t = 9.342$, $p < 0.01$) that contributed to the variability of spending on online shopping. This shows that civil servant teachers who practice online shopping are satisfied with purchases made via the internet and this

satisfaction will also encourage the next online shopping transaction. In addition, the price factor also makes a significant contribution to spending. The more attractive the price offered, the higher the purchase will be made by the customer.

Social influence factors also provide a significant contribution to online shopping. Family, friends, relatives and social media also have a big influence on online shopping. Support services that facilitate online shopping also have a significant positive relationship in online transactions. The services offered include low package delivery fees, a simple refund process, and fast delivery which are added values in online shopping. The better the support service, the more often online purchases will be made.

If civil servant teachers feel safer and are far from the risk of being deceived when buying necessities, online shopping activities will also increase. Feeling comfortable and saving time and energy when shopping online is also one of the factors that affect online shopping for respondents in this study. The number of hours surfing the internet also affects online shopping. This means that the longer the duration of internet browsing, the higher the purchase interest that will be made. Respondents will be interested in the various promotions offered, with sufficient information on a product when surfing the internet.

CONCLUSION

Online shopping is increasingly in demand among PNS teachers in Pringsewu Regency regardless of age, background, location, and income. In general, this study shows that teachers prefer to buy clothes, beauty products and order airline tickets and hotel room reservations, with a total spending of more than IDR 100,000,000 per year. Meanwhile, the platforms most frequently visited are those that offer a variety of products and services for ordering transportation and accommodation. All independent variables in this study such as purchase satisfaction, price, social influence, services provided, product appearance, security, comfort and number of hours surfing the internet had a significant positive effect on online shopping among civil servant teachers in Pringsewu Regency.

Online shopping is increasingly accepted among teachers with the purchase of daily necessities and bookings for travel. This online shopping trend is increasingly visible during the Covid 19 pandemic. Because activities outside the home are limited. The results of this study identified the top three online shopping platforms in Pringsewu Regency. This platform is able to facilitate convenient online shopping and with fast delivery services and secure online payment modes. The independent variables consisting of purchase satisfaction, price, social influence, services provided, product appearance, security, comfort and hours of surfing the internet have a significant influence on online shopping among teachers.

ACKNOWLEDGMENT

The results of this study also provide information for the government to play a role in regulating and enforcing the law in all online shopping events to ensure the security of internet users and prevent fraud or cybercrimes. The government and the public need to pay attention to the online shopping model and introduce better and safer e-commerce mechanisms. The government needs to take regulatory steps to facilitate online shopping by increasing internet speed, broadband and internet access or cheaper broadband access facilities so that the people of Pringsewu Regency can enjoy more sophisticated online shopping facilities.

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