

**THE INFLUENCE OF RELIGIOSITY, WEB QUALITY,
UTILITARIAN SHOPPING VALUE, AND HEDONIC
SHOPPING VALUE ON PURCHASE INTENTION CLOTHING
AT WEB MUSLIM ONLINE STORE**

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ABSTRACT

In this research there are several goals to describe religiosity, web quality, utilitarian shopping value, hedonic shopping value, and buying intention. This study of course also test and reveal the influence among religiosity, web quality, utilitarian shopping value, hedonic shopping value, and the intention to buy it. This research uses a quantitative research form with causal descriptive type. Researchers use questionnaires as data collection techniques, and also AMOS as a data processing application. The total samples taken were 250 respondents with nonprobability sampling technique with purposive sampling type. In addition to the method of data analysis, researchers used descriptive analysis and also SEM for hypothesis testing. The result of t test shows that religiosity, web quality, and utilitarian shopping value have no effect on buying intention. However, hedonic shopping value has a significant influence on purchase intention of clothes at Muslim clothing store sites online.

Keywords: Religiosity, Web Quality, Utilitarian Shopping Value, Hedonic Shopping Value, Purchase Intention

INTRODUCTION

Research Background

Currently, the scope of e-commerce is growing especially in Indonesia, with the emergence of various forms of e-commerce business. Starting from an online transportation even to Muslim clothing stores online sites can be said of e-commerce, e-commerce is the use of the internet and sites intended for business transactions. It generally also allows for commercial transactions between companies or organizations and individuals (Laudon and Traver, 2012). It is currently the world of e-commerce industry and digital business in Indonesia is experiencing an increase and predicted in the future will experience good growth as well.

Today the majority of the population in Indonesia is Muslim, and also in the teachings of Islam there are provisions on the dress code which is essentially to cover the aurat. Among these are the male genitalia between his navel and his knee (the hadith from Abu Sa'id Al Khudri), and also in the letter of Al-Ahzab verse 59 explains "O Prophet, say to your wives, your daughters and women -the believers' families, that they extend over them (over their bodies) their hijab. It makes them more recognizable (as respectable and independent Muslim women) so they are not harassed. And Allah is Forgiving, Merciful, Most Merciful."

Muslim men and women are committed to the provision. This commitment is closely related to the aspect of religiosity. That religiosity, also called religious commitment, is the extent to which a person embraces his religious values, beliefs, practices, and practices in everyday life (Worthington Jr et al., 2003).

Religiosity and especially the Islamic religion for its people, has a great influence on purchasing intention and consumer behavior (Alam et al., 2011). Interestingly also the religiosity of Muslims has an influence on individual shopping behavior (Khandai et al., 2014).

The state of the web-based e-commerce business such as Muslim clothing store online will certainly have an intense interaction with the web. So the quality of the web is something to consider, and is an important concept for consumer perception and can be a driver for consumer purchase intentions (Bai et al., 2008). It can also be said that quality is the evaluation of users of functional and web features that meet the needs of users and reflect the overall benefits of the web (Aladwani and Palvia, 2002). Often consumers search and buy desired products / services through the website (Lii and Lee, 2012).

Interestingly also when shopping, it is found that utilitarian value can be the trigger of purchase intention as well as the hedonic value that can drive consumer purchase intention, which is found to be the utilitarian value of the immediate trigger purchase intention. Consumers also want to get hedonic value by searching and browsing the pages of the site before moving on to the purchase step (Topaloğlu, 2012). Utilitarian shopping value is the customer's view of all the relevant benefits and costs or sacrifices provided by the product or service and its use (Snoj et al., 2004). In addition, hedonic motivation is the encouragement of consumers to shop for shopping activities something different pleasure that makes consumers do not pay attention to the benefits of the product (Utami, 2010).

A decision making process that a customer does to the product offered or required by the customer can be called the purchase intention (Anoraga, 2010). Similarly, consumer intentions for online shopping are based on their willingness to make purchases at an internet store (Li and Zhang, 2002). Online shopping and purchasing are closely related to personal characteristic factors, vendor / service / product characteristics, website quality, online shopping attitude, intentions for online shopping, and decision-making (Topaloğlu, 2012).

So from this preliminary discussion, the purpose of this study is to examine the influence of religiosity, web quality, utilitarian, and hedonic shopping value on purchase intention clothing web muslim online store.

Problem Formulation

In the description of the previous background explanation, some problems were found, among others:

1. How is the influence of religiosity on purchase intention clothes web muslim online store?
2. How is the influence of web quality on purchase intention clothes web muslim online store?
3. How is the influence of *utilitarian shopping value* on purchase intention clothes web muslim online store?
4. How is the influence of *hedonic shopping value* on purchase intention clothes web muslim online store?

Research Objectives

Researchers found several objectives in this study to solve the problem formulation. Therefore, some of the objectives of this research are to:

1. To find out the influence of religiosity on purchase intention clothing of the web online store muslim
2. To find out the influence of web quality on purchase intention clothing of the web online store muslim
3. To find out the influence of utilitarian shopping value on purchase intention clothing of the web online store muslim
4. To find out the influence of hedonic shopping value on purchase intention clothing of the web online store muslim

LITERATURE REVIEW

Religiosity

One of the important cultural factors to learn is religion, because religion is one of the most comprehensive and influential social institutions, because it can significantly influence the behavior in the individual or community level, values, and attitudes of people (Mokhlis, 2009). Likewise a religious teaching includes a broad dimension as well as prohibitions and rules for its followers (Haro, 2016). In general, religion practiced in society affects the emphasis on material life, and attitudes toward owning and using goods and services (Nature et al., 2011). So the emergence of a term called religiosity, religiosity is as how far a person to commit to his religion, it is then reflected in the form of behavior and attitude (Ahmad et al., 2015).

Web Quality

Web quality is the quality of all perceived aspects of the web viewed from the customer side (Poddar et al., 2009). The quality of web is an important concept for consumer perception and can be a driver for consumer purchase intentions (Bai et al., 2008). The importance of the concept of web quality in the scope of e-commerce due to customer perceptions of web quality can affect customers directly in the intention of using the web (Chang et al., 2012). Similarly, web quality is multidimensional which measures buyers' perceptions on the quality of transactions from pre-purchase to post-purchase (Chang and Chen, 2009). The four dimensions of web quality are convenience, character, interactivity, and customization. But the use of the term "character" is replaced by "aesthetics" because aesthetics seem more general and clear, while essentially having the same definition. Additionally, adding content to the set of dimensions (Chang and Chen, 2009).

Utilitarian Shopping Value

In a utilitarian view, consumers are concerned with purchasing products in an efficient and timely manner to achieve their goals with minimum losses

(Childers et al., 2002). Utilitarian values reflect the acquisition of products in an efficient way and can be seen as reflecting more task-oriented, cognitive, and non-emotional outcomes of spending (Babin et al., 1994). Some research with the same discussion categorizes utilitarian value in online shopping based on cost saving, convenience, selection, available information, lack of sociality and customized products or services (Topaloğlu, 2012).

Hedonic Shopping Value

Viewed from another perspective, hedonic value is defined as an overall evaluation of the benefits of experience and sacrifices, such as entertainment and flight (Topaloğlu, 2012). The value of hedonic expenditure as perceived by entertainment and the emotional value provided through shopping activities (Babin et al., 1994). The value of hedonic expenditure is a value derived from the emotional, sensory, and deliberate aspects of the shopping experience (Hirschman and Holbrook, 1982). Likewise, hedonic motivation is the impetus of consumers to shop because of shopping activities something different pleasure that makes consumers do not pay attention to the benefits of the product (Utami, 2010).

Observed in the previous explanation hence produce research model on religiosity, web quality, utilitarian shopping value, hedonic shopping value influence to purchase intention.

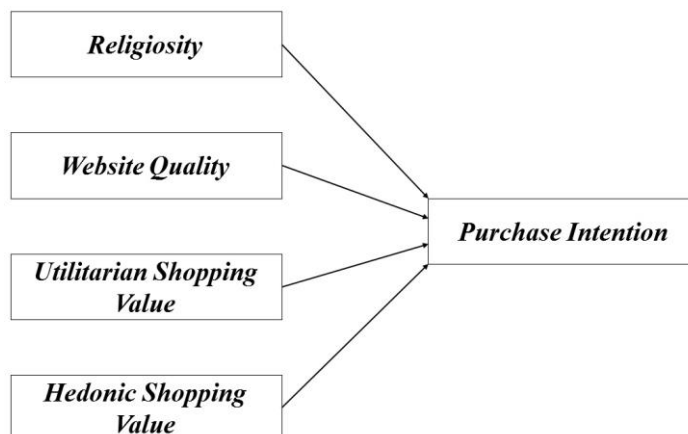


Figure 1. Theoretical Framework
Source: Data processed by author (2017)

Observed from the existing explanation and theoretical framework, then obtained the hypothesis in this study is as follows:

- H1: There is a religiosity influence on purchase intention clothing of the web online store muslim
- H2: There is a web-quality influence on purchase intention clothing of the web online store muslim
- H3: There is a utilitarian shopping value influence on purchase intention clothing of the web online store muslim
- H4: There is a hedonic shopping value influence on purchase intention clothing of the web online store muslim

RESEARCH METHODOLOGY

A total of 260 questionnaires have been distributed and returned by respondents who have visited Muslim clothing stores online store in Jakarta, the questionnaires are categorized as worthy to use as many as 250 and not worth using as many as 10 due to incomplete charging. The respondents answered the questionnaire by using the Likert 5 scale that sprinkled from the value of 5 (strongly agree) to the value of 1 (strongly disagree). Data analysis in this research using SPSS version 21 and also AMOS, because this research have descriptive analysis, validity test, reliability test, and also SEM.

Demographically, the respondents were quite varied, the criteria of the respondents were Muslim and had visited the Muslim clothing store site online. A total of 227 respondents are women and 23 other men, the majority of respondents by 202 are aged 17-25 years with as many as 214 respondents are not married. Respondents also vary from employment status but dominantly filled by not yet work as 150 respondents with income per month dominated income <Rp 3.100.000 as many as 172 respondents, as well as respondents who also have various education level last dominated by respondents last education high school 118 .

RESULTS AND DISCUSSION

Variable Data Description

Seen in table 1 is an explanation and at the same time explain the descriptive result of the responder's response for each variable in this research.

Table 1. Descriptive Analysis

| No | Variabel | Category | | | | |
|----|------------------------|--------------------------|---------------------|--------------------|-----------------|-----------------------|
| | | Very Not Good 20%-36% | Not Good 36%-52% | Neutral 52%-68% | Good 68%-84% | Very Good 84%-100% |
| 1 | Religiosity | | | | | 87,8% |
| 2 | Web Quality | | | | 78,3% | |
| 4 | Hedonic Shopping Value | | | | 73,2% | |
| 5 | Purchase Intention | | | | 71,2% | |

Source: Data processed by author (2017)

Table 1 describes the descriptive results of all variables using the continuum line method. The results show that all variables fall into either category until very good, so it can be said that the overall responses of respondents indicate positive or good responses to all these variables.

Fit Model SEM

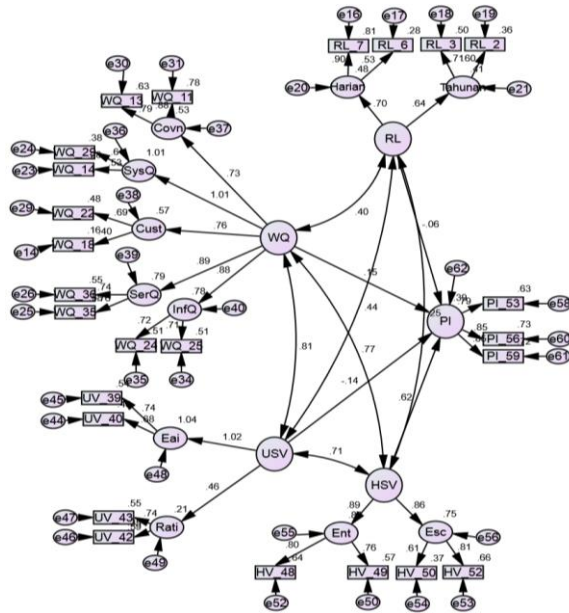


Figure 2. Fitted Full model
 Source: Data processed by author (2017)

Figure 2 is a full model with the fit state of the goodness of fit index. It is found that religiosity still has two dimensions when in Fitted full model, but each dimension contains two indicators. Previously, religiosity also has two dimensions but on the daily dimension contains three indicators.

The dimensions of web quality also change when done Fitted full model. Dimension number changes do not occur when Fitted full model so that the number of dimensions is maintained totals 5, but changes in the number of indicators occur in each dimension. Previously when done fitted full model each dimension of web quality has three indicators, and after done Fitted full model each dimension of web quality has two indicators.

In the dimension of utilitarian shopping value change also occurs in one dimension of ease of accessing information, but the change does not occur in other dimensions of rational. Previously on the ease of accessing information dimension has 5 indicators and after done Fitted full model changes in the

indicator occurs in the ease of accessing information dimension so it has two indicators.

Likewise in the dimensions of hedonic shopping value changes also occur in one dimension of entertainment, but the change does not occur in other dimensions of escapism. Previously on the entertainment dimension has three indicators and after done Fitted full model changes in the indicator occurs in the entertainment dimension that has two indicators.

Table 2. Estimation of Fully Full Model Relations Test

| Hipotesis | Variabel Terikat | Variabel Bebas | <i>Estimate</i> | P | t | Hasil |
|------------------|-------------------------|----------------------------|-----------------|----------|----------|--------------|
| H1 | Purchase Intention | Religiosity | -0,135 | 0,595 | -0,532 | Rejected |
| H2 | Purchase Intention | Web Quality | 0,398 | 0,456 | 0,745 | Rejected |
| H3 | Purchase Intention | Utilitarian shopping value | -0,203 | 0,475 | -0,715 | Rejected |
| H4 | Purchase Intention | Hedonic shopping value | 0,881 | *** | 3,619 | Accepted |

Source: Data processed by author (2017)

It is said that there is a significant influence between variables if the result on $t\text{-value} > 2.00$ so that it passes the criterion boundary. But if the opposite $t\text{-value} < 2.00$ then it can be said there is no influence between variables. The estimation results from fitted full model can be observed in table 3 above, the results also explain the hypothesis in this study

Religiosity to purchase intention, for this model found $t\text{-value}$ of -0.532. Hence the hypothesis H1 that states religiosity affect the buying intention is rejected. Web quality on purchase intention, for this model was found $t\text{-value}$ of 0.745. So the hypothesis H2 which states web quality affect the purchase intention is rejected.

Utilitarian shopping value to purchase intention, for this model it is found $t\text{-value}$ of -0.715. So the H3 hypothesis that utilitarian shopping value affects buy-in denied. Hedonic shopping value to purchase intention, for this model it is found

t-value of 3,619. So the H4 hypothesis which states the hedonic shopping value of the buying intention has a significant effect.

CONCLUSION AND SUGGESTION

Conclusion

From the result of the hypothesis test, the religiosity variable has no effect on purchase intention. Most of the respondents were 17 to 25 years old, enabling the hedonist value element to be stronger than religiosity and wisdom in it.

The results of the web quality hypothesis test also indicate the quality of the web has no effect on buying intentions (Hasanov and Khalid, 2015). It can be said that the quality of the web viewed by respondents is limited to media or intermediaries only, and also allows respondents to be more concerned about the product.

Likewise the utilitarian shopping value that indicates no effect on purchase intentions (Davis et al., 2013). Good results on hedonic shopping value (Topaloğlu, 2012) and (Avcilar and Ozsoy, 2015), indicate that the current state of consumers or potential customers more demanding pleasure and entertainment to encourage purchase intention at web online muslim store.

Suggestion

Based on the conclusions described in this study, the researchers put forward the following suggestions:

- 1) For Further Research:
 - a. This research can also be re-done with a selection of different objects, such as Muslim retailer stores, other online commercial web shops, or web-based online services or applications.
 - b. This research can also be done again with the discussion of different variables. Examples include brand loyalty, brand image, repurchase intent, or purchasing decisions.

c. Can be seen from the results in this study, it was found that religiosity, web quality, and utilitarian shopping value showed no effect on purchase intention. It is helpful for the next researcher to consider the location of the study, and the conditions for the variables affecting the purchase intention to be tested appropriately in the circumstances.

2) For web muslim online store:

a. It is expected for practitioners or online clothing store companies to pay attention to product procurement for men. And also the quality of clothing for women and men, because the visitors web muslim online store also from various levels of income.

b. It is expected for practitioners or companies to develop strategies that can link the sense of religiosity of the visitors with the purchase intention. Due to the overall web muslim online store found in this study are individuals who are good enough to be committed to Islamic worship and religion.

c. Similarly, from web quality for practitioners and web muslim online store companies, it's good to be able to maintain or improve the quality aspects involved in web muslim online store, to increase purchase intention the visitors. As with the web display aspect, the security of customer accounts on the web, information quality, and more.

d. From side of the utilitarian shopping value that can be considered also for practitioners and web muslim online store company. Good enough for practitioners and web muslim online store companies to be able to take advantage of business development strategies that can lure utilitarian shopping value from visitors to drive buying intentions. Such as web functionality that can support utilitarian shopping value of the visitors or customers.

e. It's a good idea to take advantage of business development strategies that can lure hedonic shopping value from visitors to

drive purchase intentions. Some of the ways in which it can be done extensively and intensively in advertising or other promotional activities that can stimulate the hedonic side.

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