Antecedents and Consequences of Bloggers Attitude to Consumer on Intention to Online Shop

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Abstract

This study to examine the antecedents and consequences of bloggers attitude which is believed to be one of the strategies of a company, organization towards the intention to shop online. Bloggers attitude is a variable to have an influence on how someone can want to buy a product and service that is offered. This research used Quantitative research methods with 95% confidence level. The data collection is conducted by distributing questionnaires. The sample was randomly selected with a total sample of 150 respondents from Master of Management students, especially Bloggers at Trisakti University, Jakarta. The data analysis technique used Structural Equation Modeling technique with SmartPLS application, to show that the effects of bloggers knowledge hypothesis on the bloggers attitude, bloggers market mavenism has an effect on bloggers attitude, bloggers responsiveness has an effect on bloggers attitude, bloggers social network optimization has an effect on bloggers attitude, trust has an effect on bloggers attitude, bloggers attitude affect the intention to shop online.

I. Introduction

In the era of information technology supported by the internet, we must often hear the word blog. Or we also hear blogging or blogging. In particular, people often comment on blogs after using products and services. According to my Yearbook report (Wegert 2010), 81 percent of consumers seek advice, opinion, input before making a purchase through social sites and 74 percent of those who receive input in making purchasing decisions. Therefore, blogging seems to have become an important factor before making a purchase decision.

Changes in people's lifestyles and buying methods, blog users are the main concern of business owners and companies, because this phenomenon has changed the way people buy from traditional (visiting markets) to online because people don't have much time to shop (Tsai & Yen, 2009). In addition, people who use the internet to support their daily activities have curiosity and various questions about the activities and creativity of bloggers who in their activities facilitate online buying and selling transactions.

As a medium in promoting their products. The internet is currently a promotional medium or even as a medium to market goods and services. Due to these developments, the internet has become an important medium in marketing products and services. Scientists see blogs as suitable for sharing knowledge and as a form in which one expresses oneself. Bloggers who have broader knowledge about blogging will often share information with the social network user community. Internet users who have a broader

level of knowledge have been shown to be more engaged in using these media and to show positive attitudes towards electronic media, even when they first start using the internet (Johnson and Kaye, 2003).

Bloggers Knowledge is actionable information or information that can be acted upon or information that can be used as a basis for action, for making decisions and for taking certain directions or strategies Drucker (1998).

Market Mavenism has shared extensive information about various products, stores and other market phenomena with other consumers, Market Mavenism presents an important target market because it tends to influence the purchasing decisions of various people who seek or receive advice from Market Mavenism (Feick and Price, 1987).

Bloggers Responsiveness is a person's response or alertness in helping customers or providing fast and responsive service, which includes a person's alertness in serving customers, someone's speed in handling transactions and handling customer complaints (Zeithan, 2005).

Social Network is a form of social structure consisting of interconnected nodes and bound by one or more specific types of relationships. The nodes referred to here can be individuals or organizations, which are a system of social structures consisting of individual or organizational elements. This social network will make those who have the same sociality, ranging from those who are known daily to their families, can relate to each other (J.A Barnes, 1954).

Trust is the most vital thing in business (Fukuyama et al., 2006: 159). Anderson and Narus (1990) emphasize that trust arises when one party believes that the other party's actions will produce positive results for him.

Attitude is mental and nervous readiness, which is formed through experience that provides a dynamic direction or influence on a person's reaction to all objects and situations involving attitudes (Allport, 2007).

Laroche, Kim and Zhou (in Ramayah and Ignatius, 2009) state that variables such as considerations for buying products and their expectations can be used to measure consumer buying interest. Consumer buying interest in the online environment will show the strength of the consumer's desire to make transactions via the internet (Miller, 2001).

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II. Research Method

This study refers to previous research conducted by Thakur et al (2013) with the variables Bloggers Knowledge, Bloggers Market Mavenism, Bloggers Responsiveness, Bloggers Social Network Optimization, Bloggers Attitude. And supported by the journal Hsu (2012) by adding the Trust variable and the Intention to Shop Online variable. The research method used in this research is correlation research which aims to detect the extent to which variations in a factor are related to variations in one or more other factors based on the correlation coefficient. The design of this study is a survey that aims to test hypotheses regarding the effect on Bloggers Knowledge, Bloggers Market Mavenism,

Bloggers Responsiveness, Bloggers Social Network Optimization, Bloggers Attitude, Trust, Intention to Shop Online.

The sample is part or representative of the population being studied. The number of samples taken from the population is determined to be 5-10 times the number of variables used in the analysis design and at least 100 samples (Hair et al, 2010). In this study will use a sample of 150 respondents. The sampling method used in this study is purposive sampling, which is sampling based on considerations where the selected sample is based on certain criteria (Hair et al, 2010). The sample of this research is Master of Management students, especially Bloggers at Trisakti University, Jakarta.

This study uses primary data. Data were collected by using a questionnaire technique, namely by giving written statements to respondents. Furthermore, respondents gave responses to the statements given. The way of collecting data was using a questionnaire which was distributed to 150 respondents who used blog media. Before a questionnaire which is an instrument in research is widely used, a trial is first conducted to measure the validity and reliability of the measuring instrument (Hair et al, 2010). This questionnaire was distributed in December 2014 to Master of Management students, especially Bloggers at Trisakti University, Jakarta

This questionnaire was distributed in December 2014 to Master of Management students, especially Bloggers at Trisakti University, Jakarta. Each variable was tested with questions in the research questionnaire which were closed questions, using a Likert Scale model. All questions in the questionnaire are statements that measure positive values. The data analysis method used in this study is a structural equation model (SEM) using AMOS version 6. SEM (Structural Equation Modeling) is a statistical technique that is able to analyze the pattern of relationships between latent constructs and their indicators, latent constructs with each other, and direct measurement error. SEM allows analysis between several dependent and independent variables directly (Hair et al, 2010). Before analyzing the hypotheses, the overall fit of the model must be assessed to ensure that the model can describe the causal effect. According to Hair et al 2010, testing the suitability of the goodness of fit model is done by looking at several measurements The hypotheses proposed in this study are:

H1 : Bloggers knowledge has a positive influence on bloggers attitude.
H2 : Bloggers market mavenism has a positive influence on bloggers attitude
H3 : Bloggers responsiveness has a positive influence on bloggers attitude.
H4 : Bloggers social network optimization has a positive influence on bloggers attitude.
H5 : Trust has a positive influence on bloggers attitude.
H6 : Bloggers attitude has a positive influence on the intention to shop online.

III. Results and Discussion

3.1 Validity Test Results Andreliability

Test In the validity test it is used to find out that all research question items used to measure research variables are valid. Validity testing is done by looking for the correlation of each indicator to the total score using the Pearson Correlation Product Moment (Sekaran, 2006). The decision is taken by comparing the p-value of each statement variable ($α=0.05$). Basis for taking statements ($α=0.05$). The basis for making decisions on the validity test are as follows:

a. If p-value < (0.05) → then the statement item is valid
b. If p-value > (0.05) → then the statement item is invalid

Table 1. Result of Validitas Testing

Variabel	p-value	Decisiion
Bloggers Knowledge	**0,000**	**Valid**
Bloggers Market Mavenism	**0,000**	**Valid**
Bloggers Responsiveness	**0,000**	**Valid**
Bloggers Social Network Optimization	**0,000**	**Valid**
Trust	**0,000**	**Valid**
Bloggers Attitude	**0,000**	**Valid**
Intention to Online Shop	**0,000**	**Valid**

Based on table 1 above, it can be concluded from the overall validity test, it is known that all statement items in the variables bloggers knowledge, bloggers market mavenism, bloggers responsiveness, bloggers social network optimization, trust, bloggers attitude, and intention to shop online are declared valid, because p- value of each statement item $<(0.05)$.

3.2 Reliability Testing

Test the reliability of a series of measurements or a series of measuring instruments that have consistency if the measurements made with the measuring instrument are repeated. An instrument is considered reliable if it has an alpha coefficient (α) of 0.6 or more. Basis of decision making according to Now (2003) instruments reliable are:
1. If the alpha coefficient (α) of the test is greater than (≥) 0.6 then the questions in the questionnaire are feasible to use (reliable).
2. If the alpha coefficient (α) of the test is less than (<) 0.6 then the questions in the questionnaire are not suitable for use (unreliable).

Table 2. Result Reliability Testing

Variable	Cronbach's alpha	Decision
Bloggers Knowledge	**0,669**	**Reliable**
Bloggers Market Mavenism	**0,981**	**Reliable**
Bloggers Responsiveness	**0,966**	**Reliable**
Bloggers Social Network Optimization	**0,948**	**Reliable**
Trust	**0,923**	**Reliable**
Bloggers Attitude	**0,974**	**Reliable**
Intention to Online Shop	**0,688**	**Reliable**

Based on table 2 above, Cronbach's coefficient alpha on the variables used in this study has met the reliability criteria recommended by Sekaran (2003:312). This is by considering the value of Cronbach's Alpha which is owned by the variables Bloggers Knowledge, Bloggers Market Mavenism, Bloggers Responsiveness, Bloggers Social Network Optimization, Trust, Bloggers Attitude, Intention to Online Shop which exceeds the value of 0.6. So the respondents' answers to the statements used to measure each variable are consistent and the variables can be reliedupon.

3.3 Interpretation of Research Results

To find out the decision making, hypothesis testing is done by comparing the p-value with the level of significance with a confidence level of 95% (α = 0.05).
If the p-value alpha 0.05 then the null hypothesis (Ho) is rejected
If the p-value alpha 0.05 then the null hypothesis (Ho) is accepted

Table 3. Regression Significant Results

Hypothesis	Coefficient β	*P-Value*	Decision
H_1 : *Bloggers Knowledge has a positive effect on Bloggers Attitude*	0,391	0,011	H_1 = Accepted
H_2 : *Bloggers Market Mavenism has a positive effect on Bloggers Attitude*	0,502	0,000	H_2 = Accepted
H_3 : *Bloggers Responsiveness has a positive effect on Bloggers Attitude*	0,285	0,036	H_3 = Accepted
H_4 : *Bloggers Social Network Optimization has a positive effect on Bloggers Attitude*	0,453	0,000	H_4 = Accepted
H_5: *Trust has a positive effect on Bloggers Attitude*	0,370	0,012	H_5 = Accepted
H_6: *Bloggers Attitude has a positive effect on Intention to Shop Online*	0,355	0,008	H_6 = Accepted

Based on the table above, it is known that all hypotheses 1-6 are concluded to be accepted (support) this is because the p-value of each hypothesis is still below 0.05 ($p < 0.05$).

3.4 Effect bloggers knowledge on bloggers attitude

Based on the test results, it is indicated that the test results are accepted, meaning that there is a positive influence of bloggers knowledge on bloggers attitude. The findings of this study reinforce the findings (Johnson and Kaye, 2003) which states that bloggers who have a positive level of knowledge can show positive attitudes, even when they first use social media. Coefficient bloggers knowledge on bloggers attitude, it is known that it is 0.391 or around 39.1%. This influence is positive or unidirectional, which means that the more knowledge a blogger has, the more positive the attitude of a blogger will be.

3.5 Effect bloggers market mavenism on bloggers attitude

Based on the test results, it is indicated that the test results are accepted, meaning that there is a positive influence of bloggers market mavenism on bloggers attitude. The findings of this study strengthen the findings (Zhang et al., 2010; Shneiderman, 2007) which states that bloggers who are considered market mavenism (market experts), sharing opinions online with online users can increase attitude towards social media.

By looking at the magnitude of the bloggers market mavenism on bloggers attitude, it is known that it is 0.502 or about 50.2%. This influence is positive or unidirectional, which means that the higher the experience of a blogger as a market mavenism, the higher attitude.

3.6 Effect bloggers responsiveness on bloggers attitude

Based on the test results, it is indicated that the test results are accepted, meaning that there is a positive influence of bloggers responsiveness on bloggers attitude. The findings of this study strengthen the findings (Nardi et al, 2004) which states that online communities will be successful if bloggers are aware of what readers want, what should and should not be expressed and take corrective action when they are aware of consumer

dissatisfaction. In addition, these findings also support (Hanson, 2006) which states that blog users will have a positive attitude towards a blog site.

Coefficient value bloggers responsiveness to bloggers attitude, it is known that it is 0.285 or about 28.5%. This influence is positive or unidirectional, which means that the higher the blogger's responsiveness, the more positive the blogger's attitude will be.

3.7 Effect bloggers social network optimization on bloggers attitude

Based on the test results, it is indicated that the test results are accepted, meaning that there is a positive effect of bloggers social network optimization on bloggers attitude. The findings of this study strengthen the findings (Puri, 2006) which states that a certain forum allows interaction between like-minded people, optimizing their time and effort which results in increasing attitudes towards web logs. By looking at the value of the bloggers social network optimization on bloggers attitude is known to be 0.453 or about 45.3%. This influence is positive or unidirectional, which means that the higher bloggers social network optimization will have a positive effect on bloggers attitude.

3.8 Effect trust on bloggers attitude

Based on the test results, it is indicated that the test results are accepted, meaning that there is a positive influence of trust on bloggers attitude. The findings of this study strengthen the findings (Hsiao et al, 2010) which states that trust positively affects attitude.

By looking at the value of the coefficient of trust on bloggers attitude, it is known that it is 0.370 or about 37%. This influence is positive or unidirectional, which means the higher the trust will have a positive effect on bloggers attitude.

3.9 The influence bloggers attitude on intention to shop online

Based on the test results, it is indicated that the test results are accepted, meaning that there is a positive influence of bloggers attitude on the intention to shop online. The findings of this study strengthen the findings of Hsu and Lin (2008) which state that there is a significant and positive relationship between bloggers' attitude towards online shopping intentions, bloggers use blogging technology to exchange information or participate in online activities.coefficient bloggers attitude on the intention to shop online, it is known that it is 0.355 or around 35.5%. This influence is positive or unidirectional, which means that the more bloggers' attitude will have a positive effect on the intention to shop online.

IV. Conclusion

This research was conducted to determine what variables affect the intention to shop online. The research shows that the first hypothesis has a positive influence on bloggers knowledge on bloggers attitude. The second hypothesis is that there is a positive influence of bloggers market mavenism on bloggers attitude. The third hypothesis is that there is a positive influence of bloggers responsiveness on bloggers attitude. The fourth hypothesis is that there is a positive effect of bloggers social network optimization on bloggers attitude. The fifth hypothesis is that there is a positive effect of trust on bloggers attitude. The sixth hypothesis is that there is a positive influence of bloggers attitude on the intention to shop online.

From these conclusions, the results of this study can be used by bloggers to pay attention to the features and appearance of their blogs to suit the targeted market segment

so that they get added value and have benefits for their consumers. If bloggers can do what their consumers want, it will increase consumers' intention to shop online.

The limitation of this research is that the sample of this research is bloggers users with 150 respondents living in JAKARTA, especially Trisakti Management Masters students attitude, and intention to shop online.

The researcher realizes that this research still has many shortcomings and is far from perfect. Based on this awareness, in this section some suggestions related to this research will be presented. These suggestions are very useful for future researchers and bloggers. For further research, it is recommended to add a variable that has not been covered, namely culture because culture is the most important measurement in the use of blogs because consumers who adhere to different cultures will affect the intention to shop online.

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