

Simultaneous Significance Test (Statistical Test F)

F test or ANOVA test is used to determine the effect of the independent variables simultaneously or together on the dependent variable. The decision criteria are based on the results of the comparison of t_{count} with t_{table} on 95% confidence ($\alpha = 0.05$), degree of freedom ($df = k-1$), k is the number of dependent and independent variables and the expected profitability value from the results of data processing through the SPSS program (Singgih Santoso, 2012) as follows:

- a. If $t_{count} > t_{table}$, then H_0 is accepted and H_a is rejected.
- b. If $t_{count} < t_{table}$, then H_0 is rejected and H_a is accepted.

Significance of Individual Parameters (Test Statistics t)

T test is used to determine the effect of partially or independent variables on the dependent variable. The hypothesis test decision criteria are partially based on the results of the calculation of t_{count} with t_{table} at a confidence level of 95% ($\alpha = 0.05$), degree of freedom ($df = nk-1$), k is the number of independent variables and the profitability value obtained from the results of data processing through the SPSS program.

- a. If $t_{count} > t_{table}$ with t_{count} does not lie in the critical region t_{count} is greater than $-t_{table}$ and smaller than t_{table} ($-t_{table} < t_{count} < t_{table}$) then H_0 is accepted and H_a is rejected.
- b. If $t_{count} < -t_{table}$ with t_{count} is not located in the critical region t_{count} is smaller than $-t_{table}$ and greater than t_{table} ($-t_{table} < t_{count} < t_{table}$) then H_0 is rejected and H_a is accepted.

4. RESEARCH RESULTS AND DISCUSSION

This study aims to determine the effect of independent variables when using e-commerce on Online Shopping Behavior both partially and simultaneously on online shopping customers. The analysis used includes descriptive statistical analysis, the classic assumption test, multiple linear regression analysis and hypothesis testing.

Normality test

The normality test uses the Kolmogorov-Smirnov test because the measurement scale used is a Likert scale and the data used is ordinal data. In the SPSS output using the Kolmogorov-Smirnov test the results of the normality test show that all variables in this study have a significance value greater than 0.05 at ($\text{sig} > 0.05$), so it can be concluded that all data variables of the study are normally distributed.

Multicollinearity Test

The test results show that all variables have tolerance values above 0.1 and VIF values below 10, Based on this it can be concluded that there is no correlation between the dependent variables so that the regression model does not occur deviations and the regression model is feasible to use.

Heteroscedasticity Test

The results of tests on multiple linear regression models in this study did not have heteroscedasticity. The picture above shows the points spread randomly, do not form a regular pattern, and spread in all directions, both above and below the number 0 on the Y axis. Therefore, "heterokedasticity" does not occur.

Autocorrelation Test

Autocorrelation test results are known that the Durbin-Watson test value is 1.863. Due to the results of the Durbin-Watson -2 count $<1,863 <+2$, it can be seen that in the regression model in this study there was no autocorrelation problem.

Multiple linear regression equation

Based on the results of the regression analysis can be seen the multiple regression equation as follows:

$$Y = 0,250 + 0,341X_1 + 0,456X_2 + 0,057X_3 - 0,080X_4 + 0,126X_5$$

From the formed regression equation, the following explanation:

1. The value of the dependent variable Online Shopping Behavior (Y) can be seen from the value of the constant of 0.250 with a note if the independent variables Trust (X1), Attitude (X2), Subjective Norms (X3), Perceived Risk (X4), Perceived Behavior Control (X5)) does not affect the Online Shopping Behavior (Y) dependent variable.
2. The influence of the Trust independent variable (X1 →) on the Online Shopping Behavior (Y) when seen from the magnitude of the regression coefficient of 0.341, it can be interpreted that every change in the Trust variable (X1) is one unit, the Online Shopping Behavior (Y) variable will increase by 0.341 .
3. 0.456 means that the influence of Attitude (X2), on the creation of the dependent variable that is Online Shopping Behavior (Y) on Lazada is positive, meaning that if the product form is improved, it can increase the effect of Online Shopping Behavior (Y) on Lazada, assuming other variables are considered permanent .
4. 0.057 means that the influence of the Subjective Norms (X3) variable, towards the creation of the dependent variable that is Online Shopping Behavior (Y) on Lazada is positive, meaning that if the product form is improved, it can increase the effect of Online Shopping behavior (Y) on Lazada, assuming other variables considered permanent.
5. Beta coefficient value on the variable Perceived Risk (X4) of -0.080 means that every change in the variable Perceived Risk of one unit will result in changes in online purchasing behavior of -0,080 units, with other assumptions that are fixed. One unit increase in the Perceived Risk variable will decrease online shopping behavior by -0,080 units, whereas a decrease in one unit in the Perceive Risk variable will increase online shopping behavior by 0.080 units.

6. The value of the beta coefficient on the variable Perceived behavior control (X5) of 0.126 means that every change in the variable Perceived behavior control by one unit will result in changes in online shopping behavior of 0.126 units, with other assumptions that are fixed. One unit increase in the Perceived Behavior control variable will decrease online shopping behavior by 0.126 units, whereas a decrease of one unit in the Perceived Behavior Control variable will increase online shopping behavior by 0.126 units.

Coefficient of Determination (R-Square)

The results of the R-square test correlation coefficient values obtained by 0.938 which shows a strong relationship between the independent variable with the dependent variable. The coefficient of multiple determination (R-square) shows a value of 0.880 which indicates that the contribution of the independent variable changes simultaneously to the dependent variable by 88% while the remaining 12% is influenced by other factors not included in this study.

Hypothesis testing

Table 1. Hypothesis Testing Results

Hypothesis	Description	P	Decision
H ₁	The Trust variable significantly influences online shopping behavior on Lazada customers.	,000	Accepted
H ₂	Attitude variable significantly influences online shopping behavior on Lazada customers.	,000	Accepted
H ₃	The variable Subjective norms significantly influence online shopping behavior on Lazada customers.	0,42	Accepted
H ₄	Perceived Risk variable significantly influences online shopping behavior on Lazada customers.	0,04	Accepted
H ₅	Perceived Behavior Control variable significantly influences online shopping	0,01	Accepted

	behavior on Lazada customers.		
H ₆	Variables Trust, Attitude, Subjective norms, Perceived Risk and Perceived Behavior Control simultaneously or together significantly influence online shopping behavior on Lazada customers.	,000	Accepted

DISCUSSION

This study aims to determine the effect of Trust, Attitude, Subjective Norms, Perceived Risk, and Perceived behavior control on Online shopping behavior.

1. The influence of trust on online shopping behavior on Lazada customers.

The results of statistical tests that have been done show that there is a positive and significant influence of Trust on Online shopping behavior on Lazada customers. This is obtained from the results of the regression test statistics with a tcount of 3,948 with a significance value of 0,000 less than 0.05 (0,000 <0.05), and the regression coefficient has a positive value of 0.341, the first hypothesis in this study which states that "Trust (X1) has a positive effect on online shopping behavior (Y)" on supported Lazada customers. Thus, Trust influences Online shopping behavior.

2. Effect of Attitude on Online shopping behavior on Lazada customers.

Based on the results of statistical tests that have been found there is a positive and significant influence of Attitude on Online shopping behavior on Lazada customers. This is obtained from the results of the regression test statistics with a t value of 5.272 with a significance value of 0.000 less than 0.05 (0.000 <0.05), and the regression coefficient has a positive value of 0.456, the second hypothesis in this study which states that "Attitude (X2) has a positive effect on Online shopping behavior (Y)" on supported Lazada customers. Thus, Subjective norms affect Online shopping behavior.

3. Effect of Subjective Norms on Online shopping behavior on Lazada customers.

The results of statistical tests that have been done show that there is a positive and insignificant influence of Subjective norms on Online shopping behavior on Lazada customers. This is obtained from the results of the regression test statistics with a tcount of 0.798 with a significance value of 0.42 greater than 0.05 (0.42 > 0.05), and the regression coefficient has a positive

value of 0.057, then the third hypothesis in the study this which states that "Subjective Norms (X3) has a positive effect on Online shopping behavior (Y)" on supported Lazada customers. Thus, Subjective Norms do not affect Online shopping behavior.

4. Effect of Perceived Risk on Online shopping behavior on Lazada customers.

Based on the results of statistical tests that have been carried out shows that there is a negative and significant influence of perceived risk to online shopping behavior on Lazada customers. This is obtained from the results of the regression test statistics with a t-count of -2.073 with a significance value of 0.04 less than 0.05 ($0.04 < 0.05$), and the regression coefficient has a negative value of -0.080, the fourth hypothesis in this study which states that "Perceived Risk (X4) has a negative effect on online shopping behavior" on supported Lazada customers. Thus, Perceived Risk affects Online shopping behavior.

5. Effect of Perceived behavior control on Online shopping behavior on Lazada customers.

Based on the results of statistical tests that have been done show that there is a positive and significant influence of perceived behavior control on online shopping behavior on Lazada customers. This is obtained from the results of the regression test statistics with a tcount of 2.582 with a significance value of 0.01 smaller than 0.05 ($0.01 < 0.05$), and the regression coefficient has a positive value of 0.126, the fifth hypothesis in the study this which states that "Perceived behavioral control (X5) has a positive effect on Online shopping behavior (Y)" on supported Lazada customers. Thus, Perceived behavior control influences Online shopping behavior.

6. The influence of Trust, Attitude, Subjective norms, Perceived risk and Perceived behavior control on Online shopping behavior on Lazada customers.

The results showed that the variables Trust, Attitude, Subjective norms, Perceived risk and Perceived behavior control simultaneously affect the online purchasing behavior can be accepted. This is evidenced from the test results obtained by the calculated F value of 137,346 with a significance of 0,000 because the significance value is smaller than 0.05 ($0,000 < 0.05$).

5. CONCLUSION

1. The five variables proposed for analysis are very closely related as factors which may influence someone in making e-commerce purchases, those were Trust (X1), Attitude (X2), Subjective norms (X3), Perceived risk (X4) and Perceived Behavior control (X5).
2. Consumer behavior towards Lazada Indonesia is very good. Consumers have begun to understand about online shopping in the age of information technology. Consumers trust Lazada Indonesia as a company that makes it easy to shop online, and has an impact on consumer behavior to shop easily, economically and efficiently. Consumers feel Lazada Indonesia can already show the good quality of

an online shopping, that is, the products offered by Lazada Indonesia are purchased by consumers in accordance with the income of the consumers.

3. Trust, Attitude, Subjective norms, Perceived risk and Perceived behavior control influence simultaneously on online shopping behavior.

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