

The Mediating Role of Trust in Experiential Quality as a Determinant of Indonesian Online Buyers' Behavioral Intention



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ABSTRACT: Merchants and sites that promote online businesses may face challenges in how to satisfy different online buyers. This research implies the organism-response (SOR) theory of stimuli, stimuli are considered as cognitive and affective reactions are organisms that measure online services and experiences in online purchases. This research is considered very important because the issue raised is how service failure, namely trust, is a phenomenon that is often heard about in this business. This research distributed 150 online questionnaires to a random sample of volunteers who had substantial online shopping experience from 15 provinces in Indonesia. The research results show that trust mediates the influence of experience quality on online buyers' behavioral intentions. The quality of experience directly influences behavioral intentions. For further research, other mediating variables need to be developed which are considered to support stimuli such as emotions and satisfaction. Big data is needed in consumer behavior segmentation.

KEYWORDS: Trust, Experiential Quality, Behavior Intention

I. INTRODUCTION

The development of marketing research has used two behavioral theory approaches, namely: the means-end theory approach and planned behavior theory. Researchers have carried out these tests partially and have never combined them to test directly, for example: Wu and Li (2015) have used several approaches in their research. However, their study has not explicitly tested the relationship between experiential quality variables on behavioral intention which is mediated by trust. Wu et al., (2018) have proven that experiential quality has a significant positive relationship with intention. These results can explain that the higher the experiential quality felt by consumers, the more they want to visit the store. The significant positive relationship identified between experiential quality and experience trust can be attributed to the view that the more consumers believe a store will provide them with more experience in making purchases, the more they believe they visit the store, the more their needs will be met. Varshneya and Das (2017) who found significantly different dimensions of experiential value can enable retailers to develop appropriate strategies, based on the cognitive, hedonic, social and ethical value aspects of experiential value. Wu et al., (2018) found that low experiential quality causes a low level of sharing of information obtained from customers based on the places they visit. Several researchers (Brady and Robertson, 2001; Wu et al., 2014; Wu and Ai, 2016) argue that experiential quality and value are antecedents of experiential satisfaction. Because experiential quality and value are cognitive evaluations, a positive experience results in perceived quality in experiential satisfaction, which in turn gives rise to behavioral intention. However, the relationship between experiential satisfaction, experiential quality and value and behavioral intention is still rare in the online shop industry. The contributions offered in this research are twofold, first, it contributes to the marketing literature by providing an examination of several marketing service constructs. Second, provide a better understanding of the perceptions, experiential quality and trust behavior intentions of online buyers. Existing theoretical gaps do not yet explicitly explain trust as a mediating variable. Trust is only used as a dimension of felt affection. Apart from that, existing theories only discuss the internal and external environment of a product, in general they do not look at the consumer's experience after using it. In the end, it is necessary to test theoretical gaps: SOR and planned behavior, in order to produce a new theory that will be used for further research development.

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II. LITERATURE REVIEW

Behavior Intention

Jaccard and Raja (1977) define behavioral intention as a perceived idea between oneself and some action. Behavioral intention represents repurchase intention, word-of-mouth, complaining behavior and price sensitivity (Zeithaml et al., 1996). Dharmmesta (2008) defines that behavioral intention as a behavior or attitude of consumers who have the desire to use services continuously. Fishbein and Ajzen (1975) stated that behavior intention is a measure of the strength of a person's interest in carrying out a certain behavior. Behavioral intention is closely related to actual behavior and has the resulting value (Lien et al., 2011). Therefore, behavioral intention is an important indicator for management to understand whether customers will stay with or leave the product (Parasuraman et al., 1985). Saha and Theingi (2009) define behavioral intention as the possibility of a customer to carry out a certain behavior, for example positive word-of-mouth about a service provider to other people, having the intention to repurchase and loyalty to the service provider. From several opinions about behavior intention, it can be concluded that the behavior intention variable is the final goal of a product purchase.

Experiential Quality

Otto and Ritchie (1996) stated that there is a difference between service quality and experiential quality. They argue that experiential quality is subjective in terms of measurement while service quality is objective. Experiential quality refers to the psychological results resulting from tourists' participation in tourism activities Wu and Ai (2016). Chan and Wang (2008) indicate that the concept of experiential quality includes consumers' feelings of response to the psychological benefits desired from the experience of using the product. Service quality refers to service performance at the attribute level while experiential quality refers to the psychological results of using a product (Chen and Chen, 2010, Crompton and Love, 1995;). In addition, service quality is also defined as the quality of service attributes that are under the control of the supplier, while experiential quality involves not only the attributes provided by the supplier, but also the attributes brought to the occasion by consumers (Chen and Chen, 2010). Brady and Cronin (2001) state the experiential quality model as a higher construct to build and determine hypotheses about the influence of subdimensions on specific pathways. This relationship cannot be tested in a measurement model in which the subdimensions reflect the main dimension. In this research, experiential quality is used to replace service quality in the relationship between experiential value, experiential satisfaction and behavioral intentions.

Trust

Trust is defined as a party's willingness to be vulnerable to the actions of another party based on the expectation that the other party will carry out certain actions that are important to them, regardless of the ability to monitor or control the other party (Mayer et al., 1995). The amount of trust can vary depending on the relationship, experience, development phase, and indications of existing conditions (Rousseau et al, 1998). A marker of the success of e-commerce is when the company is able to increase trust in its customers by providing the best quality service, thereby generating interest in repurchasing the products they offer (Wuisan, Dewi. et al., 2020). Trust is known as a key factor in e-commerce success. Based on the opinion of Mowen (2012: 312), measuring trust indicators can use indicators: understanding consumer desires, reliable products, consistency in quality, composition of information with product quality, customer trust. A business transaction between the two parties or more will occur if both parties have confidence the same or trust each other. According to Seo et al., (2020) trust from a consumer is defined as a belief that someone is providing services or products can be relied upon for.

Direct Effect Experiential quality and Trust

Experiential quality is an important component in influencing consumer satisfaction and behavior. Experiential quality has a positive impact when it has a good perception. Good experiential quality will create satisfaction which will lead to behavioral intention (Wu and Tseng, 2014). Dado et., (2012) stated that the experience quality approach can be the basis for behavior intention to occur. Customer experiential quality has become an important concept in consumer behavior research (Brady and Cronin, 2001). Başarangil (2016) shows that experience quality directly influences visitor satisfaction with amusement parks in Istanbul, and indirectly through satisfaction influences visitor behavior intention. Chen and Chen (2010). Cole and Illum (2006) examined the relationship between experiential quality in predicting visitor behavior intentions in a festival atmosphere. Cole and Illum (2006) stated that experiential quality directly influences visitors' behavioral intentions.

H₁. Experiential Quality Toward behaviour intention.

H₂. Trust toward behaviour intention.

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Trust Mediation

According to research conducted by Jimanto and Sondang (2014), service quality influences loyalty, and according to Rofianah, Paramita and Fathoni (2016), brand trust influences loyalty, then the opinion expressed by Hidayat (2009) proves that service quality influences towards loyalty. According to research conducted by Jimanto and Sondang (2014), service quality influences loyalty, and according to Rofianah, Paramita and Fathoni (2016), brand trust influences loyalty. then the opinion expressed by Hidayat (2009) proves that service quality has an effect on loyalty.

H₃. Trust Memediasi Pengaruh *Experiential quality* Terhadap *Behaviour Intention*.

III. METHODOLOGY RESEARCH

The method that will be used in this research is a quantitative method. The quantitative research process is deductive, where to answer the problem formulation, concepts or theories are used so that hypotheses can be formulated. The aim of this research is to determine the influence of the variables experiential quality on online buyers behavior intention with corporate reputation and trust as intermediaries.

Sampling Method

The elements taken from the sample must be representative of the population, because if this is not the case then the research is likely to cause interference (error). Cooper and Emory (2006) say that population is the totality of characteristics or units of measurement that are the object of research. The population in this research is all online shop customers in Indonesia, the actual number of consumers is unknown. The technique used for sampling uses a non-probability sampling technique. In this method, population elements are selected on the basis of availability or because of personal considerations that they can represent the population (Sekaran, 2006). The type of non-probability sampling that will be used in this research is purposive sampling. Purposive sampling is sampling in this case limited to certain types of people who can provide the desired information, either because they are the only ones who have it or meet certain specified criteria (Sekaran, 2006). There were 150 respondents obtained. The data collection method used in this research is the questionnaire method or online questionnaire.

Sample

The characteristics of respondents described in this study are demographic characteristics consisting of address, year of birth, highest level of education, occupation, gender and income. Demographic factors are used to describe certain segments. Demography can be interpreted as a classification or grouping based on population maps.

Table 1. Respondent Demographic Profile

Characteristic	Description	Percent
Genden	Man	47,58
	Woman	52,42
Domicile	Bali	3,64
	Surabaya	4,85
	Kalimantan Barat	5,15
	Makassar	5,88
	Bandung	8,48
	DI Jogjakarta	9,09
	DKI Jakarta	9,70
Age	Bengkulu	15,45
	18-20 Years Old	21,52
	31-40 Years Old	22,12
Education	21-30 Years Old	29,39
	Senior High School	26,97
	Bachelor (S1)	38,48
Job	Masters (S2)	30,91
	College Student	33,94
	Worker	16,67
	Jobless	2,12

Source: Research result, 2024

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The majority of respondents were 21-30 years old, followed by 31-40 years and 18-20 years. The sample of Indonesian online buyers is consumers aged between teenagers (18-30) and adults (31-40). Those in the youth category like to socialize, like group life and enjoy new things. Consumer behavior in this age range tends to be determined by perceived social pressure and obtaining approval or sanctions from those closest to them (Patcheep, 2015; Higgs, 2015). Teenagers receive pressure and approval from those closest to them, sometimes price issues become very sensitive for them because they are still regulated by other people. Consumers in this age range are considered not to be blind to technology, because in their time many activities used the internet and were supported by technology. Their lifestyle is known to be consumerist and they want social recognition (BPS, 2022). Consumers in this age category easily adapt to technology, not only as consumers but also as online sellers on online buying and selling sites. Those with high school or master's degrees are also many online buyers. Online buyers with a high school education are students or private employees. Buying and selling sites have provided various kinds of online shop products. Prices and products also vary. Products that are the cheapest to the most expensive. Apart from that, products with good quality to the worst can also be seen from several comments left by online buyers. Demographics based on work can be seen that most respondents are students. Young people make online purchases using technology more quickly to understand it. Apart from that, respondents who work as civil servants and private employees are also Indonesian online buyers. The online shop also provides options for paying bills such as electricity, water and provider credit as well as ordering tickets. Employees feel that using online shopping is more effective and efficient than conventional purchases. They no longer need to come to the shop in person, but can make purchases anywhere and anytime. Indonesian online stores have collaborated with banks for the payment process so that those who are busy at work no longer need to go to mobile banking to make transactions using payment methods in online stores. Most respondents were female. Respondents who are female often make online purchases in their lives, as we now know, online shop businesses have mushroomed throughout Indonesia. Online stores help women fulfill their needs both shopping and using social media to socialize with friends and relatives. Men are also a classification of online purchasing consumers. The products offered by online buying and selling sites are also needed by men who don't like small talk when doing things.

IV. DISCUSSION

The factor analysis method was applied in this research which involved 150 Indonesian online buyers. Several conditions must be met before testing whether an item is suitable for running the analysis. One of these tests is the Kaiser-Meyer-Olkin Test (KMO). Based on the research results, it is known that the value of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) is greater than 0.50, namely 0.929, this indicates that the existing data is suitable for factor analysis, while the Bartlett's Test of Sphericity test results were obtained The significance level is 0.000, which means that there is a correlation between variables (significance<0.05), thus it can be concluded that all existing variables can be analyzed further because they have met the criteria. The results of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) and validity test with Confirmatory Factor Analysis (CFA) are shown in the following table:

Table2. Kaiser-Meyer-Olkin Test (KMO) Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.929
Bartlett's Test of Sphericity	Approx. Chi-Square	8658.869
	df	561
	Sig.	.000

Source: Research Result, 2024

Table 3. Validity Measurement

Indicators	Loading Factor		
EQ1	.553		
EQ2	.602		
EQ3	.508		
EQ4	.538		
EQ5	.548		

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Indicators	Loading Factor		
EQ6	.557		
EQ7	.681		
EQ8	.718		
EQ9	.754		
TR1		.754	
TR 2		.722	
TR 3		.700	
TR 4		.666	
TR 5		.580	
TR 6		.653	
TR 7		.685	
TR 8		.531	
TR 9		.634	
TR 10		.684	
BI1			.615
BI2			.737
BI3			.824
BI4			.721

Source: Research Result, 2024

Based on the results of the CFA test stage 2, it is known that all items have been grouped according to their indicators and based on the results above, it is known that all statement items are declared valid with a loading factor value above 0.50.

Table 4. Reliability Measurement

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Item Corrected Correlation	Item-Total Cronbach's Alpha if Item Deleted
EQ	90.84	224.525	.685	.834
EV	86.33	209.218	.844	.777
ES	112.31	321.354	.781	.842
EX	95.59	230.643	.791	.793
BI	108.88	322.783	.528	.863

Source: Research Result, 2024

The results of the reliability test show that all question items from the variables studied are reliable because they have a Cronbach Alpha value of >0.70.

Test Bootstrapping with Macro PROCESS

The Bootstrapping method with the PROCESS macro is used to prove the hypothesis and to determine the indirect influence of the trust variable. The purpose of this test is to determine the existence of mediation effects and direct or indirect effects of independent variables on independent variables through mediating variables.

Table 5. Results of Process Macro Hayes

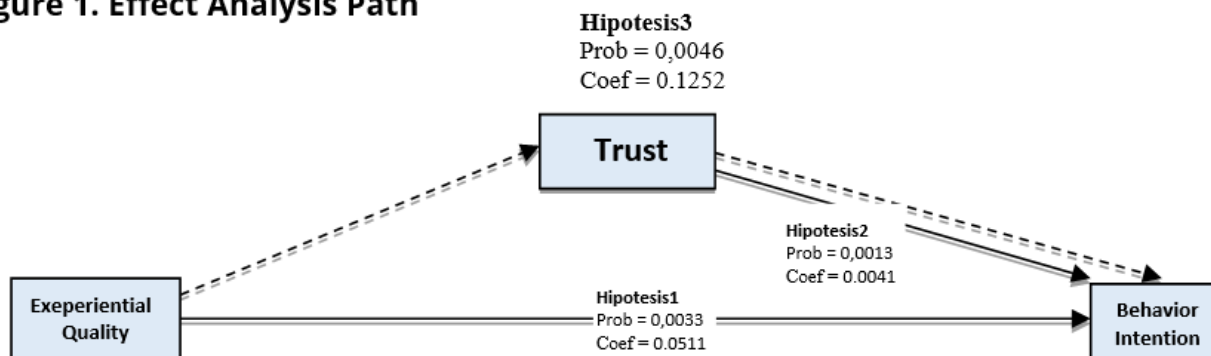
Model	Coeff	S.E	Nilai T	Prob	Hypothesis
EQ -> BI	0,0511	0,0297	1,7204	0,0033	Hypothesis Accepted
TR -> BI	0,0041	0,0421	1,8912	0,0013	Hypothesis Accepted
EQ*TR -> BI	0,1252	0,0255	1,9992	0,0046	Hypothesis Accepted

Source: Research Result, 2024

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The variables Experiential Quality do have a significant direct influence on behavior intention. Trust as a mediator has a direct influence on behavior intention. Testing the mediation hypothesis in this research uses a path analysis technique (path coefficient) which is processed through a computer program that has been developed by Preacher-Hayes, namely the Macros PROCESS 4.2 technique in IBM SPSS Release 23.

Figure 1. Effect Analysis Path



Source: Research Result, 2023

By paying attention to the coefficients on each direct influence of certain independent variables on the dependent variable and mediating variables. The value of the direct influence of experiential quality on Behavior Intention is smaller than the value of the direct influence through the trust variable as a mediating variable. Process Macro Test Results by Hayes figure 1 Table 5. It can be seen that there is an indirect relationship (Indirect Effect) where trust as a mediating variable is 0.1252 with a BootLCI value of 0.0775 and BootULCI of 0.1774. Based on the results of this test, it can be interpreted that there is a mediator role because the BootLCI and Boot ULCI values do not include zero, so the indirect effect in this test is declared significant (Hayes, 2018); (Allen et al., 2019). The mediating role of trust on experiential quality on behavior intention is included in the partial mediation category. Baron and Kenny (1986) assert that the strongest evidence for mediation is when there are indirect effects but no direct effects, which they call "partial mediation." The experiential quality variable was able to significantly influence the behavioral intention variable with direct effects. After being mediated by trust, the experiential quality variable has an indirect influence.

V. CONCLUSIONS

The results of this research provide answers to temporary suspicions. This research aims to determine online shopping behavior in Indonesia. Advances in digital technology have caused a shift in shopping patterns to be done online. Convenience and efficiency are the reasons they use digital technology, however, problems with information asymmetry still often occur. Information asymmetry is more caused by how the description of a product or promotion is not delivered in detail and detail. Previous studies on online shopping behavior are considered not to specifically discuss how stimuli and organisms are reflected in the cognitive and affective side of online buyers in their shopping experience. This research tries to confirm and review the influence of online buyers' experiences. The research results show that the hypotheses tested in this research as a whole can be proven to be accepted or not. The results of the analysis and discussion in this research show that experiential quality has a significant influence on the behavioral intention of Indonesian online buyers in making online purchases. Cognitive factors, namely qualities based on experience, have an influence in determining the behavior intention of online buyers. This means that the better the experiential quality provided, the more online buyers' online shopping behavior will increase. Experiential Value has a significant influence on the behavioral intention of Indonesian online buyers. The shift from traditional shopping patterns to online shopping provides added value for online buyers. Effective and efficient is an added value for online shopping. They can save time, they can shop whenever and wherever they want. Hedonic value is also a dimension of experiential value. Experiential quality does not have a significant effect on the experiential satisfaction of Indonesian online buyers. The results of this study are not in line with the majority of previous research which states that experiential quality influences experiential satisfaction. Experiential quality also does not have a significant effect on trust. The affective side of Indonesian online buyers is not based on the quality provided by online sellers in the marketplace when making online purchases. This finding is in line with the negative phenomenon of online shopping in Indonesia, online buyers do not look at the quality aspects of the products or promotions provided. Based on the results of the research that has been conducted and the limitations of this research, researchers provide better research opportunities in the future. The suggestions put forward in this research are as follows:

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Researchers are expected to be able to conduct further research on the online shopping behavior of Indonesian buyers, by expanding the scope of research and developing new variables that can influence behavioral intention from a cognitive and affective perspective; Researchers can conduct further research with a wider distribution of respondents so that they can take a more proportional sample from all provinces in Indonesia; Researchers can also conduct cross-generational or demographic studies on matters related to online shopping behavior, especially to understand similarities and differences; Theoretically and practically, the Indonesian marketplace can increase behavioral intention by considering the cognitive and affective side of online buyers. In this way you will be able to maximize sales.

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