

THE IMPACT OF MOTIVATION IN USING ONLINE SHOPPING CART ON THE FREQUENCY OF USING ONLINE SHOPPING CART WITH THE ONLINE SHOPPING FREQUENCY

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Abstract

The number of e-commerce in Indonesia allows consumers to make purchases, simply by selecting and putting the desired item in the online shopping cart and proceed with the payment process then the consumer just waiting for the item he wants to arrive at home. This study aims to determine the influence of online shopping cart use motivation to the frequency of online shopping cart use with the frequency of online buying. This research was conducted by distributing the questionnaire online to 120 respondents. From the results of this study conducted data processing with AMOS 23.0 to prove the influence of each research variable. The result of research shows that current purchase intent, taking advantage of price promotion has positive and significant effect of frequency of online shopping cart use and current purchase intent have a positive and significant effect of frequency of online buying. While entertainment purpose, organizational intent, and research and information search have no significant effect on the frequency of online shopping cart use.

Keywords: *current purchase intent, price advantage, organizational intent, research and information search, frequency of online shopping cart, frequency of online buying.*

Abstak

Banyaknya e-commerce di Indonesia memudahkan konsumen untuk melakukan transaksi pembelian, hanya dengan memilih dan memasukkan item yang diinginkan kedalam keranjang belanja online dan dilanjutkan dengan proses pembayaran maka konsumen tinggal menunggu item yang diinginkannya tiba di rumah. Penelitian ini bertujuan untuk mengetahui adanya pengaruh motivasi penggunaan keranjang belanja online terhadap frequency of online shopping cart use dengan frequency of online buying. Penelitian ini dilakukan dengan cara menyebarkan kuesioner online kepada 120 orang responden. Dari hasil penelitian tersebut dilakukan pengolahan data dengan AMOS 23.0 untuk membuktikan pengaruh dari masing-masing variabel penelitian. Hasil penelitian menunjukkan current purchase intent, taking advantage of price promotion berpengaruh positif dan signifikan terhadap frequency of online shopping cart use dan current purchase intent berpengaruh positif dan signifikan terhadap frequency of online buying. Sedangkan entertainment purpose, organizational intent, dan research and information search tidak berpengaruh signifikan terhadap frequency of online shopping cart use.

Kata Kunci: *current purchase intent, taking advantage of price promotion ,entertainment*

purpose, organizational intent, research and information search, frequency of online shopping cart use, frequency of online buying

JEL: M31

1. Research Background

Since the earliest civilization from thousands of years ago, trading has been carried out by humans, starting with the simplest system, barter. As time goes by, money is used as a legitimate currency and becomes a means of payment that facilitates the process of buying and selling where everyone can now buy goods or services according to their wants and needs. The buying and selling process that is being carried out is increasingly progressing, not only happen in markets, stores, and *department stores*; but buying and selling can also be done *online*. Trading carried out through the digital world is better known as *e-commerce*. According to Laudon and Traver (2008) *e-commerce* is the usage of internet and a website in a business transaction that is a process that enables digital transactions between organizations and individuals. Digital transactions carried out are not spared from the internet. Internet growth itself has increased since it was first commercialized in 1991 (Kim and Kim 2003), and in 1995, it continued to grow rapidly not only for internet users but also for *e-commerce* users (Laudon and Traver 2008).

The high interest in *e-commerce* trading that continues to increase is in accordance with the study entitled *Global Online Shopping Reports* conducted in 2010, with 7,063 online users as samples. This research shows that 80% of internet users in Indonesia plan to shop *online* in the next six months and 68% of respondents have been shopping *online* in the past. By shopping online, put *items* into *online* shopping baskets is also done as a means to store *items*, and can also be used as an entertainment facility where *e-commerce* consumers choose and put the desired *items* into an *online* shopping basket and make purchases in the future. In addition, when e-commerce consumers make transactions in purchasing, there are two motivations involved, especially when consumers place their chosen items into an online shopping basket. When conducting online transactions, consumers will focus on tangible benefits of shopping itself, this is an extrinsic factor which is the result of cognitive stimulation in consumers which then influences consumer behavior in choosing products that suit their needs (Larasati 2015). Shopping is also widely valued in terms of the functional benefits and sacrifices needed to get it (Overby and Lee 2006), so that shopping becomes effective and efficient. This motivation is called *utilitarian motivation*.

Meanwhile, the second motivation comes from intrinsic factors that come from affective stimulation, when consumers rely on emotional responses when shopping. This is called *hedonic motivation* which is an entertainment and emotional feeling through shopping activities (Babin et al, 1994 in Close and Kinney 2009). Abstract characteristics of goods and services can contribute to affective elements when shopping and are closely related to hedonic values, this occurs because when shopping consumers feel their own happiness, shopping is no longer based on needs but more on pleasure (Larasati 2014). *Hedonic motivation* in *online* shopping is related to various types of shopping, shopping such as adventure, satisfaction, ideas, and values (Arnold and Reynolds 2003).

For instance, shopping as a form of entertainment, such as adventure, e-commerce consumers look for sensory stimuli when shopping as an escape from reality, encouragement and adventure. Consumer satisfaction in shopping often helps overcome *badmood*, relieve *stress*, or spoil yourself for personal pleasure. Shopping ideas are used to find innovative products, and see the latest fashion and trends, and this is generally done to gather more

information from an *item*. The last value of shopping is the sensation and benefits associated with finding an agreement and obtaining the *items* sold (Arnold and Reynolds 2003). Based on *utilitarian motivations* and *hedonic motivation*, a model is proposed that can show the *frequency of online shopping cart use* and *frequency of online buying*, namely : a) *current purchase intent*, taking advantage of the price promotion, c) *entertainment purpose*, d) *using the cart with organizational intent*, e) *research and information search*.

From the model above, the research is a replication of a journal entitled "*Beyond Buying: Motivations of Behind Consumers Online Shopping Cart Use*" written by Close and Kinney (2010). The thing that makes a difference is that in reference research journals conducted in the United States where the development of *e-commerce* in the country has been evenly distributed and the people in that country are already familiar with *e-commerce*, while this research is conducted in Indonesia. Indonesia as a developing country with internet infrastructure that has not been evenly distributed; has experienced considerable growth in online shopping, but actual purchase online still needs to be improved. Data from inside.ID shows that 97% of internet users in Indonesia have visited online shopping sites, but only 33% visited 2-3 times a week.

In addition, Close & Kinney (2010) stated that the frequency of using an online shopping basket will affect behavior. Statistical data from several research institutions shows that around 65-74% of consumers do *shopping carts abandonment* (canceling online purchases that have been included in the basket). Serrano (2018) showed that the most frequently reason for this cancellation is the unexpected cost of this online transaction. With data like this, the relationship between the effect of frequency of shopping carts on online shopping behavior needs to be investigated further.

1.1. The Research Objective

The objectives of this research are :

1. To find out and analyze the influence of *current purchase intent* (intention when buying) with the increasing *frequency of online shopping cart use* (frequency of use of online shopping cart)
2. To find out and analyze the influence between *taking advantage of price promotion* with the increasing *frequency of online shopping cart use* (frequency of use of online shopping carts)
3. To find out and analyze the influence of *entertainment purpose* (shopping online as entertainment) with the increasing *frequency of online shopping cart use* (frequency of use of online shopping carts)
4. To find out and analyze the influence of *organizational intent* (the organizing in online shopping) with the increasing *frequency of online shopping cart use* (frequency of using online shopping carts)
5. To find out and analyze the influence of *research and information search* with the increasing *frequency of online shopping cart use* (frequency of using online shopping carts)
6. To find out and analyze the influence of *current purchase intent* (intention when buying) with the increasing *frequency of online buying* (frequency of online purchases).
7. To find out and analyze the influence of the *frequency of online shopping cart use* (frequency of online shopping basket use) and *frequency of online buying* (frequency of online purchases).

1.2. Literature Review

Current purchase intent, according to Howard and Sheth (1969), is a cognitive state that reflects the plan of consumers to buy in a certain period of time; the intention to purchase,

according to Close and Kinney (2010), belongs to the utilitarian motivation.

Taking advantage of the price promotion is an offer that benefits and attracts consumers' attention because the seller offers lower prices or other benefits, such as certain bonuses, so that consumers tend to take advantage of the price of the promotion offered. If it is interpreted separately, the price is the amount of money to be paid for obtaining products, the amount of money charged for products or services, or the amount of value that consumers exchange to get benefits from owning or using products and services (Kotler 2010). While promotion, according to Kotler (2010) is an activity that communicates the benefits of the product and persuades consumers to buy it.

Entertainment purpose is to put *items* into an online shopping basket as an escape from boredom and as entertainment or *enjoyment-seeking* (Close and Kinney 2010). Meanwhile, *using the cart with organizational intent* is the extent to which consumers place the desired *items*, consumers choose and organize it into one on an online shopping basket container (Close and Kinney 2010). Then, *research and information search* is tracking information that consumers do referring to researching and gathering information about products or items (Close and Kinney, 2010).

The *frequency of online shopping cart use* means how often the repetition of e-commerce consumers use online shopping carts. If it is interpreted separately; frequency, in the large dictionary of Indonesian; is interpreted as a measure of the number of repetitions in an event or event at a time. Online shopping baskets are a tool commonly found in every e-commerce. The usage of online shopping carts itself is an activity that makes it easy for consumers to organize selected items, and as a tool in finding more information about the desired item (Close and Kinney 2010) and *frequency of online buying* is how often consumers repeat e-commerce in shopping or making purchases online. Closely related to the usage of the internet and websites in a business transaction is a process that enables digital transactions between organizations and individuals (Lauden and Traver 2008).

2. Research Method

From a theoretical basis a research model is formed as shown below:

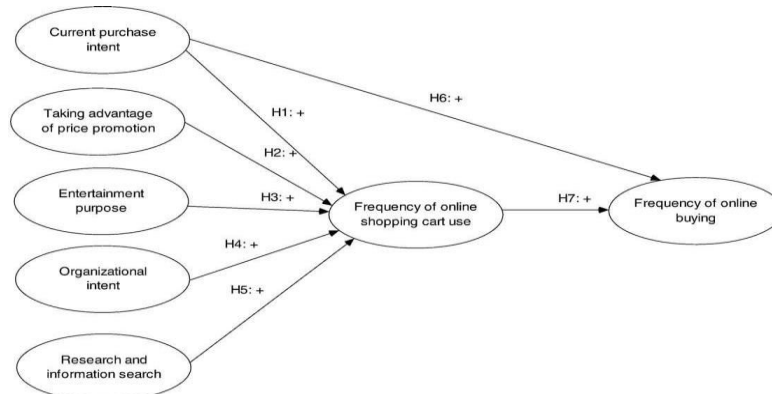


Figure 1. Research Model

Information :

- H1: *Current purchase intent* (intention in purchasing) has a positive impact on the *frequency of online shopping cart use* (frequency of using online shopping carts)
- H2: *Taking advantage of the price promotion* has a positive impact on the frequency of online shopping cart use (frequency of use of online shopping carts).
- H3: *Entertainment purpose* (shopping online as entertainment) has a positive impact on the frequency of online shopping cart use (frequency of using online shopping carts)

- H4: Using cart with organizational intent (using shopping carts with organizational intent) has a positive impact on the frequency of online shopping cart use (frequency of the usage of online shopping carts)
- H5: *Research and information search* has a positive impact on the *frequency of online shopping cart use* (frequency of using online shopping carts)
- H6: *Current purchase intent* has a positive impact on *frequency of online buying* (frequency of online purchases)
- H7: *The frequency of online shopping carts use* (frequency of using online shopping carts) has a positive impact on the *frequency of online buying* (frequency of online purchases)

To prove the validity of the hypothesis, a study was conducted by distributing questionnaires to 120 respondents, where the respondents were e-commerce consumers. The purpose of this thesis study is causal to test whether one variable causes another change. The results of the questionnaire were then processed, made into model using the *Structural Equation Modeling* technique to prove the impact of each variable.

3. Result and Discussion

The results of the questionnaire were processed using the AMOS 23.0 program. The results of the research are in the form of validity and reliability test, measurement model, structural model, and hypothesis of the study.

Table 1. The characteristics of respondents based on gender

No	Gender	The number of respondents	Percentage
1.	Male	34	28.3%
2.	Female	86	71.7%

Source: data processed

Table 2. The characteristics of respondents based on Age

No	Age	The number of respondents	Percentage
1.	18-21	30	25%
2.	21-24	30	25%
3.	24-27	48	40%
4.	27-30	9	7.5%
5.	30-33	2	1.7%
6.	33-36	1	0.8%

Source: data processed

Table 3. The characteristics of Respondents based on Status

No	Status	The number of Respondents	Percentage
1.	Married	6	5%
2.	Single	114	95%

Source: data processed

Table 4. The characteristics of Respondents based on the latest educational background

No	Latest educational background	The number of respondents	Percentage
1.	SMP (junior high school)	1	0.8%
2.	SMA (high school)	36	30%
3.	S1 (graduate)	74	61.7%
4.	S2 (post graduate)	9	7.5%

Table 5. The characteristic of respondents based on occupation

No	Occupation	The number of respondents	Percentage
1.	Students	1	0.8%
2.	University students	65	54.2%
3.	Government officers	9	7.5%
4.	Employees in private company	36	30%
5.	Entrepreneur	9	7.5%

Source: data processed

Table 6. The characteristics of respondents based on E-commerce used

No	E-commerce used	The number of respondents	Percentage
1.	Tokopedia	51	42.5%
2.	BukaLapak	14	11.7%
3.	OLX	23	19.2%
4.	Elevenia	8	6.7%
5.	Blanja.com	1	0.8%
6.	Shopee	23	19.2%

Source: data processed

Table 7. The characteristics of respondents based on the frequency of visiting E-Commerce

No	The frequency of visiting e-commerce	The number of respondents	Percentage
1.	Everyday	7	5.8%
2.	Once a week	12	10%
3.	2-3 times a week	22	18.3%
4.	4-5 times a week	5	4.2%
5.	6-7 times a week	2	1.7%
6.	Not necessarily once a week	72	60%

Source: data processed

Table 8. The characteristics of respondents based on the frequency of using Online shop

No	The frequency of using online shopping	The number of respondents	Percentage
1.	Once a week	11	9.2%
2.	2-3 times a week	4	3.3%
3.	4-5 times a week	1	0.8%
4.	Once a month	81	67.5%
5.	2-3 times a month	20	16.7%
6.	4-5 times a month	1	0.8%
7.	More than 5 times a month	3	2.5%

Source: data processed

Table 9. The characteristics of respondents based on the recently shopping using Online

No	Recently shopping using online	The number of respondents	Percentage
1.	Less than last week	29	24.2%
2.	1-2 weeks ago	12	10%
3.	3-4 weeks ago	26	21.7%
4.	2-3 months ago	23	19.2%
5.	4 months ago or more	30	25%

Table 10. Characteristics of Respondents Based on Items that Are Often Purchased

No	Items that are often purchased	The number of respondents	Percentage
1.	Fashion	65	54.2%
2.	Accessories	7	5.8%
3.	Food and Beverage	9	7.5%
4.	Cosmetic	15	12.5%
5.	Tablet, mobile phone	2	1.7%
6.	Computer, laptop & accessories	12	10%
7.	Books	5	4.2%
8.	Home appliances	5	4.2%

Source: data processed

Table 11. Descriptive Statistics Variable of Current Purchase Intent (Intention to Buy)

Indicator	Statement	Mean	St. Dev
CPI1	I shop <i>online</i> with the intention to buy during the <i>online</i> session	3,5831	1,0000
CPI2	I put the product in an <i>online</i> shopping basket with the intention of buying it immediately	3,8670	1,0000
CPI3	When you visit the online shop what percentage your intention to immediately buy the product right away	4,0138	1,0000
Average		3,8213	1

Source: data processed

Table 12. Descriptive Statistics Variables Taking Advantage of The Price Promotion (Taking Advantage of Promotion Prices)

Indicator	Statement	Mean	St. Dev
TAPP1	I put the product in a shopping basket because the <i>online shop</i> provides promotions	3,4561	1,0000
TAPP2	I put the product in a shopping basket because of the free delivery offer	3,5328	1,0000
TAPP3	I put the product in an <i>online</i> shopping basket because there is a special promotion	2,7122	1,0000
Average		3,2337	1

Source: data processed

Table 13. Descriptive Statistics Variable Entertainment Purpose

Indicator	Statement	Mean	St. Dev
EP1	I choose and put the product in <i>online</i> shopping basket when I'm bored	2,1763	1,0000
EP2	I choose and put the product in <i>online</i> shopping basket to entertain myself	2,0165	1,0000
EP3	I find pleasure when placing products into <i>online</i> shopping baskets	2,4023	1,0000
EP4	I choose and place the product inside <i>online</i> shopping basket for fun	2,0847	1,0000
Average		2,1699	1

Source: data processed

Table 14 .Descriptive Statistics Variables Using the Cart with Organizational Intent (Using a Shopping Cart with Organizing Purposes)

Indicator	Statement	Mean	St. Dev
OI1	I use an <i>online</i> shopping cart as "Wish list" for myself	3,2794	1,0000
OI2	I put the product in a shopping basket online so that when I return to the website I don't need to search for the item I want again	2,9454	1,0000
OI3	I put the product into an online shopping basket so it would be easier to evaluate and narrow down choices	3,2807	1,0000
OI4	I use an online shopping basket for "Bookmark" the product that I like, it is for possible future purchases	2,9454	1,0000
Average		3,1127	1

Source:data processed

Table 15. Descriptive Statistics Variable Research and Information (Research and Information Search)

Indicator	Statement	Mean	St. Dev
RIS1	I use an online shopping cart as a form of information gathering	2,9429	1,0000
RIS2	I use a shopping basket for getting more information about the product	3,2685	1,0000
RIS3	I use an online shopping cart as tools for researching products in shopping	3,1682	1,0000
RIS4	I put the product in an online shopping basket because I want to know about the prices	3,1043	1,0000
Average		3,1209	1

Source:data processed

Table 16. Descriptive Statistic Variable Frequency of Online Shopping Cart Use (Frequency of Online Shopping Cart Use)

Indicator	Statement	Mean	St. Dev
FOSCU1	When you visit the <i>online</i> shop how many times do you put the product into a shopping basket?	2,9207	1,0000
FOSCU2	When you are interested in a product, what percentage you will put the product into an <i>online</i> shopping basket?	3,7218	1,0000
FOSCU3	When you browse, what percentage you will put the product into an <i>online</i> shopping basket?	3,1311	1,0000
Average		3,2578	1

Source:data processed

Measurement model test was conducted and the standard estimate value can be seen. If the value meets the criteria, which is <0.5 , then proceed with measuring *of fit* (GOF), then the results of the Table 18. From the results of table 18, it shows that the compatibility test has met the criteria. After doing the *Goodness of Fit* test, then proceed with testing the validity and reliability of the measurement model. From the results obtained, all indicators are valid, because it has a standard loading <0.5 . After that, it is continued by calculating AVE and CR. The results can be seen in Table 19:

Table 17. Descriptive Statistic Variable Frequency of Online Buying

Indicator	Statement	Mean	St. Dev
FOB1	When I shop <i>online</i> , I usually will buy something right away	2,8353	1,0000
FOB2	When you visit the online shop, how many percent of your time is used to actually buy something	3,0926	1,0000
FOB3	When I put the product in online shopping basket I usually buy during the session	2,8907	1,0000
Average		2,9395	1

Source: data processed

Table 18. Compatibility Test Results of Measurement Model

No	Compatibility test	Compatibility criteria	Result	Information
1.	CMIN/DF	$CMIN/DF \leq 2$	1,503	Good Fit
2.	RMSEA	$RMSEA \leq 0,08$	0,065	Good Fit
3.	GFI	$GFI \geq 0,90$	0,811	Marginal Fit
4.	CFI	$CFI \geq 0,90$	0,920	Good Fit
5.	TLI	$TLI \geq 0,90$	0,905	Good Fit

Source: data processed

Table 19. Standardized Loading Value, Variance Extracted and Construct Reliability

No	Variable	Indicator	Std. loading	CR	AVE	Information
1.	<i>Current purchase intent</i>	CPI1	0.518	0.693	0.438	Reliable & Valid
		CPI2	0.620			Reliable & Valid
		CPI3	0.815			Reliable & Valid
2.	<i>Taking advantage of price promotion</i>	TAPP1	0.800	0.793	0.567	Reliable & Valid
		TAPP2	0.577			Reliable & Valid
		TAPP3	0.854			Reliable & Valid
3.	<i>Entertainment purpose</i>	EP1	0.816	0.883	0.655	Reliable & Valid
		EP2	0.883			Reliable & Valid
		EP3	0.731			Reliable & Valid
		EP4	0.802			Reliable & Valid
4.	<i>Organizational intent</i>	OI1	0.649	0.874	0.637	Reliable & Valid
		OI2	0.861			Reliable & Valid
		OI3	0.889			Reliable & Valid
		OI4	0.774			Reliable & Valid
5.	<i>Research and information search</i>	RIS1	0.848	0.877	0.643	Reliable & Valid
		RIS2	0.821			Reliable & Valid
		RIS3	0.825			Reliable & Valid

		RIS4	0.708			Reliable & Valid
6.	Frequency of online shopping cart use	FOSCU1	0.853	0.806	0.585	Reliable & Valid
		FOSCU2	0.646			Reliable & Valid
		FOSCU3	0.782			Reliable & Valid
7.	Frequency of online buying	FOB1	0.814	0.816	0.598	Reliable & Valid
		FOB2	0.710			Reliable & Valid
		FOB3	0.794			Reliable & Valid

Source: data processed

Then, it is continued with the structural model used in this study carried out using Amos version 23.0 for windows followed by a compatibility test or *Goodness of Fit* with the following results:

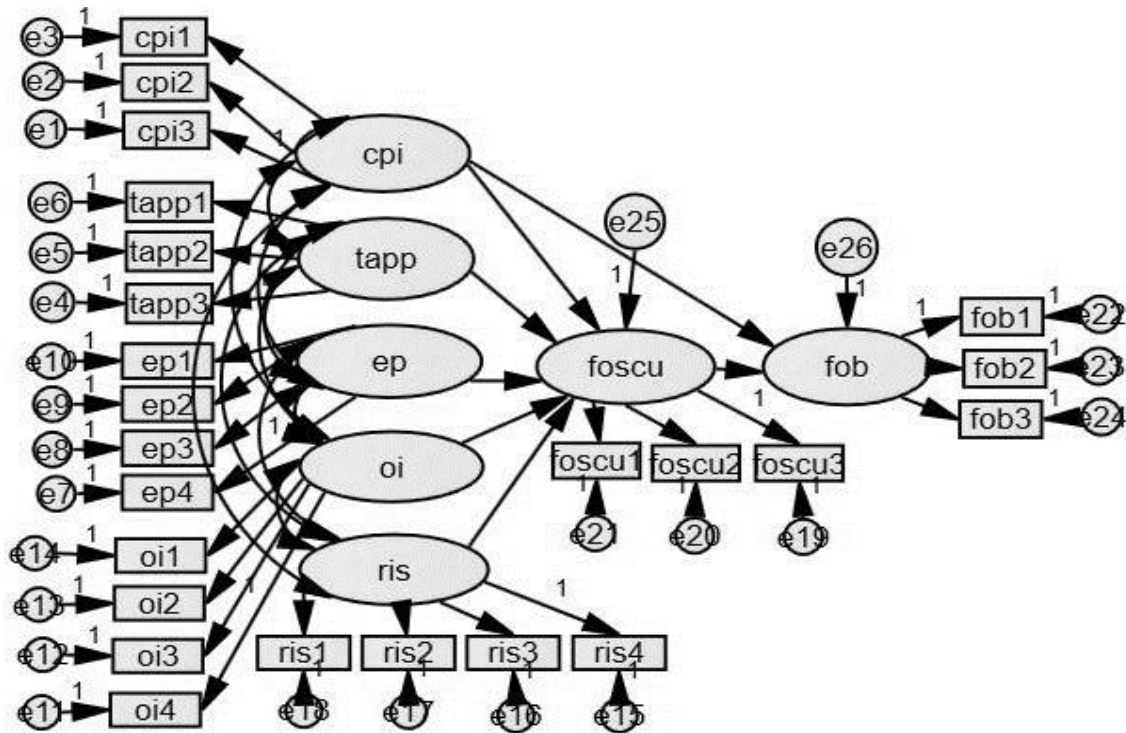


Figure 2 Structural Model of SEM-AMOS

Table 20. Compatibility Test of Structural Model

No	Compatibility Test	Compatibility Criteria	Result	Information
1.	CMIN/DF	$CMIN/DF \leq 2$	1.491	Good Fit
2.	RMSEA	$RMSEA \leq 0.08$	0.064	Good Fit
3.	GFI	$GFI \geq 0.90$	0.808	Marginal Fit
4.	CFI	$CFI \geq 0.90$	0.921	Good Fit
5.	TLI	$TLI \geq 0.90$	0.907	Good Fit

Source: data processed

Table 20 shows that all variables in the study have met the structural model compatibility criteria, so that the research can be continued on testing the hypothesis model.

Table 21. The Result of Hypothesis Test

Hypothesis	Path	Estimation	S.E	CR	P	Information
H1	FOSCU \leftarrow CPI	.446	.111	4.005	***	Hypothesis is accepted
H2	FOSCU \leftarrow TAP	.244	.098	2.481	.013	Hypothesis is accepted
H3	FOSCU \leftarrow EP	.127	.099	1.283	.200	Hypothesis is not accepted
H4	FOSCU \leftarrow OI	.093	.121	.769	.442	Hypothesis is not accepted
H5	FOSCU \leftarrow RIS	.124	.133	.938	.348	Hypothesis is not accepted
H6	FOB \leftarrow FOSCU	.214	.128	1.671	.095	Hypothesis is not accepted
H7	FOB \leftarrow CPI	.668	.155	4.323	***	Hypothesis is accepted

The results above show that current purchase intent affects the frequency of online buying. This happens because when consumers visit e-commerce they do plan to make a purchase at that time, so that consumers will also use an online shopping cart. The results of this research indicate that taking advantage of price promotion has a significant impact on the frequency of online shopping cart use. The promotion offered by e-commerce makes consumers interested in taking that promotion. Price promotion also provides a distinct advantage for consumers so that it attracts the attention of consumers to make purchase transactions by choosing and putting the desired item into an online shopping basket.

For entertainment purpose, it is not proven to affect the *frequency of online shopping cart use*. In its use as entertainment, consumers of *e-commerce* do not put items into online shopping baskets, simply by looking at existing items is enough for consumers to feel entertained. *Organizational intent* does not affect the *frequency of online shopping cart use*. Consumers tend to directly make purchases when online takes place, so it is not necessary to organize items in which the purpose is to make it easier to find the desired item when online or they want to make a purchase in the future. Besides that, consumers do not need an online shopping cart to save time narrowing down choices, and further evaluate selected items.

It is the same with *research and information search*, which is not proven to have an impact on the *frequency of online shopping cart use*. The e-commerce consumers feel that they know enough information on the item by simply looking at the information that already exists

on the item, without the need to put the item into the online shopping basket. Furthermore, the *frequency of online cart use* has no impact on the *frequency of online buying*. This can happen because consumers can only put items into the shopping basket without making a purchase transaction. Meanwhile, this current purchase intent has an impact on the frequency of online buying. If there is an intention to buy, the consumer will realize that intention by making a purchase transaction. In that way, consumers who already have the intention to buy an item do not take long to decide to immediately buy.

4. Conclusion

Based on the results of the tests, from the 7 research hypotheses that have been tested, 3 hypotheses were accepted and 4 hypotheses were rejected. For the accepted hypothesis, *current purchase intent* has a positive and significant impact on the *frequency of online buying*, *taking advantage of price promotion* has a positive and significant impact on *frequency of online shopping cart use* and *current purchase intent* and has a positive and significant impact on *frequency of online buying*. Meanwhile, the rejected hypothesis, namely *entertainment purpose*, does not have a significant impact on the *frequency of online shopping cart use*, *organizational intent* has no significant impact on the *frequency of online shopping cart use*, *research and information search* has no impact on the *frequency of online shopping cart use*, *frequency of online cart use* does not affect the *frequency of online buying*.

Recommendations given to *e-commerce* sellers is making the appearance of an *online shopping basket* as attractive as possible so that consumers are interested in putting items into it, as well as providing more complete information about items; so it can be noticed if the items are in the online shopping basket. The recommendation for further research is to expand the subject area, so that the research results can be applied throughout Indonesia.

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