Factors Affecting Customers Online Search Intention and Online Purchase Intention using Social Networks: Case Study of Online Shop on Instagram

Jessica Wongso Putri
International Business Management Program, Petra Christian University
Jl. Siwalankerto 121-131, Surabaya
E-mail: jessicawp_20@hotmail.com

ABSTRACT

As the internet usage in Indonesia keep growing rapidly, it creates big opportunities for apparel online shops owner to market their products through many popular online media, especially Instagram. However, many online shop owners have no clue how to market their apparel product effectively via Instagram. Therefore, this research created to analyze the factors that can influence the customers' purchase intention.

Those factors are Utilitarian Value of Internet Information Search, Hedonic Value of Internet Information Search, Perceived Benefits of Internet Shopping, Perceived Risk of Internet Shopping, and Online Purchase Experience as the predictors. In addition, realizing the importance of information search as main consideration in purchasing decision, researcher also analyze the use of Online Search Intention as the mediating variable between this relationship.

This research conducted by spread questionnaires to 114 apparel online shoppers and analyzed using Path and Sobel analysis. The result of this research shows only Utilitarian Value of Internet Information Search, Hedonic Value of Internet Information Search, and Online Purchase Experience are significant predictors of Online Purchase Intention. In addition, the Sobel test showed that Online Search Intention is not a significant mediating variable in this research.

Keywords: Utilitarian Value, Hedonic Value, Perceived Benefit, Perceived Risk, and Purchase Experience

ABSTRAK

Seiring dengan berkembang pesatnya penggunaan Internet di Indonesia, tercipta peluang besar bagi pemilik online shop fashion untuk memasarkan produk mereka melalui media online populer, khususnya Instagram. Akan tetapi, banyak pemilik online shop masih belum memahami bagaimana cara memasarkan produk fashion mereka melalui Instagram dengan efektif. Oleh karena itu, penelitian ini dibuat untuk menganalisa faktor-faktor yang dapat mempengaruhi minat pembelian konsumen.

Faktor-faktor tersebut adalah teori utilitarianisme pencarian informasi di internet, teori hedonisme pencarian informasi di internet, keuntungan berbelanja melalui internet, risiko berbelanja melalui internet, dan pengalaman berbelanja melalui internet. Selain itu, dengan pemahaman akan pentingnya pencarian informasi sebagai bahan pertimbangan utama dalam keputusan berbelanja, peneliti juga akan menganalisa penggunaan minat pencarian online sebagai variabel mediasi dalam hubungan ini.

Penelitian ini dilaksanakan dengan menyebarkan kuisioner kepada 114 pembelanja online produk fashion dan dianalisa menggunakan analisa jalur dan tes Sobel. Hasil penelitian ini menujukkan hanya teori utilitarianisme pencarian informasi di internet, teori hedonisme pencarian informasi di internet, dan pengalaman berbelanja melalui internet yang merupakan predictor yang significant. Selain itu, tes Sobel menunjukkan bahwa minat pencarian online bukanlah variabel mediasi yang signifikan dalam penelitian ini.

Kata Kunci: *Teori Utilitarianisme, Teori Hedonisme, Keuntungan Berbelanja, Risiko Berbelanja, Pengalaman Berbelanja.*

INTRODUCTION

As the internet usage keeps growing widely, this rapid growth also spread among Indonesia society. This can be seen from how the internet users keeps increasing year by year. In 2014, the number of internet users in Indonesia already reached 83.7 million users or 28% of the total population. One of the reasons why Internet can be very important in people's life is because Internet provide people with information (Majida, 2014). The easiness in accessing any information from internet also affecting business world, especially the way people purchase a product. From various ways to search information using internet, social network is an effective tool to search information about products and services (Rajagopalan & Subramani, 2003).

Social network can be an effective marketing channel for the online shops owners to sell and promote their product. From the total social media users in Indonesia, 68% people said that they bought the products after seeing the ad on social network and 64% people said that they bought the products after seeing a post on social network (Khan, 2013). This shows that the responsiveness of online customers towards e-commerce using social network considered high; therefore the social network is an effective tool to market a product.

One of the popular social network to market a product is Instagram. The interesting features and convenience offered by Instagram definitely catching the attention of Indonesia social networks users. In fact, Instagram hold the top 4 media in Indonesia, after Facebook, Twitter, and Google, with total users of 23 million people in 2014 (Satarman, 2014). Based on the survey made by JakPat, there are 75.47% Instagram users use their account to find a particular vendor account and follow the account to see the product (Wijaya, 2015).

Despite of the effectiveness and benefits of social media as a marketing channel, there are some people who still feel hesitant to purchase a product online. Based on survey made by Indonesia Internet Service Provider Association or APJI (2012), there are some reasons of the people's hesitance to purchase a product via online, which are fraud risk, expensive, uninterested, unsecured, unpractical, and no knowledge to do online shopping. A big reason of those negative perception is because the online shops still lack of credibility. As there is no guarantee about the credibility of the online shops, some customers still avoid using online shop to purchase a product. Therefore, it is really important for the online shop owners to understand what factors that influences the online search intention to build the first impression of customers and enhance customer's purchase intention.

In this research, researcher would like to know what factors that actually influence the intention to search a product using Instagram. There are some factors that could be the predictors of online search intention. Those factors are utilitarian value of internet information search (speed, efficiency, and problem solving easiness), hedonic value of internet information search (fun and enjoyment), perceived benefits of internet shopping (convenience, economical efficiency, and entertainment), perceived risk of internet shopping (financial risk, social risk, performance risk, personal risk, and privacy risk), and online purchase experience (Kim, Lee, & Kim, 2004).

To be specific, the researcher focus on apparel or fashion online shops in Instagram because this industry is still growing and has a big opportunities. Based on Instagram online shop survey in Indonesia, 52.51% of total online shops sold apparel products (Shabrina, 2015). This survey shows that apparel industry is a big market sold via online, especially in Indonesia where there is a big opportunity of social network phenomena.

LITERATURE REVIEW

In the process of making this research, researcher used some concepts that can help the researcher to improve the understanding of the topic and analyze the hypothesis. The concepts used were online shops, online search intention theories, factors that influenced online search intention theories, and purchase intention theories.

Online shopping is "the ability for people to purchase and/or sell products, or services, over the Internet or using any similar public electronic network similar public electronic network" (ENISA, 2010). Na Li and Ping Zhang (2002) also defined "online shopping behavior (also called online buying behavior and Internet shopping/buying behavior) refers to the process of purchasing products or services via the Internet".

Online search intention of the customers related to how the customers search and find valuable information using internet. Before a customers want to purchase a product or services, the customers most likely to search and gather valuable information about the product or services first (Shim S. , Eastlick, Lotz, & Warrington, 2001). According to Kim, Lee, and Kim (2004), intention to use the internet for information search can be seen from how the customers like to use internet to collect more information and compare similar and competitive product. Topaloglu (2012) also measure search intention as the way people do a thorough search before decide to purchase a product. Online search intention also enable customers to use search engine and product comparison services (Pedersen & Nysveen, n.d.). By knowing enough information of the products, customers can they have the consideration whether to purchase the product or not. In other words, information search can be directly affecting customers purchasing intention (Malmarugan, 2008).

There are some factors that can influence customers' search intention to use online marketing

channel. However, based on the research made by Kim, Lee, & Kim (2004), there are five factors that can influence the customers' online search intention. Those factors are utilitarian value of internet information search, hedonic value of internet information search, perceived benefits of internet shopping, perceived risk of internet shopping, and online purchase experience

Utilitarian value relates to usefulness, value, and wisdom of the behavior as perceived by the consumer (Ahtola, n.d.). Utilitarian value also refers to usability, easiness, response time, convenient, and efficiency (Khare & Rakesh, 2011). Utilitarian value of internet information search involves "the external motive of consumers to use the Internet instrumentally as a source of problem solving" (Kim, Lee, & Kim, 2004). Internet provides some benefits that can fulfill the needs of internet users and engage people to use internet as problem solving. Those benefits includes speed, efficiency, and problem-solving easiness through the help of net navigation

Hedonic value is related to the pleasure experienced or anticipated from the behavior. Hedonic value focus on the feelings or emotion of an activity, such as pleasant, enjoyment, unpleasant or painful feelings (Ahtola, n.d.). Hedonic value also can be defined as "an overall assessment of experiential benefits and sacrifices, such as entertainment and escapism" (Topaloglu, 2012). Regarding to internet case, hedonic value of online search is related to fun and enjoyment of the customers to do online search (Kim, Lee, & Kim, 2004).

The consumers' perceived benefits are the benefits or advantages that customers get as they fulfill their needs or wants (Delafrooz, Paim, & Khaibi, 2011) Perceived benefits of internet shopping shows the benefits and advantages the internet users can get when they shopping via internet. Some perceived benefits of online shopping can be presented by convenience, economical efficiency (cheapness), and entertainment. Besides that, time and cost efficiency and variety of product also make internet shopping has more competitive advantages than conventional shop (Kim, Lee, & Kim, 2004).

Referred to a study made by YE Naiyi (2004), perceived risk is "a fundamental concept in consumer behavior that implies that consumers experience pre-purchase uncertainty as to the type and degree of expected loss resulting from the purchase and use of a product". These risks include financial risks (i.e., fraud or economic loss), social risk (i.e., social rejection against the online-purchased product), performance risk (i.e., spoilage or performance failure of an online-purchased product), personal risk (i.e., unstable online shopping process), and privacy risk (i.e., fear of the exposure of personal information) (Kim, Lee, & Kim, 2004)

Online shopping experience referred to "the set of all services and policies related to the store-atmosphere and customers, including interpersonal interaction, sales staff's efforts and commitment and

relevant policies provided to please or attract customers" (Lee, Huang, & Chen, n.d.). Lee, Huang, and Chen (n.d.) also stated that online purchase experience as the consistency the customers get when they obtain the same product/service as they expected. In the research made by Kim, Lee, and Kim (2004), they use satisfaction, pleasure, and happiness the customers as the indicators of online purchase experience.

Purchase intention is "a situation in which consumer is propelled to purchase a product according to certain conditions" (Morwitz, Steckel, & Gupta, 2007). Based on Kim, Lee, and Kim (2004), online purchase intention show the condition in which the customers like to shop, willing to purchase again, and feel internet as a suitable platform to purchase a product. Irshad (n.d.) also defined purchase intention referred to the customer's willingness to buy the brand, increase, and continue its usage. The theory of purchase intention also can be applied in online shopping. Online purchase intention related to how the customers have the willingness to make purchase activity in Internet or doing online shopping (Li & Zhang, 2002).

Relationship between Concepts

In this research, there are three major theories used. Those theories were online search intention, factors that affecting online search intention, and customers online purchase intention. Factors affecting online search intention will influence the customers to search for a product and the information about the product using online source via internet. Factors that affecting online search intention consist of five factors. Those variables are utilitarian value of internet information search, hedonic value of internet information search, perceived benefits of internet shopping, perceived risk of internet shopping, and online purchase experience (Kim, Lee, & Kim, 2004).

In the case of apparel online shops in Instagram, these factors will influence the customers, which are social media users, to use Instagram to search for apparel product they want to purchase. Firstly, utilitarian value of internet information has positive impact towards customers' online search intention. As the customers have utilitarian value, they will think Instagram as an effective and advantageous way to get information and they will have the effort to search for the product they are interested (Kim, Lee, & Kim, 2004). Secondly, hedonic value has positive impact towards customers' online search intention. When the customers have a hedonic value towards Instagram, they will enjoy and have the pleasure to visit Instagram and search for a product information using Instagram. Thirdly, perceived benefits of internet shopping has positive impact towards customers' online search intention. As the customers feel the benefits and advantages of Instagram, they will believe about the credibility of Instagram and search for information on

Instagram. Fourthly, perceived risk of internet shopping has negative impact towards customers' online search intention. When the perceived risks of Instagram is increasing, the customers will lose trust about the credibility of Instagram or online sellers and they will feel hesitate to continue the information search process. Lastly, online purchase experience has positive impact toward customers' online search intention. When the customer have a good experience of purchase a product in Instagram, they will trust the sellers and will search for the other product they want to buy from that seller again in the future.

In addition, those five factors also can effecting online purchase intention of the customers through online search intention. After the customers search for a product and visit the online shops, they will gather all the information of the products. If they find that the information of the product is satisfy their need, they will purchase the product. The customers also can get the information about the credibility of the seller, by reviewing the testimonials or comments of other buyers. On the other hand if the customers do not find valuable information of the product, they will hesitate to purchase the products. Therefore, it can be said that online search intention is acting as a mediator for those five factors to affect customer online purchasing intention. Customers' online search intention has a positive impact towards customers online purchase intention (Kim, Lee, & Kim, 2004).

Since those factors have some effect towards online search intention and online purchase intention, the researcher used the hypothesis, which are "Utilitarian value of internet information search, hedonic value of internet information search, perceived benefits of internet shopping, perceived risk of internet shopping, and online purchase experience have significant effect towards customers' intention to purchase apparel product using Instagram" and "Utilitarian value of internet information search, hedonic value of internet information search, perceived benefits of internet shopping, perceived risk of internet shopping, and online purchase experience have significant effect towards customers' purchase intention through customer' intention to search about apparel product using Instagram".

Based on the hypothesis made in this research, the relationship between those concepts can be summarized into this following figure.

Figure 1. Relationship between Concepts

RESEARCH METHOD

In this research, researcher applied explanatory study because this study is the most suitable with the purpose and goal of this research, which is to analyze the relationship between utilitarian value of internet information search, hedonic value of internet information search, perceived benefits of internet shopping, perceived risk of internet shopping, and online purchase experience towards online purchase intention and the relationship between utilitarian value of internet information search, hedonic value of internet information search, perceived benefits of internet shopping, perceived risk of internet shopping, and online purchase experience towards online purchase intention with the mediation role of online search intention. Thus using explanatory study, researcher able to know the relationship between the variables. In addition, researcher used quantitative resarch in this research to avoid human error and bias in data collection and interpretation that usually happened in qualitative research (Cooper & Schindler, 2014).

In this research, the independent variables that used are utilitarian value of internet information search, hedonic value of internet information search, perceived benefits of internet shopping, perceived risk of internet shopping, and online purchase experience. For the mediating variable, researcher used online seach intention. For the dependent variable, researcher used online purchase intention.

Based on the theories related to the factors effecting online search intention and online purchase intention, the researcher had choose the indicators of the variables. For the dependent variable, which is Online Purchase Intention, researcher used similar indicators with the journal from Kim, Lee, & Kim (2004). Those indicators are "I like to repurchase fashion products at those Instagram account I have visited.", "I like shopping fashion product through Instagram." And "I think Instagram is a fit mean to buy fashion products". For the mediating variable, Online Search Intention, researcher used similar indicators with the research from Kim, Lee, & Kim (2004), and Topaloğlu (2012). Those indicators are "I will use Instagram to collect a wider range of information.", "I will use Instagram to do a thorough search for fashion product before I shop.", and "I will use Instagram to compare similar, competitive fashion products."

For the first independent variable, which is Utilitarian Value of Internet Information Search, the researcher measured the variable using the indicators of "It is easy to access information about fashion product through Instagram.", "It is convenient to gather information about fashion product through Instagram.", and "It saves time to gather information about fashion product through Instagram." (Khare & Rakesh, 2011) (Kim, Lee, & Kim, 2004). For Hedonic Value of Internet Information Search variable, researcher used the indicator of "I think searching for fashion product information through Instagram is a good way to spend time.", "I think searching for
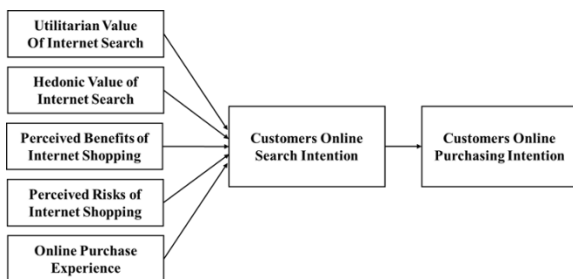
fashion product information on Instagram is not tedious.", and "I think searching for fashion product information on the Instagram is enjoyable." (Kim, Lee, & Kim, 2004).

For Perceived Benefit of Internet Shopping variable, researcher used the indicators of "Online shops in Instagram provide a variety of fashion products.", "Online shops in Instagram provide time-efficiency in buying fashion products.", and "Online shops in Instagram provide convenience in buying fashion product." (Kim, Lee, & Kim, 2004). For the Perceived Risk of Internet Shopping variable, researcher used the indicators of "It is not hard to know the quality of fashion products from Instagram.", "It is not risky to purchase fashion products by the mere sight of ads or images.", and "It is not difficult to get a refund with Instagram-purchased fashion products." (Kim, Lee, & Kim, 2004).

For Online Purchase Experience variable, researcher used the indicators of "I think I obtain the same fashion product as expected in my prior purchase experience.", "I feel satisfied with my prior experience of purchasing fashion product in Instagram.", and "I feel happy with my prior experience of purchasing fashion product in Instagram." (Lee, Huang, & Chen, n.d.) (Kim, Lee, & Kim, 2004).

There are three type of data used in this research, those are nominal, ordinal, and interval data. Nominal and ordinal data used in the questions related to respondents' profile. Nominal data used in this research consist of purchase experience in Instagram, gender, occupation, and information searched in Instagram. Ordinal data are used for category of age, montly expenditure, and purchase activity frequency. However, interval data used for the target questions related to variables' indicators. These indicators measured using 5-point Likert scale, in order to know the degree of agreement of the respondents. The data of the Likert scale analyzed further using average approach, in order to get more accurate data that fall on the same value as the individual items (Johns, 2010).

In conducting this research, the researcher usee the population of people who ever purchase any apparel product through Instagram, regardless of their age, education background, etc. Regarding to the big number of the population, researcher gathered some sample from the population using probability sampling with simple random sampling as the method. Researcher spread online questionnaire via social media, such as Instagram, Facebook, Line, and BBM, since most of the social media users have Instagram account and have any experience and knowledge about search for product information and purchase apparel product.

There are some test used in this research. As the first test, researcher conducted validity and reliability test to make sure that data free from bias and distortion. Reliability test used to see whether the data is free of random or unstable error (Cooper & Schindler, 2014).

Data can be accepted as reliable data if the Cronbach's Alpha is above 0.7 (Zaiontz, n.d.). However, validity test used to see how effective the questions able to measure what the questionnaire want to measure (Cooper & Schindler, 2014). Rearcher used bivariate correlation between the indicators with the indicators' total score or mean of each variable. An indicator in questionnaire can be considered valid if all the correlation between each indicators and total score or mean of the indicators shows the significant value. (Ghozali, 2013). After conducting validity and reliablity test, researcher also need to conduct classic assumption test, that consist of multicollinearity test, autocorrelation test, heteroscedasticity test, and normality test.

To analyze the direct effect and the mediation effect between the variables, researcher used path analysis and sobel test. Path analysis is a method to to predict the causal relationship between the variables based on the theories use (Ghozali, 2013). Using path analysis, researcher could analyze the significance of the direct relationship and indirect relationship between the variables. Researcher could use some test to see the effect of independent variables towards the dependent variable. Those test are F-test, t-test, and coefficient of determinant test.

Sobel test used to check whether a mediating variable is a significant mediating effect between the independent variable and dependent variable or not. According to Ghozali (2013), there are three requirement that a variable can be called mediating variable. First requirement is when the independent variable has significant effect towards the dependent variable ($c \neq 0$). Second requirement is when the independent variable has significant effect towards the mediating variable ($a \neq 0$). Third condition is when the independent variable has significant effect on the dependent variable by controlling the mediating variable ($b \neq 0$). The significance effect of mediating variable can be analyzed by calculating the Z value. If the Z-calculated is greater than 1.96 or less than -1.96, it means there is a significant mediation in the regression model.

RESULTS AND DISCUSSION

As the first step step before analyzing the collected data further, researcher should run the validity and reliability test to make sure the data is appropriate to be used for this research. The result of the validity and reliability test for all the indicators shows that all the indicators used in this research are valid and reliable. All the indicators can be said valid if the correlation of the indicator with total indicators have significant value, which is below 0.005. Table 1 shows that all indicators are valid measurement of the variable. However, for the reliability test, the variable can be said reliable if the Cronbach's Alpha value is above 0.7. Table 2 shows that all the variables are reliable to use.

Table 1. Validity Test Result

Variable	Indicator	Sig.
Utilitarian Value of Internet Information Search	UV1	0.000
	UV2	0.000
	UV3	0.000
Hedonic Value of Internet Information Search	HV1	0.000
	HV2	0.000
	HV3	0.000
Perceived Benefit of Internet Shopping	PB1	0.000
	PB2	0.000
	PB3	0.000
Perceived Risk of Internet Shopping	PR1	0.000
	PR2	0.000
	PR3	0.000
Online Purchase Experience	EX1	0.000
	EX2	0.000
	EX3	0.000
Online Search Intention	SI1	0.000
	SI2	0.000
	SI3	0.000
Online Purchase Intention	PI1	0.000
	PI2	0.000
	PI3	0.000

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	N of Items
UV	0.764	3
HV	0.742	3
PB	0.717	3
PR	0.854	3
EX	0.876	3
SI	0.805	3
PI	0.804	3

For the classic assumption test, all the regression, which are X→Y, X→M, and X+M→Y, have passed all the test. All the regression have passed multicollinearity test, since the tolerance level higher than 0.10 and VIF value below 10. For the autocorrelation test, all of those regression have passed the test since the Durbin-Watson values are between dU and 4-dU. For the heteroscedasticity test, the regression have passed the test since the Park test shows that the coefficient parameter of all the independent variables higher than the significance level (0.05). However, for the normality test, those regression also has passed the test since Kolmogorov-Smirnov test show insignificant value (above 0.05).

After all the classic assumption test have done, the next step is to analyze the result of the multiple linear regression. Multiple linear regression analysis consist of coefficient of determinant (R2), simultaneous significant test (F-test), and individual parameter significant test (t-test).

The result of the first regression, which is the effect of Utilitarian Value of Internet Information Search, Hedonic Value of Internet Information Search, Perceived Benefits of Internet Shopping, Perceived Risk of Internet Shopping, and

Online Purchase Experience towards Online Purchase Intention, as follow:

Table 3. Coefficient of Determinant Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.770	0.593	0.571	0.47405

Table 3 shows that 57.1% of the variance in online purchase intention can be explained by Utilitarian Value of Internet Information Search, Hedonic Value of Internet Information Search, Perceived Benefits of Internet Shopping, Perceived Risk of Internet Shopping, and Online Purchase Experience. The other 42.9% are explained by other factors besides the factors in this research. Based on Kim et al. (2004), Online Purchase Intention also can be effected by other factors, such as media attributes, customers' characteristics, product attributes, and search conditions.

Table 4. ANOVA Table

Model	F-Value	Significance Level	Information
Regression	26.262	0.000	Significant

Table 5. Coefficient Matrix of X-Y

Variable	Beta Coefficient	Std. Error	Significance Level	Information
UV	0.283	0.088	0.002	Significant
HV	0.255	0.096	0.009	Significant
PB	0.173	0.121	0.157	Insignificant
PR	-0.031	0.061	0.167	Insignificant
EX	0.299	0.083S	0.001	Significant

From the Table 4, it shows the value of significance is 0.000 which is lower than the significance of 0.05. Therefore, it can be concluded that Utilitarian Value of Internet Information Search, Hedonic Value of Internet Information Search, Perceived Benefits of Internet Shopping, Perceived Risk of Internet Shopping, and Online Purchase Experience simultaneously have significant impact on the Online Purchase Intention.

Table 5 shows that only Utilitarian Value of Internet Information Search, Hedonic Value of Internet Information Search, and Online Purchase Experience has significant effect toward Online Purchase Intention. Based on t-test result, Utilitarian Utilitarian Value of Internet Information Search proved to have significant effect towards Online Purchase Intention. This result also supported by some previous research, such as Singh (2014) and Khare and Rakesh (2011). Those result explained that by providing easy, convenient, time-efficient access to information, the customers will able to access more favorable information to get the main consideration in purchasing a product.

Secondly, Hedonic Value of Internet Information Search proved to have significant effect towards Online Purchase Intention. This result supported by the research made by Singh (2014), Khare and Rakesh (2011), and Topaloğlu (2012). The more time spend on social media, especially Instagram, for pleasure and fun, there are bigger

opportunity for the marketers to get customers attention and interest.

Thirdly, Online Purchase Experience proved to have significant effect towards Online Purchase Intention. The positive relationship is supported by prior research from Kim et al. (2004) and Ling et al. (2010). In apparel product purchase on Instagram case, the prior experience of customers will be the main consideration for the customers to purchase a product online.

However, for the rest of the independent variables, which are Perceived Benefit of Internet Shopping and Perceived Risk of Internet Shopping, found out to be insignificant towards Online Purchase Experience. For Perceived Benefit of Internet Shopping, the insignificant result is the same with Yulihasri et al. (2011). Altough there are some benefits the customers can get when doing online shopping, there are some factors that make the customers still choose to go to conventional shops. Those factors such as financial and quality risks, unpleasant purchase experience, etc. Fot the Perceived Risk of Internet Shopping, it does not have significant effect towards Online Purchase Intention. The reason is the respondents are come from people who have experience of doing online shopping. Their experience makes them capable to handle the risks (Chu & Li, 2008).

For the second hypothesis, which is the effect of Utilitarian Value of Internet Information Search, Hedonic Value of Internet Information Search, Perceived Benefits of Internet Shopping, Perceived Risk of Internet Shopping, and Online Purchase Experience towards Online Purchase Intention through Online Search Intention, researcher used path analysis and Sobel test.

Table 6. Coefficient Matrix of X-M

Variable	Beta Coeffieient	Std. Error	Significance Level	Information
UV	0.220	0.102	0.033	Significant
HV	0.205	0.110	0.066	Insignificant
PB	-0.419	0.140	0.004	Significant
PR	-0.040	0.070	0.567	Insignificant
EX	0.187	0.096	0.054	Insignificant

Table 7. Coefficient Matrix of X-M-Y

Variable	Beta Coeffient	Std. Error	Significance Level	Information
UV	0.202	0.082	0.016	Significant
HV	0.179	0.089	0,046	Significant
PB	0.019	0.116	0.871	Insignificant
PR	-0.017	0.056	0.766	Insignificant
EX	0.230	0.077	0.044	Significant
SI	0.368	0.083	0.000	Significant

Based on Table 5, Table 6 and, Table 7, it can be seen that not all the variables need to be analyzed using Sobel test. As, thehe requirement of a variable can be called mediating variable are have significant X→Y, X→M, and X+M→Y, thus only Utilitarian Value of Internet Information Search. To check whether Online Search Intention is a significant mediating variable between Utilitarian Value of Internet Information Search with Online Purchase Intention or not,

researcher need to calculate the standard error of the indirect effect and Z value. To calculate the value of indirect effect, researcher use the equation as follow:

$$Sab = \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2} \qquad (3.1)$$

From the Table 6 and 7, it can be seen that a = 0.220, sa = 0.102, b = 0.368, and sb = 0.083, thus the value of Sab= 0.04242. With the value of Sab, Z-value can be calculated with the equation below:

$$Z = \frac{ab}{sab} \qquad (3.2)$$

With the equation above, researcher could get the Z-value of indirect effect, which is 1.90853. Since, the X-value is below 1.96, then there is no mediation effect of Online Search Intention in the relationship between Utilitarian Value of Internet Information Search with Online Purchase Intention. From the calculation above, it can be concluded that the Online Search Intention is not a significant mediating variable for all the independent variables in effecting Online Purchase Intention.

The first relationship is Utilitarian Value of Internet Information Search has insignificant mediation effect of Online Search Intention in effecting Online Purchase Intention. This result is the same with the research made by Topaloğlu (2012). This condition may happened because customers that shop for utilitarian values tend to save the time by skip the information search step, therefore they directly purchase the product.

The second relationship, which is Hedonic Value of Internet Information Search that has no significant mediation effect of Online Search in effecting Online Purchase Intention. The insignificant mediation in this relationship happened because sometimes online customers have more affective response towards Internet advertisement. This condition make the customers tends to make irrational purchase decisions impulsively and skip information search process (Wen, 2014).

For the third relationship, Perceived Benefits of Internet Shopping also does not has significant mediation effect of Online Search Intention in effecting Online Purchase Intention. Based on the research made by Yulihasri et al. (2011), although the respondents already search for the information, it still cannot satisfy their need. Therefore, some customers still choose to go to conventional shops despite of the Perceived Benefit of Internet Shopping they can get.

For the forth relationship, which is Perceived Risk of Internet Shopping that has no significant mediation effect of Online Search Intention in effecting Online Purchase Intention. The result is the same with research made by Kim et al. (2004) and Chu and Li (2008). Even though online shopping has many risks, it does not effecting people to search the information. This may happened due to the curiosity of the Instagram users to search for information (Chu & Li, 2008). Beside that information search in Instagram also become pleasure activity for Instagram users.

For the fifth relationship, between Online Purchase Experience towards Online Purchase Intention through

Online Search Intention, found out has insignificant mediation effect. This may happened because the customers with high online shopping experience does not need information search activity before they purchase the product (Hsieh & Liao, 2011).

CONCLUSION

In conclusion, the research shows that for the first hypothesis only Utilitarian Value of Internet Information Search, Hedonic Value of Internet Information Search, and Online Purchase Experience has significant effect towards Online Purchase Intention. However, Perceived Benefit of Internet Shopping and Perceived Risk of Internet Shopping proved to have insignificant effect towards Online Purchase Intention. For the second hypothesis, which is the mediation analysis, Utilitarian Value of Internet Information Search, Hedonic Value of Internet Information Search, Perceived Benefits of Internet Shopping, Perceived Risk of Internet Shopping, and Online Purchase Experience proved to have insignificant effect towards customers purchase intention through customer intention to search using Instagram. Therefore, it can be concluded that actually Online Search Intention is not a significant mediating variable for those variables in effecting Online Purchase Intention.

From the result of this research, online shop owners have already known the information about which factors that influence the customers to purchase their apparel product. Therefore, to enhance customer's intention to purchase their product, they should focus more in provide greater utilitarian value for customers, provide greater hedonic value for customers, build trust through favorable online shopping experience, and attract more customers to visit the account by maximize search features.

In conducting this research, there are several limitations face by the writers. The first limitation is limited number of independent variables. Since only 57.1% of the dependent variable that can be explained by those five independent variables. There are 42.9% of the dependent variables that explained by other factors that have not been examined in this research. Therefore, for the future research, researcher suggest to add more independent variable using more theories and collaborate them into the research Some examples that can be added in the future research are media attributes, consumer characteristics, product attributes, and search conditions.

The second limitation is limited generalizability. Since the sampling method used is simple random sampling, this lead to some problems regarding the generalizability of the result, which is most of the respondents are young age respondents from 17 – 25 years. To solve this problem, researcher suggest to find equal proportion of respondents from different age group. The researcher need to publicize the questionnaires through more channel, such as social media and public places.

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