Brand Name, Image, Word Of Mouth towards Buying Habits and Customer Loyalty Online Shop

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Abstract

The public consumption pattern was a subject to change with the era development. Wherein, the many demands to be able to avail goods or services without efforts to come transact. Therefore, Online shop term becomes familiar in the present to enter a very tight trading competition. Thus, it was necessary to analyze how high the influence of brand name and image, word of mouth influence buying habits and how high influence consumer loyalty to continue to choose an online shop. The research was intended to know the influence of brand and image, word of mouth for a product with its simple trade concept through technology media that can be utilized in all circles. In conducting online surveys of data through questionnaires to obtain a valid data using questions. The inferential analysis in the present study was conducted by *partial least square (PLS)* method by using Smart PLS 3.0 M3 program. The steps were taken in the process of PLS. Regarding the result, R^2 value for brand name, brand image, and word of mouth on buying habit was 0.356. Whereas the influence of brand name, brand image, word of mouth and buying custom to customer loyalty R^2 value was 0.772. The value of q-square predictive relevance (Q^2), yields a number was 0.8532. Brand name to buying habits variable was 0.367 with the t-statistic condition was 2,432 > t - table 1.96 (accepted). Brand Name variable to customer loyalty variable was 0,242 with status of t - statistic equal to 3,324 > t-table 1,96 (accepted). Brand image to buying habit variable was 0.120 with state of t-statistics was equal to 0,965 < t-table 1,96 (*rejected*). Brand image to customer loyalty variable was 0,342 with condition t-statistic equal to 5,235> t-table 1,96 (accepted). Word of mouth to buying habit variable was 0.180 with the state of t-statistics was 1,214 < t-table 1,96 (rejected). Customers loyalty of customer variable was 0,309 with state of t-statistic was 4,140 > t-table 1,96 (accepted). Buying habit to customer loyalty variable was 0,156 with t-statistic was 2,415 > t - table 1,96 (*accepted*).

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1. Introduction

Nowadays, developing the world of technology is more and more progressively with community consumption level due to the business world is growing more and more days both. In terms of products and marketing patterns used to attract buying interest. Marketing becomes an important part of meeting an individual needs, having the ultimate goal of gaining *consumer loyalty*. Related to realize customer loyalty businessmen is required able to meet the basic needs of consumers with good perception as a basis for a good brand image for the company's trademark. It can not be avoided in the marketing process, brand promotion is as well as a critical thing not to be missed, due to the product brand shape will bring company image. The design part of mark, name, design, or any combination that constitute the products and services for seller or group and products of a competitor's product (Kotler and Keller, 2007).

The high frequency of people who love a brand to the right man on the right way is the most important thing a marketer can strive for. No marketer or businessman can enforce a *Word Of Mouth (WOM)* to the consumer. In any case, growing of community buying interest will not be easy merely trusting a customer who has bought one product willing to give WOM. Ongoing and repetitive purchases or what we can call *buying habits* of the company. There will be loyal customers.

Based on the uniqueness that exists in the consumption pattern of Indonesian society generally became something that is no longer a determinant of consumer interest in the globalization era. Regarding the increasing competition in globalization on the way that currently not mastering to come again to where to vote but only in the grip. The goods choice can be determined a desire. It is called *Online Shop* business community. A businessman can no longer do a conventional way. If they do not want to be up to date. Therefore, many *Online Shop* applications can be accessed via smartphone and direct transaction. It is just waiting for arrival goods. The problem is Online Shop *branding* to be able to steal consumer confidence becomes a big task. Due to the transaction based on the principle of trust. Therefore, a brand name and image and WOM, unlike a basis, is able to provide the survival of *Online Shop* Company.

Research questions

The problems can be formulated in the present study are as follows:
   a) What brand name and image, WOM partially to buying habits in Online Shop?
   b) What brand name and image, WOM partially to customer loyalty in Online Shop?
   c) What can buying habit against customer loyalty in Online Shop?

Research aims

Based on the above background and research questions in the present study, in order to obtain the good result is as follows.
   a) To know the influence of brand name and image, WOM partially towards buying habits in the online shop.
   b) To know the influence of brand name and image, WOM partially towards customer loyalty in the online shop.
   c) To determine the influence of buying habits towards customer loyalty in the online shop.

Research benefits

Regarding the aims to be achieved, therefore, the study is expected to contribute the following benefits.
   a) Theoretical benefits from the study results are expected to be a reference and materials to enrich science and theories are able to real implementation.
   b) Practical benefits are expected used as material reference and consideration for parties involved in the business world, especially, the use of electronic media, in this case, the owner of online shop business. As well as, other similar companies, in formulating policies related to brand name and image, WOM, buying habits, and customer loyalty.

2. Research Methods

Brand name and image

Brand image is a perception and belief held by the consumer as reflected their association embedded in consumer memory (Kotler and Keller, 2009). No one can deny that the first imaging an object becomes an

interesting benchmark that arises to know or recognize. Therefore, it is not easy to create an image that can represent a brand name and image for a product.

The factors are formed a brand image according to Schiffman and Kanuk (in Meidi: 2009), it is mentioned as follows:

a) Quality or quality, related to a product quality is offered by manufacturers with a particular brand.
b) It can be trusted or relied upon, related to opinions or agreements established by the public about a product consumed.
c) Usefulness or benefit, related to a product function of goods that can be utilized by consumers.
d) Services related to the producer's duties in serving their customers.
e) Risk, related to the consequences effect or benefits and losses that may be experienced by consumers.
f) Price, in term of this, is related to the high or low amount of money that consumers spend to influence a product, can also affect a long-term image.
g) The image owned by the brand itself is in viewing form, agreements, and information related to a brand for a particular product.

Word Of Mouth (WOM)

According to Sernovitz (2008), there are five "T" to concern for WOM profitable, *i.e., Talker, Topics, Tools, Taking part, and Tracking*. First, *Talker* refers to who is the person who provides information about the product. Talkers may be consumers or customers, communities of particular interest, or professionals. Secondly, *Topics* is the information or topic discussed the product. Thirdly, *Tools* that leads to an equipment needed to facilitate consumers in doing WOM. Fourth, *Talking part* that demands corporate participation in WOM process. The last fifth, *Tracking* is the supervision of the company against WOM process that occurs. Therefore, companies can anticipate the negative occurrence for WOM about the product. Sumarwan (2003) interpreted WOM as an exchange of ideas, thoughts, and comments among two or more consumers and none of them are marketers. Therefore, it can be stated that WOM is the oldest mechanism through WOM can be disseminated, expressed, and built about one's opinion on products, brands, and services.

Buying habits

Buying habits in term of this are in the form of a decision to display a certain behavior that is the result of a rational process directed at a goal and follow thinking sequence to consider a decision. Thus, unlike to obtain agreement in this case between seller and buyer. A behavior is considered. The outcome consequences each behavior are evaluated. A consumer displays a behavior of purchasing process and consumer evaluates their consumption. Regarding the evaluation results then a consumer set the goal, whether to make a repurchase or not.

Customer loyalty

Customer loyalty has an important role in the trade or service business. Wherein, the company must retain its customers in improving financial performance in order to maintain the survival product. Developing the service business world, companies are required to find and build a professional management system. Griffin (2002) pointed out the advantages to be gained by a company, if it has a loyal customer, as follows.

a) It is able to reduce marketing costs (due to the cost is to attract new customers more expensive)
b) It is able to reduce transaction costs
c) It is able to reduce the cost of turning over consumers (due to less consumer replacement)
d) It is able to increase cross-sales that will enlarge the company's market share
e) Encourage a more positive WOM with the assumption that loyal customers also mean those who are satisfied
f) It is able to reduce the cost of failure (*e.g.,* replacement cost, etc.)

Research hypothesis

H1: There is a significant influence on brand name towards buying habits
H2: There is a significant influence on brand name towards customer loyalty
H3: There is a significant influence on brand image towards buying habits
H4: There is a significant influence on brand image towards customer loyalty
H5: There is a significant influence on word of mouth towards buying habits
H6: There is a significant influence on word of mouth towards customer loyalty
H7: There is a significant influence on buying habits towards customer loyalty

Location and research periods
The study is conducted on a large online shop in Indonesia. It has its own brand. Data is obtained by accessing the official Website for each online shop.

Data sources determination and data types
Data sources used is data obtained directly in the form of questionnaire distributions conducted to online shop consumer applications or consumers who on average once a month doing shopping at online shop transactions. As well as, the secondary data and data collection is obtained from sources that already available like. Data types required in this study, using quantitative data in the form of figures *e.g.,* product sales data and the results of respondent's answers on the questionnaire. As well as, the qualitative data in the form of explanations or descriptions that can provide an overview.

Population and research sample
The population in this study is all online shop lovers in Indonesia. Whereas, the sample is 180 respondents who must have an online shop application on their smartphone and at least do shopping once in a month. Accidental sampling technique is non-probability. Wherein, the sample members are selected and taken based on the ease of obtaining the necessary data or done sober, *e.g.,* encountered or reached or accidentally found.

Data collection technique
Technique Data collection used in this research is a questionnaire. The technicality of distributing the consumer questionnaire is asked to provide an answer by selecting one of the available options. Using a Likert scale that has a gradation of very bad to very good ". The Likert scale used is with the range of values 1 to 5 given the score.

Data analysis
The inferential analysis in this research conducted through *partial least square (PLS)* method using Smart PLS 3.0 M3 program. The step is taken in the analysis process through PLS, included: 1) evaluation of the measurement model or outer model, aimed at knowing the relationship between the indicators that make up the latent variable, and 2) the evaluation structural model (structural model or inner model). It is intended to determine the relationship between the variables that make the research model up.

Theoretical framework
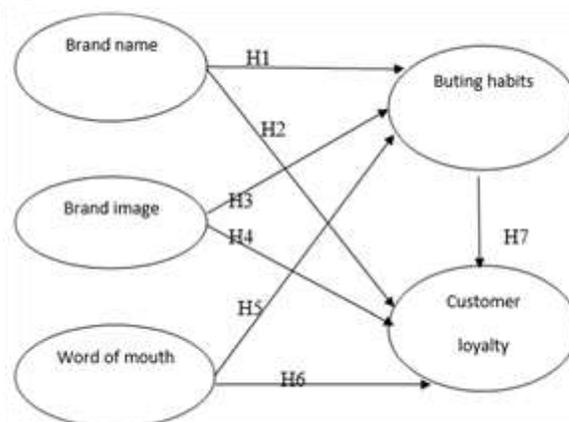The research conceptual framework aims to facilitate the problems identification, as follows:

Figure 1. Research conceptual framework

3. Results and Analysis

3.1 Respondents characteristics

Based on the data that has been collected, it can be stated the respondent characteristics is grouped based on sex, age, occupation, education, and a number of transactions in the last month.

3.2 Inferential analysis results

The inferential analysis in the present research is conducted through PLS method using Smart PLS 3.0 M3 program. The step is taken in the analysis process through PLS, included: 1) evaluation of the measurement model or outer model, aimed at knowing the relationship between the indicators forming the latent variable, and 2) the evaluation structural model (structural model or inner model). It is intended to determine the relationship between the variables that make the research model up.

1) Measurement model evaluation (Outer Model)

The indicators that make the latent variables up in the present study are reflexive. Therefore, in the implementation of measurement model/outer model evaluation is to measure the validity and reliability of indicators is conducted through, a) convergent validity, b) discriminant validity, and c) reliable composite and Cronbach alpha.

a. Convergent validity

Convergent validity is a criterion for measuring the validity of research reflexive indicators. An evaluation is conducted based on the value/coefficient of each indicator outer loading of the latent variable. The variable indicator can be stated to be valid if the indicator outer loading coefficient is between 0.60 - 0.70 (Lathan and Ghozali, 2012: 78), and significant at alpha is 0.05 or t-statistic level is 1.96. The coefficient outer model is shown in Table 3. It shows a value between 0.656 and 0.949. Based on the criteria proposed by Lathan and Ghazali, the indicator can be valid, if the outer loading coefficient is between 0.60 -0.70. Therefore, it can be stated that all the research indicators that make the variables up are valid. The indicator outer loading value can also indicate the level of inductors contribution to its latent variable. Table 4 shows that the indicator invites friends to shop (WOM) has the highest outer loading value is 0.949. It is indicated that the indicator has the greatest contribution in influencing buying habits and customer loyalty.

b. Discriminant validity

Discriminant validity is a valid measure of the indicators that make the latent variable up. It can be conducted by comparing AVE Root coefficient ($\sqrt{AVE}$ or Square root Average Variance Extracted) for each variable with the correlation value between the variables in the model. A variable is stated to be valid if the AVE root ($\sqrt{AVE}$ or Square root Average Variance Extracted) is greater than the correlation value between variables in the research model (Lathan and Ghozali, 2012: 78-79), and AVE is greater than 0.50. Validity evaluation comparing $\sqrt{AVE}$ to a correlation value between variables, that AVE root value ($\sqrt{AVE}$) is ranged from 0.772 to 0.910. Whereas, the correlation value between variables ranged is from 0.464 to 0.756. It means that AVE root value ($\sqrt{AVE}$) is higher than the correlation value between variables. Based on the provision that a variable is stated to be valid, if AVE root value ($\sqrt{AVE}$) is higher than the correlation value between the variables, then according to the provision, the variables in the present research model is valid. AVE value also meets the recommended requirements that must be higher than 0.50.

c. Composite reliability and Cronbach alpha

The variable reliability can be measured through composite reliability and Cronbach alpha. A measurement can be stated to be reliable if the composite reliability and Cronbach alpha has a value higher than 0.70. It is a reliability measure between the indicator blocks in the research model. Its result calculations in the present study are processed with Smart PLS 2.0 M3 program. It is shown in Table 1.

Table 1
Composite reliability and Cronbach alpha

Variable	Composite Reliability	Cronbach Alpha
Brand name	0,904	0,867
Brand image	0,911	0,881
WOM	0,935	0,896
Buying habits	0,797	0,540

| Customer loyalty | 0,853 | 0,768 |

Source: Data processed, 2017

According to Table 1, the results of composite reliability and Cronbach alpha calculations show that composite reliability values ranged from 0.797 - 0.935 and Cronbach alpha values ranged from 0.540 to 0.896. Based on the calculations result is above 0.70. It means that the variables in this research model are reliable. Based on the validity and reliability calculation is conducted through several criteria, included: convergent validity, discriminant validity, composite reliability and Cronbach alpha, as a whole gives the conclusion that both indicators that make the variables up. As well as the variables that make the model up in this study is valid and reliable.

2) Structural model evaluation (Inner Model)

The structural model evaluation is a measure to evaluate the accuracy level of a model in the overall study. It is formed through several variables along with its indicators. It is conducted through several approaches included: a) R-Square (R^2), and b) Q-Square Predictive Relevance (Q^2). In evaluating the structural model through the above approaches. It is shown in Table 2.

Tabel 2
R-Square

Variable	R-Square
Buying Habit (BH)	0,356
Customer Loyalty (CL)	0,772

Source: Data processed, 2017

a. Structural model evaluation of through R-Square (R^2)

Measuring strong or weak influence between variables can be done through R-Square (R^2). Its influence on variables according to Chin (Lathan and Ghozali, 2012: 85), R-Square (R^2) value is 0.67. It is classified as a strong model, R-Square (R^2) is 0.33 to moderate model, and R-Square (R^2) is 0.19. It is classified as a weak model. Meanwhile, according to Hair (Lathan and Ghozali, 2012: 85), R-Square (R^2) value is 0.75. It is a strong model, while R-Square (R^2) is 0.50. It is classified as moderate and R-Square R^2) is 0.25. It is classified as a weak model. Table 2 shows wherein R^2 value for brand name, brand image, and WOM against buying habits is 0.356. It means that buying habits are influenced by brand name, brand image and WOM is 35.60%, while the rest 64.40% is another factor outside the research model. R^2 value is 0.356. It is a moderate model, according to Chin and Hair. Whereas, the influence of brand name, brand image, WOM, and buying habits towards customer loyalty is 0.772%. It means about 77.20% customer loyalty is influenced by brand name, brand image, WOM and buying habits, the rest about 22.60% is other factors outside the research model. R^2 value is 0.772, according to Chin and Hair included the strong category.

b. Structural model evaluation through Q-square predictive relevance (Q^2) is a measure how being good the observations made give a result to the research model. Q-Square predictive relevance (Q^2) value ranges from 0 (zero) to 1 (one). The closer of Q-Square Predictive Relevance (Q^2) value gives a hint that the research model is getting worse. Whereas, it is instead of getting away from 0 (zero) and getting closer to the value 1 (one). It means the research model is getting better. The strong criteria for model weakness measured by Q-Square Predictive Relevance (Q^2) according to Lathan and Ghozali (2012: 85) are as follows: 0.35 (strong model), 0.15 (moderate model), and 0.02 (weak model). The calculation formula of Q-Square Predictive Relevance (Q^2), Ghozali (2006: 26) is:

$Q^2 = 1 - (1-R1^2)(1-R2^2)$
$Q^2 = 1 - (1-0,356)(1-0,228)$
$Q^2 = 1 - (0.644)(0.3560)$
$Q^2 = 1 - 0.1468$
$Q^2 = 0.8532$

Q^2 calculation yields a number is 0.8532. It means about 85.32% model can be explained through the relationship between variables in the research model. It is remaining 14.68% other factors outside the

research model. Based on the strong and weak criterion of the model based on the Q-Square Predictive Relevance (Q^2) value. It is proposed by Lathan and Ghozali (2006: 26). The model is very strong.

c. Hypothesis test

Hypothesis test in the present research consists of; 1) influence of brand name towards buying habits, 2) influence of brand name towards customer loyalty, 3) influence of brand image towards buying habits, 4) influence of brand image towards customer loyalty, 5) influence of WOM towards buying habit, 6) influence of WOM towards customer loyalty, 7). influence of buying habits towards customer loyalty. Regarding the hypotheses test, the results of Smart PLS 2.0 M3 data processing is illustrated in the figure. It is shown in Figure 2.
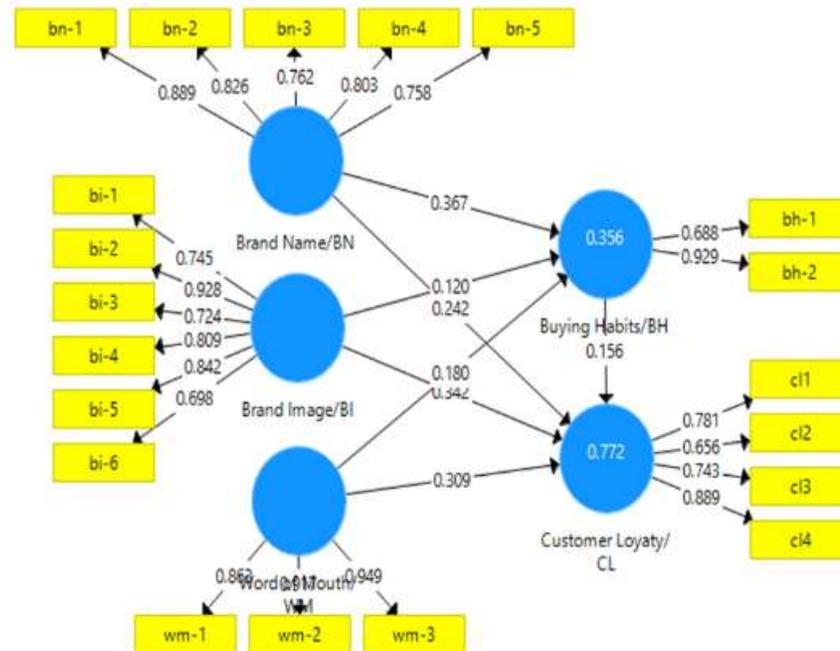

Figure 2. Path chart influence brand name (BH), brand image (BI), word of mouth (WM), and buying habits (BH), towards customer loyalty (CL).

Based on the results of data processing conducted through Smart PLS 2.0 M3 program, as shown in Figure 2, it can be created a table about the influence of variables, as shown in Table 3.

Table 3
Brand name, brand image, word of mouth, and buying habits, with customer loyalty

Hypotheses	Inter-variable correlation	Path Coefficient	t-statistics	Results
H_1	(BN) → (BH)	0,367	2,432	Accepted
H_2	(BN) → (CL)	0,242	3,324	Accepted
H_3	(BI) → (BH)	0,120	0,965	Rejected
H_4	(BI) → (CL)	0,342	5,235	Accepted
H_5	(WM) → (BH)	0,180	1,214	Rejected
H_6	(WM) → (CL)	0,309	4,140	Accepted
H_7	(BH) → (CL)	0,156	2,415	Accepted

Source: Data processed, 2017

Based on the results of data processing, it is shown in Figure 2. Then, it is explained in Table 3. It can be described the results of relationship testing between variables as follows:

a) Influence test result of brand name towards buying habits.

Test results on the influence of brand name towards buying habits as shown in Figure 2 and Table 3 indicated that brand name has a positive and significant effect on buying habits. This result is shown in path coefficient between brand name variable to buying habits variable is 0,367 with t-statistic coefficient 2,432 > t-table 1,96. The result is proved that hypothesis 1 (H_1). It is stated that brand name has a positive and significant influence towards buying habits is acceptable. It is indicated that brand name variable in this research can influence towards buying habits. Increasing brand name can increase buying habits online shop products.

b) Influence test result of brand name towards customer loyalty.

Test results about the influence of brand name towards customer loyalty as shown in Figure 2 and Table 3. It is indicated that brand name has a positive and significant influence towards customer loyalty. This result is shown in path coefficient between brand name variable to customer loyalty variable is 0,242 with t-statistic coefficient 3,324> t-table 1,96. The test results are proved that hypothesis 2 (H_2). It is stated that brand name has a positive and significant influence on customer loyalty is acceptable. It is indicated that brand name variable in this research can influence towards customer loyalty. Increasing brand name can increase customer loyalty online shop products.

c) Influence test result of the brand image towards buying habits.

Test results about the influence of brand image on buying habits according to Figure 2 and Table 3. It is to show that brand image has a positive but significant impact on buying habits. This result is shown in path coefficient between the brand image to buying habits variable is 0,120 with t-statistic coefficient 0,965 <t-table 1,96. The test results are proved that hypothesis 3 (H_3). It is stated that the brand image has a positive and significant influence on buying habits is not acceptable (rejected). It is indicated that the variable brand image in this study, can not significantly influence buying habits. Improving brand image cannot significantly improve buying habits in online shop products.

d) Influence test result of the brand image towards customer loyalty.

Test results about the influence of brand image to customer loyalty as shown in Figure 2 and Table 3. It is indicated that brand image has a significant positive influence on customer loyalty. The result is shown in path coefficient between the brand image to customer loyalty variable is 0,342 with t-statistic coefficient 5,235 > t-table 1,96. The test result is proved that hypothesis 4 (H_4). It is stated that the brand image has a positive and significant impact on customer loyalty is acceptable. It is indicated that the variable brand image in this study, significantly influence customer loyalty. Improving brand image can increase customer loyalty in online shop products.

e) Influence test result of WOM towards buying habits.

Test results about the influence of word of mouth on buying habits in Figure 2 and Table 3. It is to show that WOM has an insignificant positive influence on buying habits. This result is shown in path coefficient between WOM to buying habits variable is 0,180 with t-statistic coefficient 1,214 < t-table 1,96. The test result is proved that hypothesis 5 (H_5). It is stated that WOM has a positive and significant influence on buying habits is not acceptable (*rejected*). It is indicated that WOM variable in this study, has no significant influence on buying habits. Improving WOM can not increase buying habits in online shop products.

f) Influence test result of WOM on Customer Loyalty

Test results about the influence of WOM influence on customer loyalty in Figure 2 and Table 3. It is to show that WOM has a significant positive influence on customer loyalty. This result is shown in path coefficient between WOM to customer loyalty variable is 0,309 with t-statistic coefficient 4,140 > t-table 1,96. The test result is proved that hypothesis 6 (H_6). It is stated that WOM has a positive and significant influence on customer loyalty is acceptable. It is indicated that WOM variable in this research is significantly influenced customer loyalty. Improving WOM can increase the customer loyalty in online shop products.

g) Influence test result of buying habits to customer loyalty

Test results about the influence of buying habits on customer loyalty as shown in Figure 2 and Table 3. It is indicated that buying habits have a significant positive influence on customer loyalty. This result is shown in path coefficient between buying habits to customer loyalty variable is 0,156 with t-statistic coefficient 2,415> t-table 1,96. The test result is proved that hypothesis 7 (H_7). It is stated that buying habit has a positive and significant influence on customer loyalty is acceptable. It is indicated that buying habits variable in this study significantly influences customer loyalty. Increasing of buying habits can increase the customer loyalty in online shop products.

4. Conclusion

Respecting the discussion results in doing the analysis, therefore, the conclusions that can be drawn as follows:

a) R^2 value for brand name, brand image, and word of mouth against buying habits is 0.356. It means that buying habits are influenced by brand name, brand image, and word of mouth about 35.60%. Whereas, the rest is about 64.40 % is another factor outside the research model. R^2 value is 0.356 a moderate model, according to Chin and Hair. Whereas, the influence of brand name, brand image, word of mouth and buying habits of customer loyalty is 0.772%. It means that 77.20% of customer loyalty is influenced by brand name, brand image, word of mouth and buying habits. The rest 22.60% is other factors outside the research model. R^2 value is 0.772 according to Chin and Hair included the strong category.

b) Q^2 calculation of yields is 0.8532. It means that 85.2% of the model can be explained through the relationship between variables in the research model. While the remaining about 14.68% is other factors outside the research model. Based on the strength and weakness criterion of the model based on the Q-Square Predictive Relevance (Q^2) value. It is proposed by Lathan and Ghozali (2006: 26). This model is very strong.

c) Brand name to buying habits variable is 0.367 with t-statistic coefficient is 2,432 > t-table 1,96. The test result is proved that hypothesis 1 (H_1). It is stated that brand name has a positive and significant influence on buying habits is acceptable.

d) Brand name to customer loyalty variable is 0.242 with t-statistical coefficient is 3.324> t-table 1.96. The test result is proved that hypothesis 2 (H_2). It is stated that brand name has a positive and significant influence on customer loyalty is acceptable.

e) Brand image to buying habits variable is 0.120 with a t-statistical coefficient of 0.965 < t-table 1.96. The test result is proved that hypothesis 3 (H_3). It is stated that the brand image has a positive and significant influence on buying habits is not acceptable (rejected).

f) Brand image to customer loyalty variable is 0.342 with t-statistic coefficient is 5,235 > t-table 1,96. The test result is proved that hypothesis 4 (H_4). It is stated that the brand image has a positive and significant influence on customer loyalty is acceptable.

g) Word of mouth to buying habit variable is 0,180 with coefficient, t-statistic is 1,214 < t-table 1,96. The test result is proved that hypothesis 5 (H_5). It is stated that WOM has a positive and significant influence on buying habits is not acceptable (rejected).

h) Word of mouth to customer loyalty variable is 0,309 with t-statistic coefficient 4,140 > t-table 1,96. The test result is proved that hypothesis 6 (H_6). It is stated that WOM has a positive and significant influence on customer loyalty is acceptable. Habits buying to customer loyalty variable is 0,156 with t-statistic coefficient 2,415 > t-table 1,96. The test result is proved that hypothesis 7 (H_7). It is stated that buying habits have a positive and significant influence on customer loyalty is acceptable.

Suggestions

a) The development of information technology has become a plot if the consumers can be wiser to use technology as a supporting aspect. It is able to meet the needs and solutions easy to get closer to lapping.

b) Online shop offers ease of shopping but should still be considered in the process to be able to avoid themselves from technology abused.

c) In the present study, providing information that each variable gives influence. Therefore, it can be observed the world of the online shop would be able to give a much contribution. If, it can be managed properly.

Acknowledgments

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