ANALYSIS OF THE IMPACT OF CONVENIENCE, WEB QUALITY, AND SOCIAL INFLUENCE ON ONLINE PURCHASE INTENTIONS IN PALESTINE

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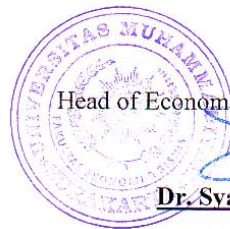
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ANALYSIS OF THE IMPACT OF CONVENIENCE, WEB QUALITY, AND SOCIAL INFLUENCE ON ONLINE PURCHASE INTENTIONS IN PALESTINE

ABSTRAK

Tujuan - Tujuan dari penelitian ini adalah untuk menyelidiki dan menyelidiki dan menganalisis hubungan antara Kenyamanan, kepercayaan yang dirasakan, kualitas Web, pengaruh sosial dan online niat pembelian Ada banyak penelitian yang menganalisa hubungan antara Convenience, kepercayaan yang dirasakan, kualitas Web, pengaruh sosial dan c, namun fokus penelitian ini pada orang-orang Palestina orang-orang. **Desain / metodologi / pendekatan** - Penelitian ini menggunakan penelitian kuantitatif untuk menguji hubungan antara kenyamanan, kepercayaan yang dirasakan, kualitas web, pengaruh sosial dan online niat pembelian Kuesioner dibagikan kepada 100 responden. Peneliti digunakan data primer untuk menganalisis hubungan antar variabel. **Temuan** - Hasil penelitian menunjukkan bahwa kepercayaan yang dirasakan menunjukkan pengaruh yang tidak signifikan niat pembelian online Hasil penelitian juga menunjukkan bahwa pengaruh sosial berpengaruh signifikan pengaruh sosial. Orisinalitas / nilai - studi tersebut merekomendasikan agar perusahaan memperbaiki hubungan pelanggan dengan menerapkan hubungan yang benar dengan meningkatkan kepercayaan dan pengaruh sosial Memenuhi niat tinggi pelanggan yang akan menggunakan toko online untuk belanja melalui toko online.

Kata kunci: **Perceived trust, pengaruh sosial, niat pembelian online, orang Palestina**

ABSTRACT

Purpose –The purpose of this study is to investigate and investigate and analyze the relationship between Convenience, perceived trust, Web quality, social influence and online purchases intentions. There a lot of research analyzes the relationship between Convenience, perceived trust, Web quality, social influence and c, butthis research focus on Palestinian people. **Design/methodology/approach** – This study employed a quantitative research to test the relationship between convenience, perceived trust, web quality, social influence and online purchases intentions. Questionnaires were distributed to 100 respondents. The researcher used Primary data to analyze the relations among the variables. **Findings** – The results showed that perceived trust demonstrated insignificant effect on online purchases intentions. The results also showed that social influence have a significant effecton social influence. Originality/value –the study recommends that the company improve the relationship of customers by applying the right relationship by increasing the trust and social influence to win the high intentions of customers who will use online shop to shopping through an online store.

Keywords: *Perceived trust,*social influence*,*online purchases intentions*,*Palestinian people.

1. INTRODUCTION

1.1 Background

The Internet has revolutionized the world of computers and communications like anything before and has been widely used every day in lifestyle. It combines the functionality and convenience of using the phone with radio and TV. People can get over great distances to communicate with other people in a second almost immediately, but at the same time content and advertising can reach millions of people through the blink of an eye. Of course, despite the many advantages that have been brought to the lives of individuals, their flaws have been discussed for a long time,such as the virus threat, personal information theft, spam, scam, etc. However, people cannot resist bringing it to the center of their lives.

Since the beginning of the Internet, people have shown interest in the Internet. According to global statistics, "there are more than 2 billion people connected to the Internet in 2012. This figure shows that 30 percent of the world's population uses the Internet." Although e-shopping was not established in any organized and objective way until the mid-1990s, nearly thirty years before the retail scene finally exploded, Dodi and Davidson (1967) presented a strong vision of the future of retailing consumers directly using computer terminals from the central warehouses.

The Internet has emerged as a very different and powerful conduit: universal access, accessibility, enhanced interaction, flexibility, speed and ability to communicate in large amounts of information, cost efficiency and ease of maintenance (Jones & Visayasarthy, 1998). These capabilities will soon be harnessed in a wide range of sectors, such as defense, banking, manufacturing, health care and education. However, it has been quickly recognized among retailers that the most important influence of the Internet is likely to be experienced (Doherty & Elswedwick, 1999). As a result, retailers soon realized the potential of the Internet to provide information, facilitate two-way communication with customers, collect market research data, promote goods and services, support the online demand of goods in the end, and provide a rich retail and flexible new channel. It can be used for competition by organizations, which is actually a very strong source (Hamel, 1997).

In other words, the Internet has created a new market for both customers and organizations, and has been an alternative market for the traditional market. Web sites provide an (B2C) e-commerce and consumers use the Internet for many reasons and purposes such as: searching for product features, prices or reviews, choosing products and services through the Internet, setting up the system, making payments or any other means followed by delivery of opportunity to search for information about products / services, suspend or give orders (Hoffmann and Novak, 1996). Therefore, previous marketing experiences have turned into a different segment. Now organizations take into consideration to provide various payment methods, different shipping alternatives and even different web interfaces for different geography, to differentiate their products and services to compete against their competitors.In business cycle customersrequire products through the Internet (Sinha, 2010).

Online shopping behavior (also called online purchasing behavior and online shopping behavior / purchase) refers to the process of purchasing products or services online. The process consists of five steps similar to those associated with traditional shopping behavior (Liang and Lai, 2000). In typical online shopping, when potential consumers realize the need for some goods or services, they go to the Internet and look for information about the need. However, rather than actively researching, sometimes potential consumers are attracted by information about the products or services associated with the need they feel. They then evaluate the alternatives and select alternatives that fit their criteria to meet concrete needs. Finally, transactions and after-sale servicesare made. This research will then analyze factors that will impact the intentions of customers to buy or not to buy products through an online shop. By doing this, this research can help organizations identify negative factors that can prevent online purchase and try to minimize it. At the same time is also focuses on the positive factors and emphasizes the strategies to capture the online market.

1.2 Problem Statements

Since the rapid increase in retail and especially in the fast online store in Palestine, e-commerceshould give more attention to the lifestyle of the consumers and effects of internet on online purchase intentions to make a future shopping decision. Therefore, this research is expected to help the concerned parties to analyze the relationship between online purchase intentions and the factors that affect the online purchase intentions and to include some problems and answer questions formulated in this research:

RQ1: Does convenience have impact on online purchase intentions?

RQ2: Does trust have impact on online purchase g intentions?

RQ3: Does web quality have impact on online purchase intentions?

RQ4: Does social influence have impact on online purchase intentions?

Compared to physical stores, online stores have many advantages.

They are convenient itsaves time and there is no need to travel further and wait in lines. They are open all the time and can be accessed anytime, anywhere. These stores provide consumers with free and rich information on products and services. They also have some online tools to help consumers compare and make purchasing decisions between different products and services. Hoffman and Novak (1996) noted that interaction is the main distinguishing feature of marketing communications on the Internet and traditional media.

With the rise of technology, everyone can access the Internet anywhere and anytime from their grasp and a large part of the business activities have taken place on the Internet. Since the main objective ofbusiness activities is selling products and services and it is the customers who buy the products and services, the analysis of consumer behavior is vital (Dayton and Mulbauer, 1980, Soloman, 2006, Wright et al, (2008) (Dayton & Mulbauer, 2008) Given the lack of face-to-face interaction in the online business, it becomes important to understand the key features of consumer behavior.Moreover, in order to develop and apply effective marketing strategies, factors affecting customers intention should be well considered.An online retailer can understand the needs of the consumer better by analyzing interaction between customers and online shops directly.

1.3 Research Objectives

The aims of this study are to investigate the factors that affect online purchase intentions.

RO1: To examine the relationship between convenience and customers online purchase intentions in Palestine.

RO2: To examine the relationship between perceived trust and customers online purchase intentions in Palestine.

RO3: To examine the relationship between perceived web quality and customers online purchase intentions in Palestine.

RO4: To examine the relationship between social influence and customers online purchase intentions in Palestine.

2. METHOD

2.1 Population and Sample

Population is the entire generalization region that consists of the object or subject that has a quantity and characteristics set by the researchers. In this study, the population size is all costumerswho shoponline. Sample is a subset or subset of the population, consisting of some members of the population. This subgroup is taken because there are many situations that are impossible to investigate all members / individual population; therefore, a representative called sample is formed.

The sampling method used in this study was non-probabilistic samples, i.e.,the sampling technique which does not provide opportunities or equal opportunities for each element or member of the population to be selected in the sample. The sample was taken using a convenient sampling method.The sample size is about 100 people.

2.2 Research Variable and Operational Definition

2.2.1 Research Variable

Research variable is an attribute or characteristic value of people, objects or activities which have certain variations defined by the researchers to be learnt and drawn conclusions. Research variables used in this study are:

1) Dependent Variable

   Dependent variable is a variable that is influenced by or which becomes the consequence for their independent variables. The dependent variable is denoted as (Y) variable. Dependent variable in this study isonline purchase intentions

2) Independent Variable

   Independent variable is a variable that can affect or causes the change or the emergence of the dependent variable. The independent variable is denoted as (X) variable. The independent variable in this study areconvenience(X1), trust(X2), web quality(X3) and social influences(X4).

2.2.2 Operational Definition

The operational definition is a definition that is given to the research variables and further defined as indicators needed to measure these variables. The operational definitions of this research are:

1) Online purchase intentions(Y)

   Online purchase intention can be defined as the state of affairs that an individual is willing and intend to engage in the online transaction (Pavlou,

2003). A part from that, (Sam and Tahir, 2009) mentioned online purchase intention is the possibility that the consumer will buy the product.

2) Convenience(X1)

Convenience is yhe state of being able to proceed with something without difficulty. It is important factor in how consumers are able to find out and get ahold of online shop at their **convenience**,with the success of e-commerce and how it allows consumers make a purchase with just a click of a computer mouse.According to the findings of Eastlick and Feinberg (1999), (Rohm and Swaminathan, 2004), convenience is defined as the benefits such as time and efforts saving that the customers gain from online purchase. It could be reflected in shorter time and lesser energy spent, including reduces in transportation cost and also fewer crowds and queues (Su and Huang, 2011). In addition, Hermes (2000), as cited in (Katawetawaraks and Cheng,2011) mentioned that customers can experience the convenience of online purchase as they can send inquires even after business hours.

3) Trust (X2)

According to (Gefen and Straub, 2004), (Chen and Barnes, 2007) found that trust is an important factor in influencing purchase intention. The concluding positive relationship between online trust and consumer purchase intentions also supported by other scholars (Yoon, 2002; Balasubramanian et al., 2003; Grabner-Krauter and Kaluscha, 2003; Pavlou, 2003; Gefen and Straub, 2004). In this connection, a hypothesized positive relationship between online trust and online purchase intention.

4) Web Quality(X3)

According summary from many researchers that the perception of customers about website quality is based on features in a website that meet customers' needs and impress the total excellence of that website. The authors of the study also mentioned that the multiple dimensions of website quality can be categorized as security, enjoyment, information quality, ease of use, and service quality. At the same time, website design is an important determinant of website features, and is critical in achieving the quality of service offered to customers through the website.

5) Social influences(X4)

Social influences defined social influence as "the processes whereby people directly or indirectly influence the thoughts, feelings and actions of others". Social influence is related to the information about other people, and it may not necessarily happen via face-to-face interactions (Robins et al., 2001; Trusov et al., 2010).Social influence can be categorised into informational and normative social influence. Informational social influence is defined as an influence to accept information obtained from another as evidence about reality (Deutsch and Gerard 1955). When consumers need to make an informed choice, they perceive the opinions or usage of products by others as credible proof of a product's quality or characteristics. As such, they are influenced in their purchase decision through the opinions of others (Lord et al. 2001, Yayli and Bayram 2012).

2.3 Data Sources

Primary data is data that is obtained directly from the object to be studied. The primary data for this study are taken from questionnaires that were filled out by the respondents in Palestine. The questionaires weredistributedon one piece of paper that were given to the sample to make it simple. Some guidance to fulfill the questionnaire,were given to reduce mistakes in data collection

2.4 Data Collection Method

Data collection method used in this research was by distributing the questionnaire to the research sample. The questionnaire is a technique of data collection conducted by giving a set of questions to the respondents to answer. Researchers distributed questionnaires to the respondents or the customers who usually shop online. The content of the questionnaires was adopted from the study conducted by Zekmund and Papin (2010).

The questionnaires distributed to gather information for the research include six sections. Each question was measured in 5-point Likert type scale ranging from Strongly Agree (5), Agree(4), neutral (3), Disagree (2), and Strongly Disagree (1). The first section is the introduction of the survey, followed by the demographic-based questions, such as age, gender, education, etc., to identify which group the participants belong in the society.

The second section includes questions about how participants think of convenience in online shopping, the third section includes questions pertaining perceived trust, the fourth section gathers questions about participants' perception on web quality in online shopping, and the fifth section isabout the social influences that looks affect participants' purchase intention of online.Lastly, the sixth section is looks for significance in the relationship between online purchase intention and the independent variable .

2.5 Data Analysis Method

The data analysis is a process of simplification of data into a form that is easier to read and interpret. Analysis of the data used in this study is a quantitative analysis, namely data processing in the form of figures using statistical methods. Methods of data analysis used in this research are multiple linear regression analysis using SPSS with the stages as follows:

2.5.1 Validity and Reliability Test

The validation test is used to determine the validity of the questionnaire as a measurement tool. The measuring device is correct if it does what it is intended to do. The questionnaire is valid if the questions in the questionnaire are able to reveal something to be measured through the questionnaire. In this research, a valid questionnaire can be said if the online shopping question can be expressed. The health measure can be made by making a relationship between the grain grade questions and the total result of the invalid constructs or variables. The test is performed by comparing the "r value" with "r table".

If "r value" is a "positive", it means that the variable is valid (Nunaly and Bernstein, 1994).The validity test used is a confirmed factor analysis (CFA). Reliability is a tool to measure a questionnaire as to whether it is appropriate to use asa measure or indicator of variables. The questionnaire can be relied upon if one one of the quastions answers the fixed statement from time to time (Gozali, 2012). Reliability measurement requires only one test management. The results were compared with another question, or the relationship between the answer and the questions was measured.Space provides a facility for measuring reliability using the Cronbach'sAlpha statistical test (α). If the value of Cronbach Alpha is greater (>) than 0.70 then it is said to be reliable (Gozali, 2012).

2.5.2 Multiple Linear Regression Test

In this study, multiple linear regression analysis was used to determine the effect of the independent variableon the dependent variable. The model used was the species that are used to test the hypothesis, that is $y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$

Description:

Y_1: online Purchase intentions

X_1: Convenience

X_2: Trust

X_3: Web Quality

X_4: Social Influences

e   : Standard error

$\beta_1 \beta_2 \beta_3 \beta_4 \beta_5$: Coefficient Regression

a. **Feasibility Test Model**

Accuracy function regression in estimating the actual value can be measured from statistics test. At least this can be measured by the value of the statistic value of F test, T test, and the value of the determination coefficient(R^2). The calculation referred to in a significant way in the test value F and t-test is in critical areas (areas where Ho is rejected).

b. **F-Test**

Statistical test F is used mainly to determine whether the regression model can be used to predict the dependent variable. There are some criteria for decision making using a high significant probability value. If the significant probability value is> 0.05, H_0 is accepted and H_1 is rejected. Thuson average, there is no correlation between the independent variable and the dependent variable.If the significant probability value is< 0.05, H_0 is rejected and H_1 is accepted. It means that there is a significantcorrelation between the independent variables and the dependent variable. Comparing the value of F and F table If the F value > the F table, H_0 is accepted and H_1 is rejected. If the F value< the F table, H_0 is rejected and H_1 is accepted.

c. **T-Test**

Statistical tests mainly show the impact of one independent variable in the dependent variable. The criteria for decision making:Using probability significant level is as the following: If the significant probability value is> 0.05, so H_0 is acceptede and H_1 is rejected. If thesignificant probability value is <0.05, so H_0 is reject and H_1 is accepted. Comparing between T value and T table If the T table > T value, H_0 is accepted and H_1 is Rejected. If the T table < T value, H_0 is rejected and H_1 is accepted.

3. **FINDING AND DISCUSSION**

3.1 Descriptive Data Analysis

The purpose of the descriptive analysis is to examine the characteristics and responses of the respondents to the substances in the questionnaire. The target respondents in this study are customers who usually shop through an online web site. The population of this research is all customers from the age of about 18 to 45 who go shopping online. Based on these considerations, the sampling method was taken using the intended sampling method. Thequestionnaires were distributed by researcher to people in Palestine. In this study, the questionnaires were distributed to 100

respondents. The number of questionnaires that the researcher could collect was exactly 100 (100% response rate).

3.1.1 Respondent Characteristics

The questionnaire distribution shows different background of respondents. The respondent characteristics such as age,gender participants,education, status, and also occupation, are displayed in the following tables.The following table contains the characteristics of respondents based on their age.

Table 1
Respondent Characteristic Based on Their Age

Age	Frequency	Percent
18-24 years	81	81,0
25-35 years	19	19,0
Total	100	100,0

Based on Table 1 the majority of respondents or participantsare between18-24 years old (81%), while the other respondents are between 25-35 years old (19%).

Table 2 below shows the summary of participant's gender

Table 2
Respondent Characteristic Based onGender

Gender	Frequency	Percent
Male	68	68,0
Female	32	32,0
Total	100	100,0

Based on Table 2 it can be said that the male participants are more than that of female. From a total of 100 participants 68% percent are males. while the other 32% percentare females.

The following table describes the characteristics of respondents based on theireducation.

3.1.2 Respondents Responses

The respondents' responses that were collected by the researcher from the questionnaires are the main information in this study. From those responses, the

researcher could understand whether the reality happened in line with customers' expectations or not. These are the tables of the respondents' responses on each variable from the study :

Table 3.
Respondent Response aboutconvenience

Variable	Question	Mean
Con_1	It takes little time and effort to make an online purchase	4.1300
Con_2	Shopping online saves me time, so I can do other activities	3.9400
Con_3	It is more convenient to shop through the internet compared to traditional retail shopping	3.9200

Sources: Primary data, 2018.

Table 3 shows the statement and the mean of answersabout convenience in online shopping. It is one of the factorsinfluencing online shopping. The table contains fourteen statements related to convenience of the customer. The responses vary from disagree to agree strongly with the statements in the questionnaire. From the table it can be seen that most respondents agree with the all 3 statements with the highest average answer is the first statement (4.1300).

Table 4.
Respondents Responses about trust

Variable	Question	Mean
Trust_1	The quantity and quality of products that I receive from Internet retailers are exactly the same as I ordered	3.9300
Trust_2	Internet retailers honours their Product Guarantees	3.8200
Trust_3	The ordered products are delivered to me at a time promised by Internet retailers	3.9400

Sources: Primary data, 2018.

Table 4. shows the statment and mean of the answers about perceived trust, it is one of the factorsinfluincing online shopping. This table contains of 3 statements related to perceivedtrust of the customer. The responses vary from disagree to agree strongly with the statements in the questionnaire. From the table it can be seen that

most respondents agree with all 3 statements with the highest average answer is the third statement (3.9400).

3.2 Discussion

The results of the research show that there is no relationship between convenience and intention on online purchase in Palestine. It was expected that the relationship between variables existed Wang et al, (2005) stated that the convenient description of the Internet is one of the factors influencing the intention of customers to purchaseonline. As shown in the analysis, the result shows nosignificantlevel of relevance (0.094 <0.05). Rejection indicates that there is no relationship between between convenience and intention to purchase online.

According to the findings it can be concluded that the perceived trust has significantrelationship with the intention of online purchase in Palestine.The relationship showssignificantlevel (0.018 <0.05) and ithas a significant relationship. As stated by Yu-Hui and Barnes (2007) perceived trust is complicated by the fact that transactions are more isolated and unknown in online shopping. Respondents answered that they believe that the online store will not behaveinappropriately, It shows that respondents do not let the transactions are conscious and separate affect the perceived trust by the intention of online shopping.

The results of the study show that there is no relationship between the quality of the Internet and the intention to purchase online in Palestine. It was expected that the relationship between variables .As said by Wang et al, (2005) that the convenient description of the Internet is one of the factors influencing the intention of customers to purchase online. As shown in the analysis, the result shows that there is nosignificantlevel of the web quality (0.110 <0.05).Rrejectionindicatesthat there is no relationship between the quality of the web and the intention of purchasing online.

Based on the finding, the social influence has a significant correlationwith the intent of online purchase. It was found that the relationship has a significantlevel of 0.018 <0.05 and it means that it has a significant relationship. The result shows that respondents have significant levels of social impact on the intention to purchase online in Palestine.

4. CONCLUSION

4.1 Conclusion

There is no significant impact of convenience on online purchase intention, and there is a significantimpact of perceived trust on online purchase intentionsin addition,there is no significant impact of web quality on online purchase intentions, and there is a significant impact of social influences on online purchase intentions.

4.2 Implication

a. Based on this study, the independent variables of the costomer have a significant impact on purchasingintent. This result is the same as other previous studies because there are some different elements on the effect properties that give a strong and weak effect to every online store. This phenomenon can occur depends on the search sites.As we all know each site has its own environment that is different.From the study of can be considered thattrust is the most important element of online shopping compared to other elements. This means that if the company wants to get a high value of perceived trust and social influences online,in any case this does not mean that other items can not be used or excluded in the online shop study.

b. The independent variable of trust can be stated as the most important variable of online purchase intentionscompared with others elements. Social influences has asignificant level of impact on online purchase intentions. It means that if online shops wants to get high intent of customers to purchase online intentions , they can focus on advertising . However, it does not mean that other elements cannot be ruled out by the online shop.

4.3 Suggestions for Future Research

This study refers to several areas of potential future research. First, empirical data for this study were collected only using quantitative research and the questionnaire method. For future studies, other researchers may want to bring in qualitative research to obtain more detailed information from consumers. It is useful to explain the results of the empirical data. Second, the results show that the model only explained 41.8% of the variation in Palestinian consumers purchase intentions. This is due to other factors influencing the intentions of Palestinian consumers. More variables that impact online purchase intentions in Palestine can

be added. Third, online store consumption model also exist in Europe (LetsBuyIt.com) and USA (for example, Groupon.com and BuyWithMe.com).

Future research could include comparative research between an online store in Palestine and elsewhere. Moreover if another research will be conducted again in the same location in Palestine (Hebron), after few years therewill be different results because Palestine is not developed yet and the occupation does not give a space to let the online market available as in other countries.

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