

**THE EFFECT OF COLOR SCHEME ON PURCHASE
INTENTION WITH ATTITUDE TOWARDS WEBSITE
AS MEDIATION VARIABLE
(STUDY CASE ON LAZADA.CO.ID IN MALANG)**

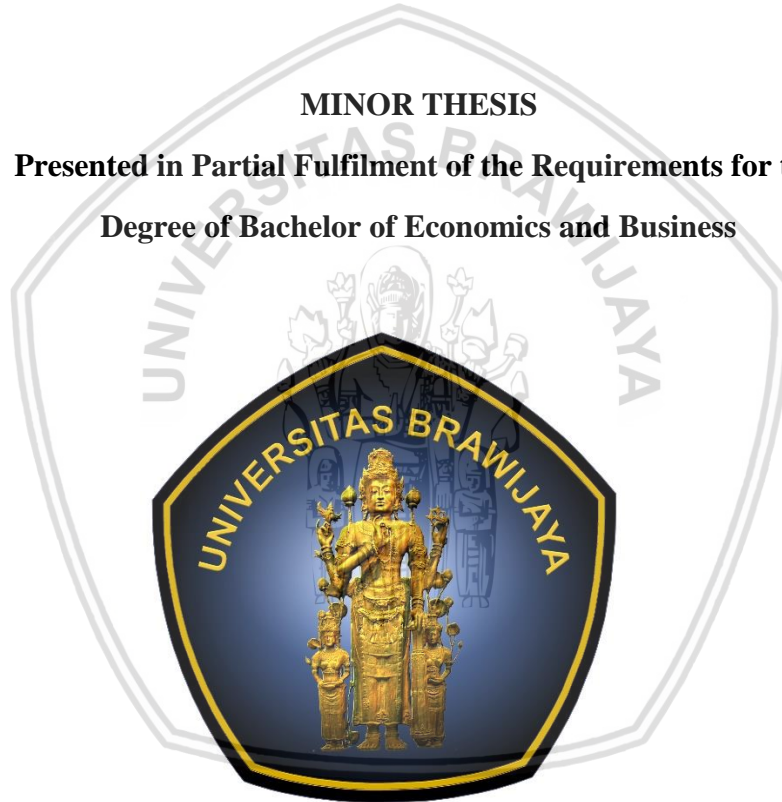
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MINOR THESIS

**Presented in Partial Fulfilment of the Requirements for the
Degree of Bachelor of Economics and Business**



MAJOR IN MARKETING

INTERNATIONAL UNDERGRADUATED PROGRAM MANAGEMENT

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITY OF BRAWIJAYA

MALANG

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APPROVAL PAGE

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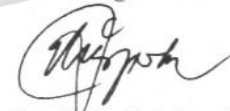


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This minor thesis writing is primarily aimed at meeting the requirement to achieve the degree of Bachelor of Economics and Business with major in Marketing, Faculty of Economic and Business, University of Brawijaya.

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TABLE OF CONTENT

APPROVAL PAGE	i
STATEMENT OF ORIGINALITY	ii
CURRICULUM VITAE.....	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	vi
LIST OF FIGURE.....	xi
LIST OF TABLE.....	xii
LIST OF APPENDICS	xiv
ABSTRACT.....	xv
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study	1
1.2 Problems of the research.....	10
1.3 Objective of the Study	11
1.4 Significance of Study.....	11
CHAPTER II THEORITICAL FRAMEWORK.....	13
2.1 Previous researches.....	13
2.2 The Definition of Marketing.....	16
2.3 Internet Marketing	17
2.4 E-commerce.....	22



2.4.1	Category of E-Commerce	23
2.5	Store Atmosphere	24
2.6	Store Online Atmosphere	26
2.6.1	Elements of Store Online Atmosphere	26
2.7	Color scheme	30
2.7.1.	Dimension of Color scheme	31
2.8	Attitude Toward Website	31
2.8.1	Definition of Attitude	31
2.8.2	The Functions of Consumer Attitude	32
2.8.3	Factors Affecting Attitude	33
2.8.4	Indicator of Consumer Attitudes	38
2.8.5	Consumer Attitudes to the Web	39
2.9	Purchase Intention	45
2.9.1	Definition of Purchase Intention	45
2.9.2	Factors affecting Purchase Intention Securities	42
2.9.3	Purchase Intention indicator	43
2.10	Research Framework	44
2.11	Hypothesis	45
CHAPTER III RESEARCH METHOD		50
3.1	Type of Research	50
3.2	Research Location	50
3.3	Data Source	51
3.4	Data Collection Method	51
3.5	Population and Sample	52

3.5.1	Population	52
3.5.2	Sample.....	52
3.6	Sampling Technique.....	54
3.7	Operational Variable Definition.....	54
3.8	Measurement Scale	58
3.9	Research Instrument Test	59
3.9.1	Validity Test.....	59
3.9.2	Reliability Test.....	60
3.10	Classic Assumption Test.....	61
3.10.1	Normality Test.....	62
3.10.2	Linearity Test	62
3.11	Data Analysis Technique.....	63
3.12	Determination Coefficient.....	53
3.12.1	Descriptive Analysis	64
3.12.2	Path Analysis.....	65
3.13	Hypothesis Testing.....	68
	CHAPTER IV RESULT AND DISCUSSION.....	70
4.1	General Description of Lazada.co.id.....	70
4.2	Characteristic of Respondent	74
4.2.1	Characteristic of Respondent Based on Sex.....	75
4.2.2	Characteristic of Respondent Based on Age	76
4.2.3	Characteristic of Respondent Based on Employment	77
4.2.4	Characteristic of Respondent Based on Income.....	78
4.2.5	Characteristic of Respondent Based on Educational.....	79

4.3	General Overview on Research Variable	80
4.3.1	Color Scheme (X) Variable	80
4.3.2	The Attitude Toward Website (Z) Variable	81
4.3.4	Purchase Intention (Y) Variable.....	82
4.4	The Result of Instrument Testing.....	83
4.4.1	Validity Test.....	83
4.5	Classical Assumption Test	86
4.5.1	Normality Test.....	86
4.5.2	Linearity Test	87
4.6	Path Analysis Test.....	88
4.7	The Result Hypothesis Test.....	90
4.8	Sobel Test.....	95
4.9	Discussion	95
4.10	Theoretical Implication	101
4.11	Managerial Implication	102
4.12	Research Limitation	105
	CHAPTER V CONCLUSION AND SUGGESTION	106
5.1	Conclusion	107
5.2	Suggestion	107
	BIBLYOGRAPHY	108
	APPENDICES	120



LIST OF TABLE

Table 1.1	Internet Users in Indonesia 2013-2016	3
Table 1.2	The Attitude of Internet Users in Indonesia in 2016.....	38
Table 1.3	The Growth of Online Shop Consumers in Indonesia	41
Table 2.1	Previous Research	54
Table 3.1	Definition of Variable	58
Table 3.2	Respondents answer score.....	60
Table 3.3	Measurement Scale	62
Table 3.4	Descriptive Analysis	91
Table 4.1	Characteristic of Respondent Based on Sex.....	90
Table 4.2	Characteristic of Respondent Based by Age	91
Table 4.3	Characteristic of Respondent Based on Status Employment	93
Table 4.4	Characteristic of Respondent Based on Income.....	94
Table 4.5	Characteristic of Respondent Based on Educational Background	95
Table 4.6	Color scheme distribution Variable.....	96
Table 4.7	Attitude Toward Website distribution Variable	98
Table 4.8	Purchase Intention distribution Variable.....	99
Table 4.9	Validity Test Results Variable Color Scheme.....	100

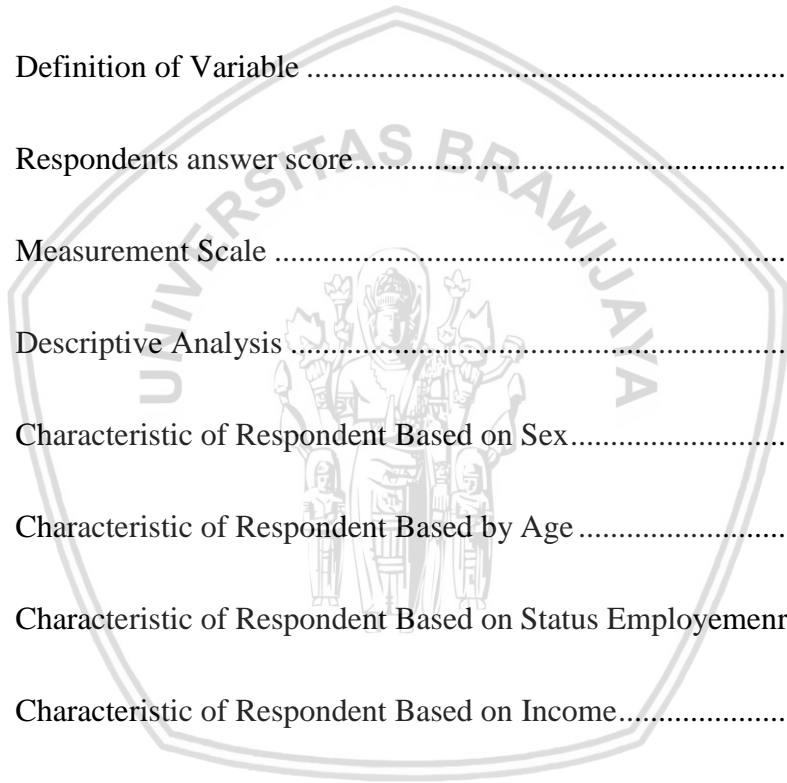
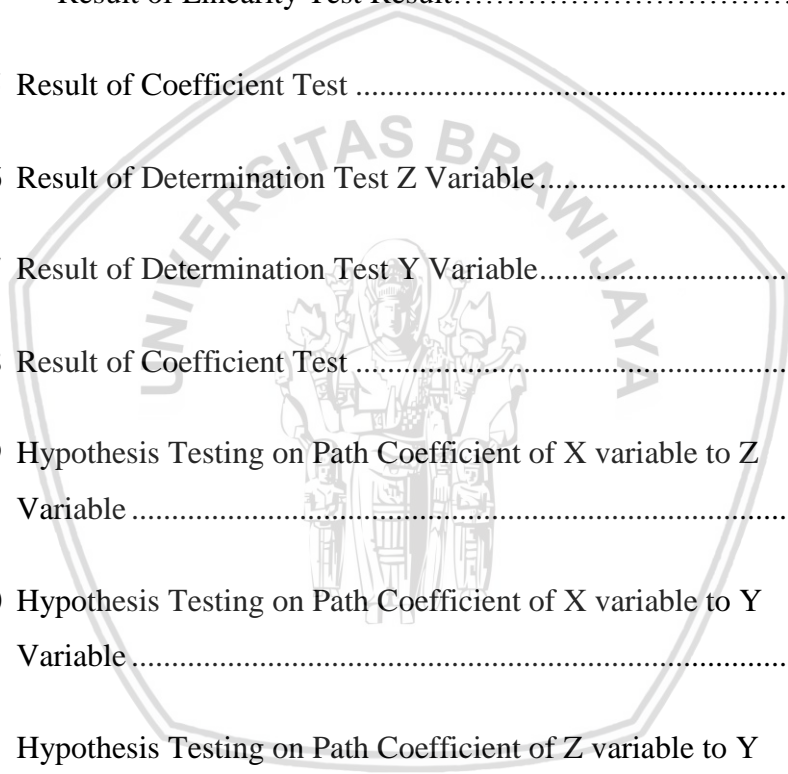
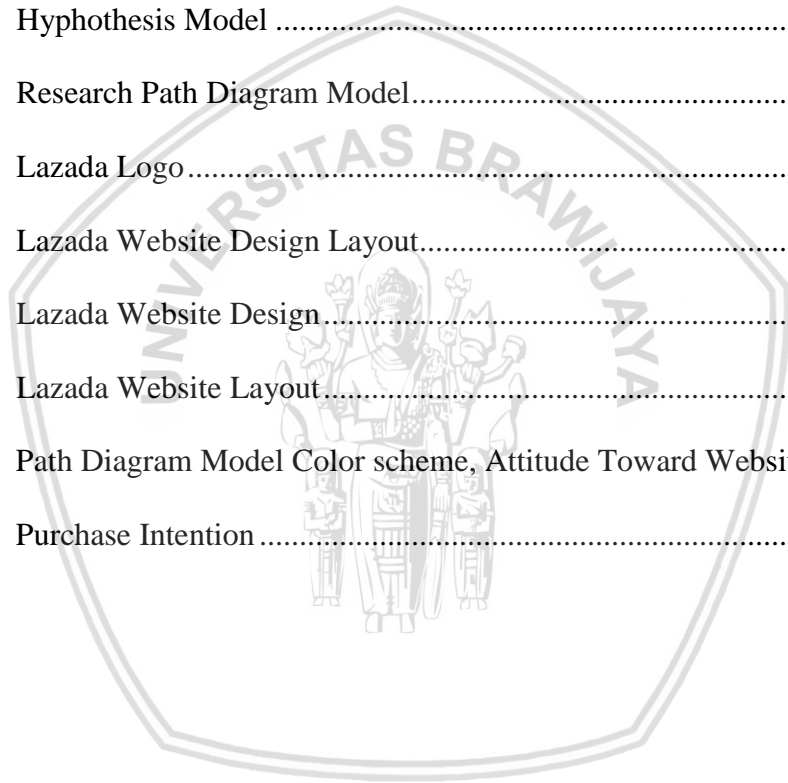


Table 4.10	Validity Test Result of Attitude Toward Website Variable	101
Table 4.11	Validity Test Result of Purchase Intention Variable.....	102
Table 4.12	Reliability Test Result	103
Table 4.13	Result of Normality Test Assumption.....	104
Table 4.14	Result of Linearity Test Result.....	105
Table 4.15	Result of Coefficient Test	106
Table 4.16	Result of Determination Test Z Variable.....	107
Table 4.17	Result of Determination Test Y Variable.....	107
Table 4.18	Result of Coefficient Test	108
Table 4.19	Hypothesis Testing on Path Coefficient of X variable to Z Variable	109
Table 4.20	Hypothesis Testing on Path Coefficient of X variable to Y Variable	110
Table 4.21	Hypothesis Testing on Path Coefficient of Z variable to Y Variable	111



LIST OF FIGURE

Figure 1.1 Growth of Online Shop Website in Indonesia 2014-2016	3
Figure 2.1 Seven Stages of Internet Marketing	38
Figure 2.2 Atmosphere and Purchase Behaviour	41
Figure 2.3 Research Framework	42
Figure 2.4 Hypothesis Model	43
Figure 3.1 Research Path Diagram Model	54
Figure 4.1 Lazada Logo	58
Figure 4.2 Lazada Website Design Layout	60
Figure 4.3 Lazada Website Design	62
Figure 4.4 Lazada Website Layout	63
Figure 4.5 Path Diagram Model Color scheme, Attitude Toward Website, and Purchase Intention	66



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ABSTRACT

The purpose of this research is to analyze the influence of color scheme on purchase intention with attitude toward website as a mediator in website Lazada.co.id in Malang. The sample in this study was customers of Lazada website in Malang Area. The research is explanatory research which explains the causal relation between the variables through hypothesis testing. The data collection technique of this study uses questionnaires and literature study. This study used 100 samples of Lazada.co.id visitor in Malang. Those samples were taken using a purposive sampling technique. Test instrument that are used for testing the research instrument are validity test, reliability test, and classical assumption test. The analytical methods that were used are path model analysis and hypothesis testing are conducted with t test using SPSS 21. The result of this study shows with using testing t is concluded that each of Color scheme has significant direct effect toward Attitude toward website. Therefore, Color scheme also has significant direct effect toward purchase intention. Attitude Toward website has significant and direct effect toward purchase intention as well. Moreover, Attitude toward website has positive effect as mediator between color scheme and purchase intention in the study of Lazada.co.id.

Keywords: *Color scheme, Attitude toward website, Purchase Intention*

**PENGARUH SKEMA WARNA PADA ATMOSFER TOKO ONLINE
TERHADAP MINAT BELI DENGAN SIKAP TERHADAP SITUS
SEBAGAI VARIABEL MEDIASI (STUDI KASUS PADA
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ABSTRAKSI

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh skema warna terhadap niat beli dengan sikap terhadap website sebagai mediator di website Lazada.co.id di Malang. Sampel dalam penelitian ini adalah pelanggan situs Lazada di wilayah Malang. Penelitian ini merupakan penelitian explanatory yang menjelaskan hubungan kausal antara variabel melalui pengujian hipotesis. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner dan studi pustaka. Penelitian ini menggunakan 100 sampel untuk responden pengunjung Lazada.co.id di Malang. Sampel diambil menggunakan teknik purposive sampling. Instrumen uji yang digunakan untuk pengujian instrumen penelitian adalah uji validitas, uji reliabilitas, dan uji asumsi klasik. Metode analisis yang digunakan adalah analisis model jalur dan pengujian hipotesis dilakukan dengan uji t menggunakan SPSS 21. Hasil penelitian ini menunjukkan bahwa dengan menggunakan pengujian t disimpulkan bahwa masing-masing Skema Warna berpengaruh signifikan langsung terhadap Sikap terhadap website. Karena itu, Color scheme juga memiliki efek signifikan dan langsung terhadap niat beli. Sikap Menuju website berpengaruh signifikan langsung terhadap niat beli. Selain itu, Sikap terhadap situs web memiliki efek positif sebagai mediator antara atmosfer toko online dan niat beli dalam studi Lazada.co.id.

Kata Kunci: *Color scheme, Attitude toward website, Purchase Intention*



CHAPTER I INTRODUCTION

1.1 Background of the Study

The rapid development of internet in this era of globalization encourages the change of culture in human life. Currently internet connection becomes one of the reliable media to seek information, communication, entertainment, and business. There are various conveniences offered by the internet media, so the internet is a very important human need for now. Indonesia becomes one of the countries that undergoes significant increase in each year for internet users (eMarketer, 2017).

Table 1.1
Internet users in Indonesia from 2013-2016

Year	Internet Users 2013-2016 (millions)
2013	72.8
2014	83.7
2015	93.4
2016	102.8

Source : eMarketer, 2017.

It can be seen on the table 1.1, as the development of technology and information in each year, internet users in Indonesia increased significantly. In 2013 internet users in Indonesia reached 72.8%. In 2014 internet users continue to increase by 83.7%, and in 2015 the use of the internet reached 93.4%. Until the year 2016 internet users in Indonesia reached 102.8%. The increase in percentage in internet.

Usage both in the year 2013 and 2016 is a proof of the progress of the digital era in this globalization era. With the increasing use of the internet then it can have both a positive impact and also a negative impact for Internet users themselves. The Internet has an influence on human life. The influence is in the form of positive and negative impact. the Internet also has a positive impact that can facilitate its users to communicate, send and receive information. The positive impact of internet certainly gives a good influence to the pattern of human life, including patterns of interaction in trade. With regard to business transactions, there are many business actors from small, medium and large are using and utilizing the advancement of internet technology as a means to win and advance their business. This is supported by the fact that internet users in Indonesia often visit the online shop that is 82.2 million or 62% of the population in Indonesia (APJII, 2016).

Table 1.2

The Attitude of Internet Users in Indonesia in 2016

No	Online visitors	Percentage	Most frequently visited Website
1	82,2 millions	62%	Online Shop
2	45,3 millions	34,2%	Personal Business
3	5 millions	3,8%	Others

Source :APJII , 2016

From table 1.2 It can be seen that in 2016, the attitude of Internet users in Indonesia shows as much as 62% in which users choose to open a website that is Online Shop. Seeing that with a high percentage of the use of an Internet then the online

shop website visitors is a very significant thing in the digital era now. Another percentage of 34.2% indicates that users use the internet to do personal business and the remaining 3.8% shows that users use the internet for other things like social media and browsing. Online Shop as a means of e-commerce is needed in today's era as it can give priority to the convenience of anyone so they can conduct transactions without having to spend more money, whether transportation or others anywhere.

E-commerce is an electronic business transaction and internal process used by a company to support purchases, sales, leasing, planning and other activities (Stair and Reynolds, 2006). In addition, e-commerce can also be defined as technology-mediated exchange between parties (individuals or organizations) as well as intra- or interorganizational-based electronic activities that facilitate such exchanges (Jeffrey & Bernard, 2004).

E-commerce website interfaces seek to entice consumers in a buying intention and manifest a buying behavior, by activating their sensorial system, specifically their sight or hearing. The perception of a website atmosphere lies almost exclusively in its visual aspect since 80% of the information processed by Internet user's brain comes from sight (Pelet, 2009). Color constitutes an important sight stimulus for online consumers, since it is a key website characteristic, associated with the information displayed as well as with the overall website aesthetics. As such, color is deemed as a significant website factor, positively influencing the frequency of a consumer visiting a website (Lemoine, 2008) and affecting online shopper responses (Eroglu et al., 2001, 2003).

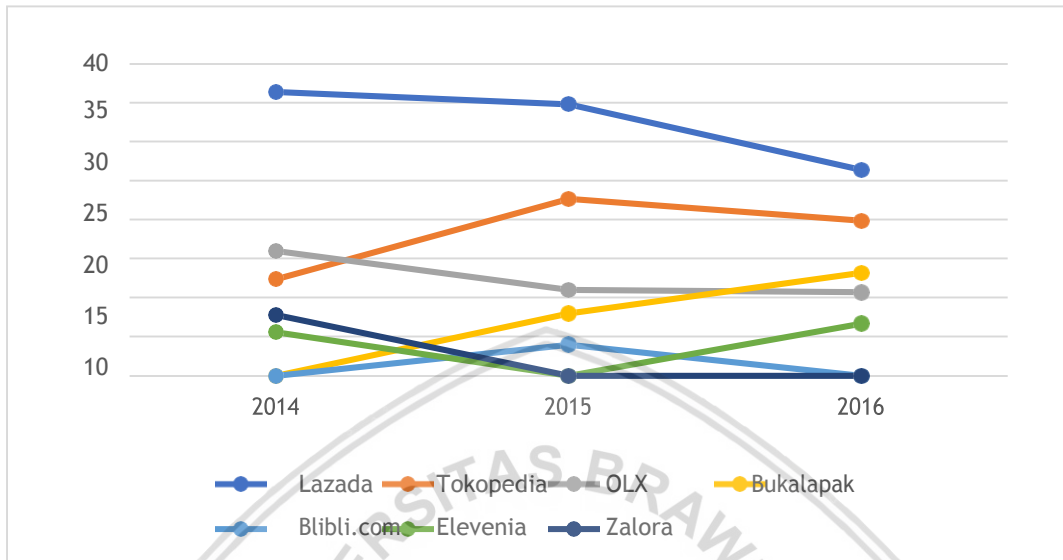
Table 1.3**List of of top 5 E-Commerce in Indonesia Most Visitors 2017**

Company Name	The total of Online Shop Visitors (million)
Lazada	58,3
Tokopedia	50,7
Elevenia	34,3
Bukalapak	30,3
Blibli	27,3

Source : Databoks,katadata Indonesia,2017

Based on table 1.3 show that the e-commerce most visitors in Indonesia According to a study conducted by the Databoks,katadata Indonesia, it was found that Lazada have the biggest amount with the 58,3 million visitors and the second is Tokopedia which have 50,7 million visitors, and in the third place there are elevenia which have 34,3 million visitors, and then there are 30,3 million visitors in Bukalapak website, and the last from the top five is Blibli from 27,3 million visitors. E-commerce competition in Indonesia is more interesting after the fund managers compete to invest money in online stores. The e-commerce is competing for Internet users to visit his shop to shop, either directly from the application or through social media (Databoks,2017)

Figure 1.1
The most popular Online Shop website in Indonesia on 2014-2016



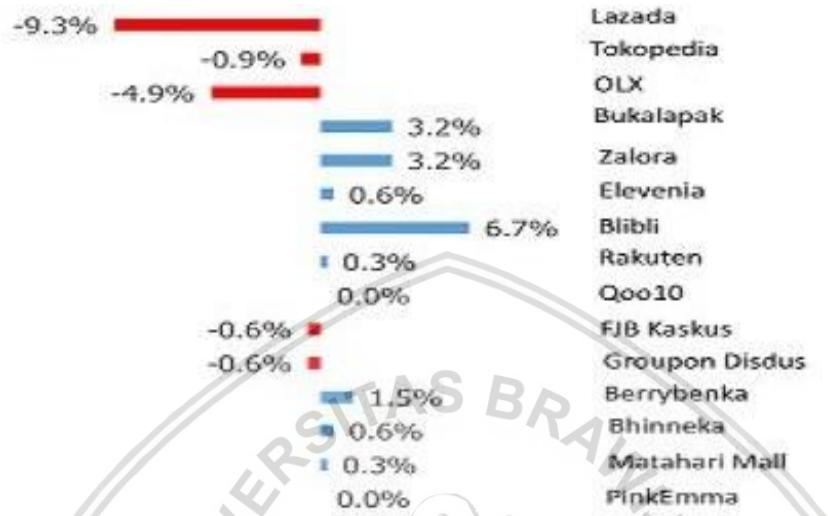
Source: W&S Indonesian Research Market, 2016

In the period of three years in 2014 to 2016, Lazada.co.id becomes an online store that occupied in the first position. This can be seen on Table 1.4 chart, from Popular Brand Index it places Lazada.co.id in 2015 by 34.8 and in 2016 by 26.4. There is a decrease in 2016 by 8.4 seeing from Popular Brand Index. The decline is due to the number of e-commerce websites emerging in Indonesia, for example Elevenia which is formerly that is in 2015 not included in the top five, then in 2016 Elevenia was ranked the top 5. In that case Lazada.co.id must take steps to set the strategy to maintain its position in the first rank in a long term.

Retaining customers especially in the early stages of interaction is what e-commerce companies need to pursue. One of the main reasons is because of the low switching cost or the cost of switching in online shopping (Brynjolfsson and Smith, 2000). The customer is very easy to switch to other sites if he does not trust and hesitate to make purchases of online stores that have been visited

.Figure 1.2

Switching In/Out Situs E-commerce di Indonesia Tahun 2015



Sumber: W&S Digital Market Research, 2016

From Figure 1.4 it can be seen that Lazada is at the minus number that categorize it as switching out. That means 9.3% of visitors of Lazada are interested to move to other sites. The percentage of migration on the lazada site is the highest when compared to other sites such as Tokopedia and OLX. This is certainly bad news for Lazada, especially if you see other competitors are in the switching zone. Online shopping sites that are in the switching zone have a certain percentage of users interested in moving to their site from other sites.

Based on the above data, it can be concluded that the e-commerce site Lazada Indonesia as a market leader has decreased in several aspects. This is an indication that the decreasing consumer interest to make purchases on the site Lazada Indonesia.



This situation is a threat that should be considered by the management, especially if you see the competitors get a better response from the community. Lazada Indonesia needs to improve its performance in order not to decrease in the following. Related to the situation, marketing strategy becomes the main priority that must be owned by every company in order to achieve its goals. Basically, the company's goal embraces the concept of marketing is to provide satisfaction to consumers in fulfilling their wants and needs. That's why there should be an effective marketing strategy that is oriented to the main consumer. One of the marketing strategies in online stores is to establish Color scheme.

Color scheme is defined as the color used in the website that can affect the emotions of consumers (Wann et al, 2004). The look of an attractive website and the availability of information that customers need are clearly seen as supporting the success of an online store (Vrochopoulos, 2010). Part of the Color scheme is the background color, percentage of white spaces, background music, fonts, color scheme (Tractinsky and Lowengart, 2007). Another design factor that defines store atmosphere for a web-based store, ie, store front design and information display. Store front design and information display is a visual factor that is the primary tool for establishing an atmospheric environment in web-based stores (Oh et al, 2007). Color scheme can enable consumers to attract and trigger purchases by consumers, creating a certain atmosphere that can then affect how consumer attitudes toward the website Lazada.co.id.

Color has always been used by human beings as an aid to recognize important information among other. In addition, it can aid an individual's memory in retaining and recalling information in many activities, including education or purchases. Similarly, in the online context, the color of an e-commerce website can possibly improve consumer attitude toward website of information presented in the website. With the large amount of information presented on e-commerce websites, attitude toward website becomes an important factor for buying online since consumers are often facilitated in their purchases when they can retain information from one page to another. This implies that attitude toward website of information in an e-commerce website may have an impact on consumer buying intention and can potentially be facilitated by the website colors (Pelet,2009).

Attitude is one of the most comprehensive evaluations and allows one to respond with likes or dislikes to the object being judged (Schifman and Kanuk, 2009). The attitude towards the website as an emotional evaluation arises after the consumer visits the website (Wann et al, 2014). In addition, is the expression of feelings that reflect whether someone likes or dislikes an object, the object can be the look of the website, brand, or service. To measure consumer attitudes toward the website, it can be seen how likely someone will make a product purchase on the website (Schiffman and Kanuk, 2004). Attitudes toward the website have a positive relationship with the intention of buying, it also shows that one's intentions are determined by attitudes toward the same website and others. Buying intention indicates that consumers are pursuing experience, the external desire of their environment to gather information about a product or service (Schiffman and Kanuk, 2009). A positive attitude toward the

website in shopping on the internet can increase purchasing intentions (Kim and Park, 2005) In addition, the positive attitude toward website influence can make consumers intend to make a purchase (Raney et al., 2003)

Buying intention can be defined as a person's intention to purchase a particular brand he/she has chosen for themselves after evaluating. We can measure purchase intentions variable eg by considering brand for purchase and expecting to buy the product in the future (Khan et al., 2012). The intention of online buying is the circumstance in which, website visitors are willing to engage in online transaction where the transaction in question is an information retrieval activity, and purchase of products that occur through the Internet network (Ling et al., 2010).

Lazada has a web design with a minimalist and modern theme of interest and distinctive, with a combination of blue sea, orange and white. In addition, the info provided by Lazada online store is complete, ranging from price, discount, product description, specifications, and discussion of the product, so consumers get clear information about the products being sold, and consumers can easily choose and compare products in Lazada. This creates a color scheme in the form of store online atmosphere on Lazada online store to be attractive, because in store front design is made with the use of attractive colors to make consumers feel interested, and on information display, complete product information ranging from product descriptions detailed, and clear product specifications. Color scheme that can be accepted by the consumer well will create attitudes towards a positive website on the consumer, so it can create buying interest on the Lazada.co.id website

The development of websites through the internet is growing rapidly, so the level of competition will be higher. This is because it can easily when a new online store entered. Lazada must be able to know the behavior of consumers in order to meet increasing sales, by forming buying interest through the color scheme, and attitude towards the website, so if the consumer behavior of these variables can be created on online stores, then can compete with other online stores and create a difference with other online stores.

Based on the aforementioned research background then this research entitles "THE EFFECT OF COLOR SCHEME ON PURCHASE INTENTION WITH ATTITUDE TOWARD WEBSITE AS A MEDIATION VARIABLE (A CASE STUDY ON LAZADA.CO.ID IN MALANG)"

1.2 Problems of the research

Based on the introduction explained above, there are four research problems proposed in this research :

1. Does color scheme has a significant effect on attitude toward websites of Lazada.co.id website?
2. Does the attitude toward website has a significant effect on purchase intention of Lazada.co.id ?
3. Does color scheme has a significant effect on the purchase intention of Lazada.co.id ?
4. Does color scheme has a significant effect on purchase intention through attitude toward Lazada.co.id website ?

1.3 Objective of the Study

Based on problems , then the research was carried out to achieve the following objectives:

1. To know if the color scheme on online store has significant affect the attitudes toward Lazada.co.id website
2. To know if the color scheme on online store has significant affect the purchase intention in Lazada.co.id
3. To know if the attitudes toward website has affect the purchase intention in Lazada.co.id
4. To know if color scheme has affect purchase intention through attitude toward website in Lazada.co.id

1.4 Significance of Study

The results of this study are expected to provide many benefits to several parties, which are :

1.4.1 For practitioners

This research can provide insight to prospective business practitioners to:

1. Run e-commerce to develop the business and find out factors affecting the purchase intention
2. Develop marketing strategies that can increase purchase intention in Online shop

1.4.2 For Economic and Business Faculty of Brawijaya University

This research result can be used as :

1. An economic and scientific development, especially related with e- commerce and retail management.
2. This study can also be used as reference material to increase knowledge and information for further research in the development of related sciences

1.4.3 For scholars

This research result can be used as :

1. This study is beneficial as an evaluation media of the curriculum relevance of a wide range of majors especially in international program of management. Generally it contributes a lot to the Faculty of Economics and Business Brawijaya University.
2. This research is beneficial as a reference for future research studies that have the same basic concept on e-retail.management

CHAPTER II

THEORETICAL FRAMEWORK

2.1 Previous researches

To provide further information and clear views, the researcher decided to discuss and analyze some previous researches. This can help the researcher to get a clear research framework and basic methods. This study uses 5 journals as the main guidance derived from Wan-yih Wu, 2013; Manganari and Adam, 2008; Angela and Jeffrey, 2008; Anis-allagui and Jean-francois, 2007; Febrianto and Jeanne 2012.

The first journal is written by Wan Yih-wu (2013). The study was conducted by distributing questioner method to 652 students in Taiwan. The results of the analysis of this study indicate that store layout design has a significant impact on the passion and emotional attitudes toward the website, and therefore has a positive influence on purchasing intentions. In addition, the atmosphere has more effect on emotional arousal than store layout design. The Second Journal of Manganari and Adam, (2008) explains that all research methods undertaken from 1998 - 2008 provide static results that Color scheme and consumer behavior provide static results that are interconnected with one another.

Meanwhile, the third journal by Anis-allagui and Jean-francois, (2007) is about online store store to visitors online shop in France. This study was conducted by giving a questionnaire of 171 valid questionnaires, the sample consisted of 85 men and 84 women, and the results obtained from the researcher is the Color scheme has a strong influence on the mood that supports to create buying interest, but the attitude towards

the website which is explained by the Color scheme does not affect purchasing intentions.

The fourth journal is by Pelet Jean-Eric, 2009 which Using questionnaire with 440 respondent using Descriptive and explanatory factor analysis, and the results for the two groups of Web Atmospheric have a positive impact on affective responses and The colors has affect the mood and the memorization to the buying intention. In a recent study Tommi Utriainen (2017), found there are numerous proven effects of atmospherics on consumer behavior. The different atmospherics and their effects in traditional stores have been widely researched, but the field of e-store atmospherics still lacks information on many levels. Many of the researches studying e-store behavior used in this review draw conclusions about how consumers are likely to behave in the internet, based on some other studies actually studying the effects of those atmospherics in a non-internet environment

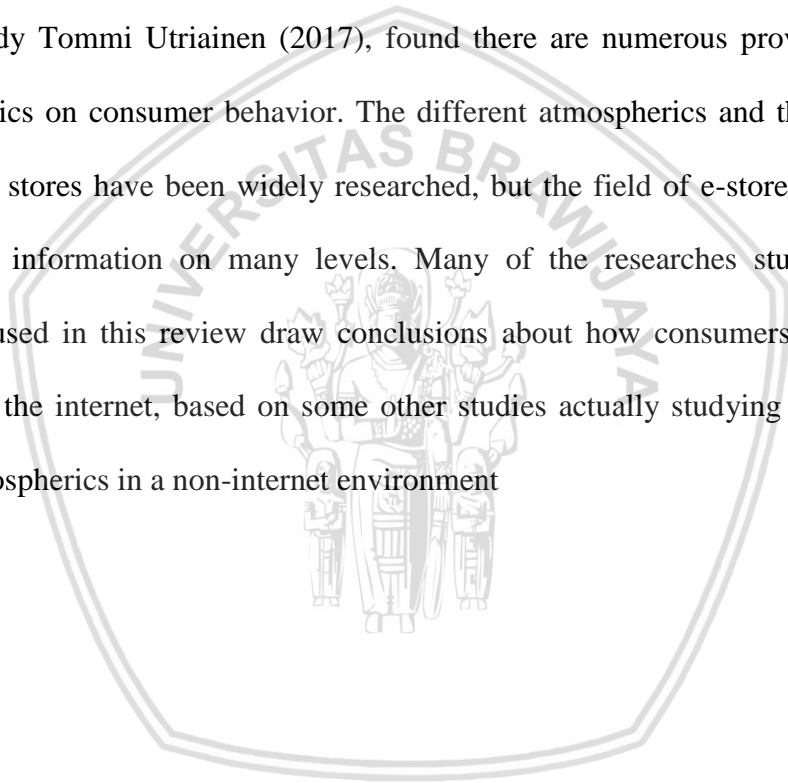


Table 2.1
Previous researches

No	Name and year	title	Variable	Research method	Result
1	Wan-Yih Wu (2013)	How can online store layout design and atmosphere influence consumer shopping intention on a website?	Independent: 1.Website Atmosphere 2.Layout Design 3. Emotional Arousal Dependent 1.Purchase Intention	Simple regression analysis	The Color scheme and consumer attitude give significant effect on purchase intention
2	Emmanouela, Manganari and Adam (2008)	Store Atmosphere in Web Retailing	Independent variables : Store Online Atmosphere Dependent variable : Consumer Behaviour	interdisciplinary research approach empirical analysis	There is no comprehensive empirical research collection in online stores The atmosphere exists in this paper is an important reference for concise information for the future Research advice for both academician and practitioners.
3	Anis-allagui and Jean-Francois (2007)	The effect of web interface features on consumer online purchase intention	Independent variable 1.Online Store environment Mediator Attitude Dependent variable 1.Purchase Intention	Descriptive Analysis and Exploratory Factor Analysis	The main results show that all atmospheric factors have a positive impact on mood, which in turn strongly influence online purchase intentions. However, attitude toward the website was partially explained by atmospherics and did not impact purchase intentions.
4	Pelet Jean-Eric, 2009	The Effect of Colors of E-commerce Website On Mood, Memorization and Buying Intention	Independent Variable: 1. Colors 2. Mood 3. Memorizing Dependent Variable 1. Buying Intention	Using questionnaire with 440 respondent using Descriptive and explanatory factor analysis	The colors has affect the mood and the memorization to the buying intention
5	Tommi Utriainen (2017)	The Effects of E-Store On Consumer' Buying Behaviour	Independent Variable: 1.E-store Atmosphere 2. E- Retail Dependent Variable: Purchase intention	Simple linear regression analysis	didn't find a significant effect of music on behavior when shopping online, but the research was done in a rather questionable manner where the music played was not on the website itself, but in the laboratory room where the subjects were browsing their websites.

Source : Secondary Data, 2017



Previous research has the same variables, items, theories and methods with this study as a guidance for completing this study. Although some variables are not covered in this study. The object of each study is not similar depending on the focus, but most of the data uses the same way. It is expected that this research can help the writer to guide the research to have a clear hypothesis to know the variables measured for higher quality research results.

2.2 The Definition of Marketing

Marketing management is the art and science of choosing target markets and acquiring, maintaining and growing customers by creating, delivering and communicating superior customer value (Kotler, 2009). This definition recognizes that marketing management is a process that includes analysis, planning, implementation and control of goods, services and ideas; based on exchange and its purpose is to provide satisfaction for the parties involved. Thus, it can be seen that the task of marketing management not only offers goods or services that suit their needs and market demands, establishes effective prices, communications and distribution to inform, influences and serves the market but it is also influences the level, time and composition of demand to help the company achieve its goals.

From the above definition it can be seen that marketing management as a process that includes analysis planning, implementation and control, as well as products or services based on exchange and aims to generate satisfaction to the parties involved.

2.3 Internet Marketing

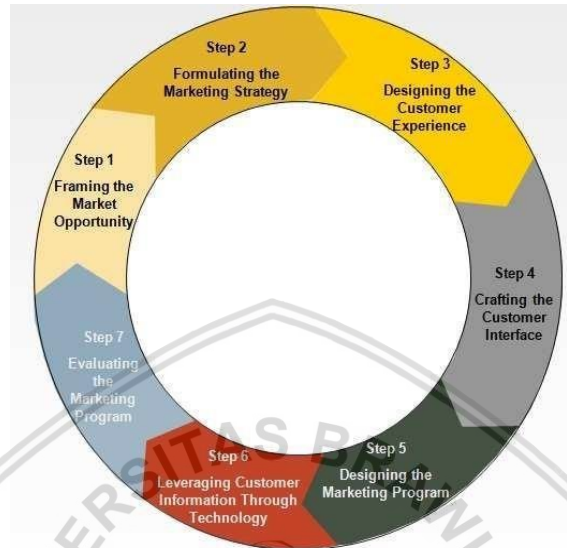
The definition of internet marketing is web marketing, online marketing, or marketing of products or services over the internet. In this case, Internet marketing offers information and transactions more efficiently but not necessarily produce a more competitive advantage in a sustainable manner. It is very important to note that this is not just about internet-users but about customers (Shukla, 2010).

Internet marketing is traditionally marketing by using the web in developing long-term relationships with customers, thereby creating a competitive edge for the company by allowing it to charge higher prices for products and services than its competitors (Laudon and Traver, 2013) Internet marketing is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and services that can satisfy the goals of both parties (Mohammed and Jaworski, 2003)

1. Seven Stage of Internet Marketing

Internet Marketing has a variety of theories and models. One particular theory that fits this research is the theory of Seven Stage of Internet Marketing (Mohammed, fisher & Jaworski, 2003)

Figure 2.1
Seven Stage of Internet Marketing



Source : (Mohammed, Fisher, & Jaworski, 2003)

2.3.1.1 Phase 1: Framing the Market Opportunity

This stage includes analyzing market opportunities and collecting data from online and offline systems to create opportunities. Ways of market opportunity analysis can be seen from the six steps listed below:

1. Investigate Opportunities on the Value of Current System or New System

In this section it is used to identify broadly which areas will be entered into by new companies and what opportunities can be obtained to enable companies to enter the market.

2. Identify Unmet Customer Needs

The creation of a new value is based on doing a good job of looking at what the customer needs by identifying the business processes within the existing company to see if the current system meets the customer's needs or not

Determining Target Customer Segmentation

Segmentation is the process of grouping customers based on their similarity.

After grouping customers into different segments, the company must determine the target segment of the company.

3. Assess the Resources Needed to Offer

At this stage, the company must identify the resources that can be offered to customers as well as that technology

4. Assess the Power of Competition, Technology, and Corporate Finance on Opportunities

5. Assess Go / No Go

At this stage, the final decision-making based on every available opportunity is successfully analyzed by the company.

2.3.1.2 Phase 2: Formulating the Market Strategy

In the previous stage has been taken Go / No-Go decision, then the next step is to determine the online marketing strategy. This stage includes three main components, namely:

1. Segmentation
2. Targeting
3. Positioning

2.3.1.3 Stage 3: Designing the Customer Experience

At this stage we will strive to design the experiences we expect to get from customers of the company. There are three stages in building customer experience, namely:

2.3.1.4 Stage 4: Crafting the Customer Interface

In designing a good interface, a 7C's Frameworks is used to identify the main view design faced when implementing a business model. These elements, namely:

2.3.1.5 Stage 5: Designing the Marketing Program

At this stage is the design of marketing programs is used to aggregate marketing strategy in combination and it can move the target customers of each stage of awareness about the company's products into the commitment phase and ends in the dissolution stage. There are four customer relationships, namely.

a. Awareness

The stage in which the customer has basic knowledge information or views on the company or products offered by the company but it has not started communication with the company.

b. Exploration / Expansion

The stage in which customers begin to communicate and act is likely to lead to closer relationships, where customers begin to be interested in exploring the company's website and look for information in it.

c. Commitment

This stage involves a responsibility to the product or company. Customers will periodically access the website and provide views and attitudes that reflect loyalty.

d. Dissolution

This stage occurs when one or both parties (companies and customers)

2.3.1.6 Stage 6: Leveraging Customer Information Through Technology

Companies can use technology help in acquiring, analyzing, and utilizing information about customers so that the company will better understand and know customers to know what customers need. This can be done through:

1. Marketing Research

It is a tool that helps a company to understand and fulfill the wishes and wishes of its customers, which can provide information on the quality and usefulness of the products and services customers need.

2. Database Marketing

Is a tool consisting of acquiring customer information. Analyzing this information is useful for estimating customer responses on particular offers, and making marketing decisions based on expected responses.

3. Customer Relationship Management

It is a tool that establishes long-term profitability from customers and maintains key customers. Customer information is the power and customer information system can make the company increase its strength.

2.3.1.7 Stage 7: Evaluating Marketing Program

This last stage evaluates all marketing programs whether it reaches the target or not. It uses parameters to measure the success of an online marketing program and whether it matches the objectives of the company. In this phase, it uses the Marketing Metrics Framework which consists of:

1. **Financial Metric:** it is used to measure basic results of the overall level.
2. **Customer-Based Metrics:** it is used to see the performance of marketing in building customer-oriented assets that will be generated financially.
3. **Implementation Metrics:** it is used to see how effective and good performance elements in marketing programs are in terms of building customer-oriented assets.

2.4 E-commerce

Electronic commerce is the buying, selling and marketing of goods and services through electronic systems such as radio, television and computer network or internet (Wong, 2010). Then there is another e-commerce understanding of business transactions and internal processes which are electronically used by companies to support purchases, sales, leasing, planning and other activities (Stair and Reynolds 2006). E-commerce is the use of internet and web for business transactions formally and digitally between organizations and individuals (Loundon and Traver, 2012).

There are 8 unique features in e-commerce technology (Loundon and Traver, 2012):

1. **Ubiquity:** Internet / web technology is available anywhere such as office, home and other places and can be accessed via mobile devices.
2. **Global Reach:** Internet / web technology that has been able to reach the whole world.
3. **Universal Standards:** A technology standard that is spread by all countries to the world.

4. Richness: The wealth of information refers to the complexity and content of a message, such as video, audio and text messages.
5. Interactivit: Technology that enables 2-way communication between sellers and buyers resulting in transactions.
6. Information Density: Technology in reducing costs in obtaining information and improving the quality available to all market participants.
7. Personalization / Customization: Seller may target his marketing to customers specifically by obtaining customer information such as name, interests or last purchase.
8. Social Technology: User Content Generation and Social Networking, Internet and e-commerce have grown to be more open by making it easier for customers to create and distribute content or information on a web or social media such as photos, videos, music to the whole community.

2.4.1 Category of E-Commerce

The four general categories of e-commerce include:

1. Business-to-customer (B2C). In B2C companies sell products or services to individual customers.
2. Business-to-business (B2B). In B2B companies sell products or services to other companies.
3. Consumer-to-consumer (C2C). In this C2C participants in the online market can buy and sell goods. Because one party acts as a seller, thus it is considered as a company. C2C transactions may also fall into the B2C category.

4. Business-to-government (B2G). In B2G companies sell products or services to government and government agencies. Therefore B2G is considered as a part of B2C.

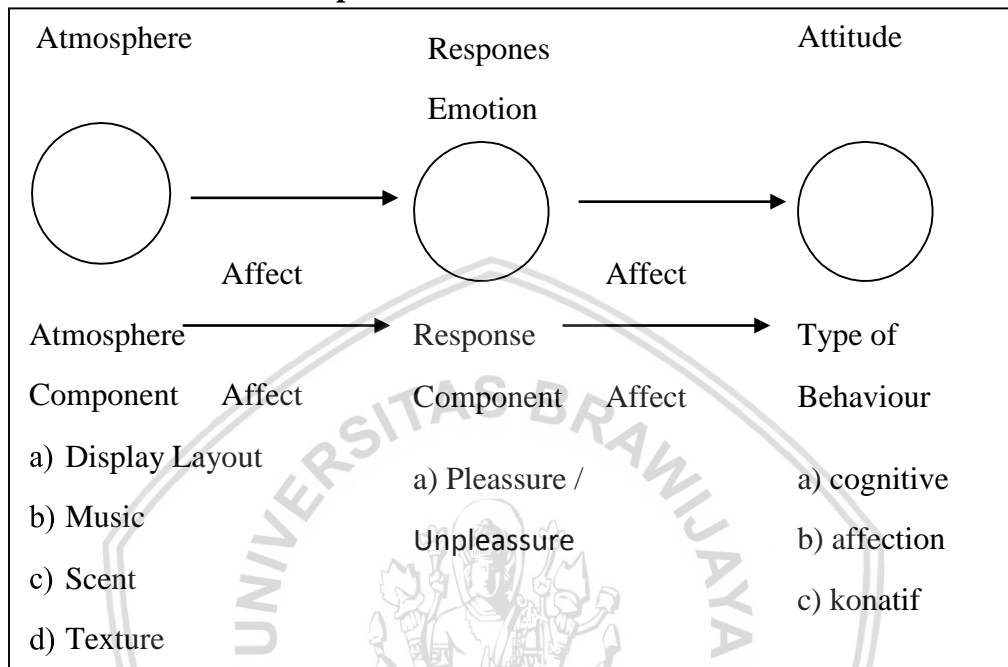
2.5 Store Atmosphere

2.5.1 Definition

Store Atmosphere is the design of the environment through visual communication, lighting, color, music, and perfume to design an emotional response and customer perception and to influence customers in buying goods (Utami, 2006). Atmosphere is a planned atmosphere that suits the target market and which can attract consumers to buy as store atmosphere causes or affects purchases (Kotler, 2005). Store Atmosphere is a combination of physical characteristics of stores such as architecture, layout, lighting, display, color, temperature, music, aroma as a whole will create the image in the form of consumers (Utami, 2010).

Store Atmosphere can be described as a change to the design of a purchasing environment that produces special emotional effects that can lead consumers to purchase actions. A store must establish a planned atmosphere in accordance with its target market and can attract consumers to buy in the store. Store atmosphere affects the shopper's emotional state, which then encourages to increase or decrease spending. Emotional state consists of two dominant feelings (pleasure or passion). The combination of these elements affects consumers to spend less or more time in the store. For more details explanation, it can be seen in the picture below:

Figure 2.2
Atmosphere and Purchase Behaviour



Source: Mowen & Michael, 2002

The above picture, explained that when the atmosphere of the consumer is passionate in a positive way, the buyer tends to spend more time in the store, and this situation may cause the purchase to increase. Conversely, if the environment is unpleasant and excites consumers negatively, then the buyer may spend less time in the store and make a little purchase.

Based on several definitions mentioned above, it can be concluded that store atmosphere is all the aesthetic and emotional effects created through the physical characteristics of the store, where everything is related to the five senses (sight) of consumers and can affect consumer emotions to make a purchase.

2.6 Store online Atmosphere

Store online Atmosphere is an overview of buyers and experience in online store shopping, Store online Atmosphere is the design of the web environment to create positive effects for users to improve responses that benefit both sides (eroglu et al, 2000). web atmospherics can be defined as the conscious designing of web environments to create positive effects (e.g., positive affect, positive cognitions, etc.) in users in order to increase favorable consumer responses (e.g. site revisiting, browsing, etc.). When marketers design web interfaces in order to entice consumers, they are utilizing web atmospherics (Dailey,2002)

2.5.1 Element of Store online Atmosphere

Unlike conventional store atmosphere, Store online Atmosphere has different Element, (Manganari, Siomkos and Vrechopoulos, 2008). which consists of several dimensions including:

- a. Virtual Atmosphere
 - Background color

The background color is usually the most prominent color on the website having the most screen area.

- Store online Atmosphere

Store online Atmospheres are arrangements or patterns of color or colored objects that are understood as the formation of a unified whole. Adapted to the online context, the object is a visual element on the website. Harmony of color

is a term related to the Store online Atmosphere. Although the exact definition is not agreed upon, Burchett (2002) defined it as two or more uniform colors to produce a satisfying affective response.

- Percentage of white space

Percentage of white space is used in various types of documents, such as academic journals. There are spaces at the edges, on each of the four sides; There is a white space between lines of text. This is for a reason: it gives the reader a more satisfying reading experience, though it does not affect our reading or comprehension speed (Bernard et al., 2000; Chaparro et al., 2004). White space, or sometimes called negative space, is an open space found among other design elements or objects (Pracejus et al., 2006).

- Background music

Sound in online stores can be divided into two categories: content and sound atmosphere (Coorough, 2011; see Fiore and Kelly, 2007). Content refers to, for example, a music CD clip that gives the consumer a chance to listen to music before purchasing. The background music can be considered equivalent to the sound of the atmosphere.

- Fonts

Font is defined as an important factor that forms the typeface given on the screen to produce text. The World Wide Web has been restricted to only a few core fonts as any font can be embedded on the website (Smashing Magazine, 2009). As this increases the number of fonts that can be used online, more attention should be paid to the selection of fonts. People assign

personality for typing, such as elegance, candor and friendliness (Brumberger, 2002)

- Appeal scent

The look of a balanced website in combining different colors.

- Touch appeal

The appearance of the website allows the researcher to interact (do click) on each menu

b. Virtual Theatrics

E-commerce are enabled to make their store look like a "theater" through the use of images, graphics, animations and icons. Complexity refers to the wealth of elements in settings (Rosen and Purinton, 2004) and it is often operationalized by the use of images, graphics and animations. The simpler background of web pages is generally more effective. The mood resides in retailing the web and attracts rather than the more complex (Stevenson et al., 2000). For that website with medium complexity evaluated better than low or high complexity (Martin, 2005).

1) Animation techniques

- There are animations that match the product characteristics.
- Animation is proportional and does not interfere with content

2) Image

- The image size is proportional and pictures not broken

3) Vividness

- The color of the website is clear / not blurred

- Interactivity
- The menus on the website have a clear path
- The link does not confuse the user

c. Virtual social presence.

The effects of virtual social presence on online consumer responses are not well documented in the literature to date. Store online Atmosphere uses web counters to communicate consumer preferences to their stores, but no specific findings support its impact on online consumer behavior (Clark et al, 2004).

1) Web counter

There is a statistic website that shows how many visitors

2) Comment from other visitor

There is a menu to provide comments / suggestions

3) Crowding

The website is easy to access / not heavy despite having many visitors.

Store online Atmosphere is a dynamic, complex and competitive sector where companies provide various products and services to buyers via the internet (Kilic and Senol, 2010). Unlike conventional store atmosphere, Store online Atmosphere has different dimensions (Manganari, 2008). The measuring tool used in this study was self-developed questionnaire by the researcher with reference to the aspects proposed by Manganari, Siomkos and Vrechopoulos (2008).

2.7 Color in Store online Atmosphere

The first important type of virtual atmospherics is color and Store online Atmosphere, and is probably the most effective one when operating in web stores. It includes the background color, Store online Atmosphere used in the entire site and the variation between different tabs (Manganari & al. 2009).

Color influences e-consumer behavior in multiple ways (Wu & Yuan. 2003). For example in their study Wu and Yuan found out how the changes in background color vs. foreground color and their luminance as well as highlighting text vs. not highlighting text influences the consumers' visual preferences and reading performance. In addition (Gorn, Chattopadhyay, Sengupta and Tripathi,2004) investigated the effects of screen color on time perception. It seemed that colors that created relaxed feelings in the consumers made the perceived passage of time slower and therefore the experience of download time was diminished.

Another important visual factor is product presentation. The display of products on the right colored background is crucial. Biers and Richards (2005) found that when introducing expensive products on a cool background color, the potential of purchase increased. The product presentation style affects consumers' perception of the product's quality and value (Kim, Kim and Lennon, 2009). Also product presentation in the right manner encourages impulse purchases (Tomi Utirainun,2017)

2.7.1 The Dimension of Color Scheme in Store online Atmosphere

Manganari, Siomkos and Vrechopoulos (2008). The theory includes the following four dimension:

- Attractive (Website Color is Attractive-unattractive)

The attractive size of a color can be seen from the combination and the combination of the number of colors used on the website component either in the background color, header color, button color, or image contained in the contents.

- Bright (Website Color is Dull-Bright)

The brightness of a color can be seen from how the combination of bright colors and dark colors on a website.

- Lively (Website Color is Unlively- lively)

Fun and live colors on a website can be measured by the suitability of color with the product or the suitability of characteristics with the user segment.

- Stimulating (Website Color is Boring-stimulating)

The color that stimulates the user is a blend of colors with animations, images, and videos used to focus the user on clicking on certain parts of the website.

2.8 Attitude Toward Website

2.8.1 Definition of Attitude

Everyone has a tendency to behave in a fun or unpleasant way to a particular object. Attitude is one of the most important concepts that companies use to understand consumers. Companies are very concerned about consumer attitudes toward their products, because a positive attitude will result in purchases, not only from consumer

concerned but recommendations to friends and family will also result in profitable purchases of the company. Conversely, negative attitudes toward the product will result in rejection, and this attitude will continue to influence others. Here are some definitions of attitude: Attitude is a tendency that is exposed in behaving in a fun or unpleasant way to a particular object. (According to Schiffman and Kanuk in Susanta, 2008) " Attitude is a consumer feeling response that can be a feeling of likes or dislikes towards a particular object (Sangadji and Sopiah, 2013). According to *Kamus Besar Bahasa Indonesia* (KBBI), the consumer is any user of goods and / or services available in the community, whether for self-interest, family, other people or other living beings and not for trading. classify consumers into two kinds of individual consumers and consumer organizations (Schiffman and Kanuk 2008). Individual consumers are individuals or individuals who purchase products (goods, services, or ideas) for self-consumption (eg, electronic notebooks), for home use, or for consumption with friends. While the consumer organization is defined as an institution or agency that buys products (goods, services, or ideas) to be traded or for the benefit of the agency / institution. Based on the above definition it is known that Consumer Attitudes is a combination of beliefs, feelings, and the tendency to behave towards an object.

2.8.2 The Functions of Consumer Attitude

There are four functions of attitude (Schiffamn and Kanuk cited by Sumarwan, 2011), namely:

1. Utilitarian Functions

Someone says his attitude to an object or product because it wants to

benefit from the product or avoid the risk of the product. Attitude serves to guide behavior to get positive measurements or avoid risk.

2. Maintain Function

Ego Attitude serves to protect a person from a doubt that arises from within himself or outside factors that may be a threat again himself. Such an attitude serves to enhance the sense of security of self and overcoming external threats.

3. Value Expression Function

Attitude serves to express the values, lifestyle, and social identity of a person. Attitude will describe the interests, hobbies, activities, and opinions of a consumer.

4. Knowledge function

Curiosity is one of the important consumer characters. It is consumers needs to always want to know about many things

2.8.3 Factors Affecting Attitude

There are several factor that can affect consumer attitude

1. Cultural factors have the most widespread and profound influence on consumer behavior. Cultural factors consist of several elements,

a. Culture

Culture is the most fundamental determinant of a person's desires and behaviors, consisting of a set of values, perceptions, preferences, and behaviors through his family.

b. Subculture

Subculture is a small part of the culture that gives more specific identification and socialization of its members. Subcultures include nationality, religion, racial groups, and geographic areas. Subcultures form many important market segments and marketers often design products and marketing-related programs made to meet their needs.

c. Social class

Social classes are relatively homogeneous and fixed parts of a hierarchically arranged society whose members have similar values, interests, and behaviors. The social class shows the preference of the product and brand in a particular field such as clothing, home furnishings, leisure activities and vehicles.

2. Social factors, Behavior of a consumer is also influenced by social factors such as:

a. Reference group

The reference group consists of all groups that have a direct or indirect influence on one's position or behavior. The group in question is the group in which the person is located or interacting. Most of these groups are primary groups that tend to be informal like family, friends, neighbors, and co-workers. The other is a secondary group that tends to be formal like religious groups, professions, and trade association groups.

b. Family

The family is the most important consumer buying organization in the community. Family members are the primary group with the greatest influence.

The intended effect is a more direct influence on the daily buying behavior, for example in a procreative family consisting of spouses and children. Marketers are interested in the relative roles and influence of a husband, wife and children in purchasing various products and services. Their role and influence will vary across different countries and social classes.

c. Roles and status

Someone participates in many groups throughout his life. A person's position in each group can be defined in terms of role and status. People will tend to choose products that communicate their roles and status in society.

3. Personal factors

A buyer's decision is also influenced by personal characteristics such as the buyer's age and life-cycle stages, occupations, economic circumstances, lifestyle as well as the personality and personal concepts of the buyer.

a. Age and stage of life cycle

People buy different goods and services throughout their lives. One's consumption is influenced by the stages in the family life cycle such as the stage of celibacy, young couples, family and children and families without children.

b. Work

A person's work can affect his consumption patterns. A worker will buy work clothes, work shoes, food boxes and so on, while a president of a company will buy expensive clothing, air travel, yachts and so on.

c. Economic situation

The choice of product is strongly influenced by one's economic condition.

These economic conditions include income spent, savings and wealth, debt, borrowing power and stance on spending and saving.

d. Lifestyle

One's lifestyle is one's lifestyle in a world expressed in one's interest and income. The lifestyle depicts the entire person who interacts with his environment. Marketers will look for a link between their product and the lifestyle of the group.

e. Personality and personal concept.

Every person has a different personality. Personality is a different psychological characteristic of a person that causes a relatively consistent and persistent response to his environment (Umar, 2000). Personality is usually explained by innate traits such as self-confidence, dominance, autonomy, differences in social conditions, self-defense conditions, and adaptability. Personality can be a useful variable in analyzing consumer behavior when personality types can be collected and there is a strong correlation between a particular personality type and a choice of product or brand.

4. Psychological Factors

The choice of one's purchase is influenced by four main psychological factors namely (Kotler 2000) :

a. Motivation

A need becomes a motive when it reaches a sufficient level of Intensity. Motives are a sufficient need to encourage a person to act, satisfy the need and reduce his tension.

b. Perception

Perception is defined as the process by which a person selects, organizes and interprets information inputs to create meaningful images. Perception depends not only on physical stimuli but also on the stimuli associated with the surrounding environment and individual circumstances.

c. Knowledge

Knowledge explains the change in the behavior of an individual that comes from experience. The knowledge theorist says that one's knowledge is generated through the processes that most influence from stimuli, stimulants, clues, responses and reinforcement.

d. Trust and attitude of establishment

A person will gain trust and stance through acting and learning. This will then affect their buying behavior. Trust is the descriptive thought that a person holds about a thing. Trust can create a product image and people act on that image. The buyer will explain the cognitive evaluation of the favorable or unfavorable, emotional feelings, and the tendency of one's established actions towards an object or idea. People tend to have a stand against almost anything.

2.8.4 Indicator of Consumer Attitudes

Travers, Gagne and Cronbach agree that attitude involves 3 (three) interconnected components and this opinion seems to be accepted today: cognitive, affective and conative (Azwar, 2007).

1) Cognitive

The cognitive component is an aspect of attitude with respect to the

individual's judgment of the object or subject. Information that enters the human brain, through the process of analysis, synthesis, and evaluation will produce new values that will be accommodated or assimilated with existing knowledge in the human brain (Azwar, 2007). In another sense the cognitive component contains all thoughts and ideas pertaining to the object of attitude. And the contents of one's thinking include things that know about the object of attitude. It can be a response or belief, impression, attribution, and assessment of the object of attitude earlier (Sarwono & Eko, 2009).

2) Affective

Affective attitude is to show the emotional dimension of attitudes, the emotions associated with the object. Objects here are perceived as fun or unpleasant (Sarwono & Eko, 2009) According to Oliver affective refers to the aspect of feelings of consciousness, in contrast to aspects of the mind that further reflect the cognitive component. While emotions include "incarnation, various forms of effect, and cognitive interpretation of effect that can be given a single description" (Tjiptono, 2006). The affective component of attitudes includes a person's feelings or emotions toward the object of attitude. The existence of an affective component of attitudes, can be known through feelings of likes or dislikes, happy or unhappy about the object of attitude. The content of feelings or emotions in a person's research on the object of this attitude coloring the attitude becomes a boost or power / power (Sarwono & Eko, 2009).

3) Conative

Conative attitude is basically a tendency to do, in verbal form. This

intention is expressed through a statement of desire to do or tendency to do (Azwar, 2007). Behavioral components can be known through the subject's responders with respect to the attitude object. Response in question can be action or action that can be observed and can be intention or intention to perform certain deeds in connection with the object of attitude (Sarwono & Eko, 2009).

2.8.5 Consumer Attitudes to the Web

Attitude on the website as an indicator of how effective the use of the website by consumers. Research shows that attitudes toward advertising are positively related to brand and buying interest (Eun and Kim, 2009) and attitudes affect brand selection and brand beliefs when shopping (Lee, et.al, 2004).

Factors that contribute to shaping consumer attitudes toward advertising are entertainment, information, irritation, credibility, interactive, and demographics (Wang et al., 2002). Important factors affecting consumers' attitudes toward the website are ease of use, product information, entertainment, dating, and trust (Elliot and Speck, 2005).

a. Ease of use

Ease of use as one of the characteristics of websites include: ease of navigation, clear information organization, and logical information flow. Website design facilitates efficient and effective use. The ease of use should improve a person's ability to process product and purchase information, reduce the cost of finding information, search faster, and increase the likelihood of search success, and improve attitudes toward the website.

b. Information

Information includes important website characteristics, including: the amount

of information, the accuracy of the information, and the form of information about the products and services offered on the website. Consumers can not view products or services physically before buying, they are highly dependent on the information to determine, compare, and then choose. The information include text, tables, graphics, photos, audio, and video. Good information on the website will greatly help the consumers to make better decisions, feel more confident about their decision, increase their shopping satisfaction, and improve their attitude on the website.

c. Trust

Trust is very important for many consumers. Many consumers are afraid that their data are being used improperly. Factors that may affect consumer confidence in the website are favored and trustworthy (as well as sales people or advertisements), situational normality (professional website appearance), and structured guarantees (policy, privacy, and third party assurances). Trust is an important factor for retail websites (Zeithaml, Parasuraman, and Malhotra, 2002).

d. Recency

Recency is everything up-to-date in the website. If the website looks up-to-date it will be assumed that the company made adjustments and updates, and this is a condition to be trusted and credible. Recency is not just a data update, it also includes news, special promotions, upcoming event announcements, or anything that refreshes the content and appearance of the website. Recency is an important determinant of attitudes towards the web website especially for consumers with low involvement (Wang et al. 2002, Elliott and Speck, 2005)

e. Customer support

Customer support helps in the shopping process like: searching, comparing, selecting, ordering, and following. Factors which ease the use of the website guides the consumer shopping process, while the customer support is meant in case there are conditions that are less than the normal process. Just like when someone is shopping and he needs salesperson because there are other things that need to be asked or needed.

2.9 Purchase Intention

2.9.1 Definition of Purchase Intention

Purchase intention is the desire to have a product. Purchase intention will arise if a consumer has been affected to the quality and quality of a product, information about the product, ex: price, how to buy and weaknesses and product advantages over other brands (Durianto, 2013). In addition, Purchase intention in a product arises because of the basic belief in the product that is accompanied by the ability to buy the product (Simamora, 2011). In the process of evaluating the purchasing decision process, consumers establish the likes / interests of brands within a set of choices, consumers may also form interest in buying the most preferred product (Kotler, 2012). It can be said that Purchase intention is a mental statement from the consumer that reflects the purchase plan of a number of products with a particular brand. It is very necessary to know the interest of consumers to buy a product for both marketers and economists to use Purchase intention variable to predict consumer behavior in the future. The growing number of person's Purchase intention is caused by elements consisting of three stages (Bearman, 2001).

Stimulation is a requirement to encourage or cause a person to act;

Consciousness is something that enters a person's thinking and is influenced by the product and service itself; and Information Search, namely: internal information sourced from the consumer itself in choosing a product or service that can satisfy itself while external information is obtained from outside the consumer, for example through advertising or social sources (friends, family, and colleagues), ensure characteristic of the existing selection, that is, consumers compare several similar products and then choose one product that is considered capable of satisfying it; Alternative selection is a stage which is done if consumers face a difficult choice of products or services. Intention is a source of motivation that can encourage a person to do what he wants. Basically intention is a form of acceptance of a relationship between a person's self with something outside himself, the stronger or closer the relationship the greater the intention (Efnita, 2010)

Purchase intention is the possibility that the consumer will plan or be willing to buy certain products or services in the future (Wu et al., 2011).

2.9.2 Factors affecting Purchase Intention

Factors that influence consumers' Purchase intention are (Asseal, 2002).

1. Environment

The environment can affect consumer's Purchase intention in choosing a particular product.

2. Marketing Stimuli

Marketing seeks to stimulate the consumer to attract Purchase intention which includes interesting ads. Purchase intention is shaped by influence, consumer attitudes toward a product and their belief in quality, in this case the marketer must understand

the consumer's wishes.

Consumer buying interest is attitudes, interests and actions undertaken by consumers in the process of making decisions and planning the purchase of a number of brands. Consumer interest is heavily influenced by the product selection characteristics of the benefits of a product and the price determined by the marketer

2.9.3 Purchase Intention indicator

Buying interest can be realized when finding criteria that match the desires of the customer (Febryan, 2010). Buying interest often does not appear in the mind that sometimes becomes the reason customers do not buy goods or services that have been purchased frequently. Buying interest can be identified by measuring the following variables (Ferdinand cited by Dwityanti, 2008):

1. Transactional dimension

The tendency to buy a product.

2. Preferential dimensions

An interest that illustrates the behavior of someone who has a primary preference for the product.

3. Explorative dimensions

An interest that illustrates the behavior of a person who is always looking for information about the product he is interested in and seeking information to support the positive characteristics of the product.

4. Referential Interest, namely the tendency of a person to reference the product to others.

Purchase Intention has two dimensions as follows (Yi-shuang Wu,2013):

1. Intention

- I intend to try the product / service. It is the desire of consumers to always find information about the product and try to try the products offered by the company.
- I will consider buying the product. It is a desire from customers to consider buying the product.

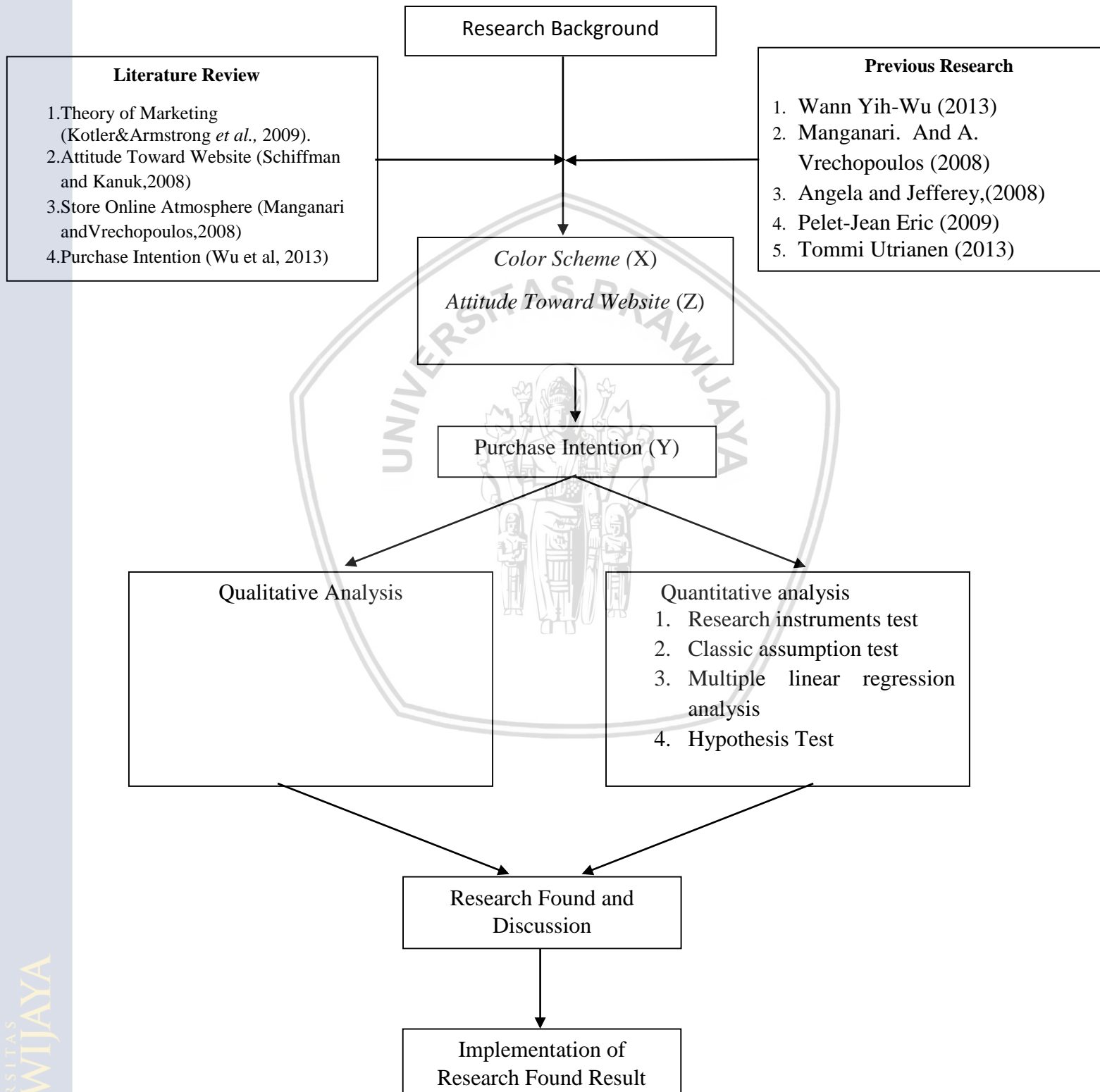
2. Desire

- It makes me desire to buy the product. It is a decision from customers to buy products offered by the company.
- In the future, I intend to seek out the product / service. It is the desire of the customers that in the future they will use the product continuously and are willing to provide information about the product to others.
- In the future, I intend to buy the product. It is the desire of my future customers

2.10 Research Framework

As it has been described previously, the research framework serves as a step or stage of the research process to express a systematic inquiry (Pearce D, 2012). The research design or model is an action plan related to the research (Gupta, 2006). This study uses online shop visitors of Lazada.co.id website. This research was conducted by distributing questionnaires to Indonesian society. This process aims to determine whether Color scheme and Attitudes toward website support Purchase Intention in online shop activities. Thus, the researcher sets up the research framework as follows

Figure 2.3
Research Framework



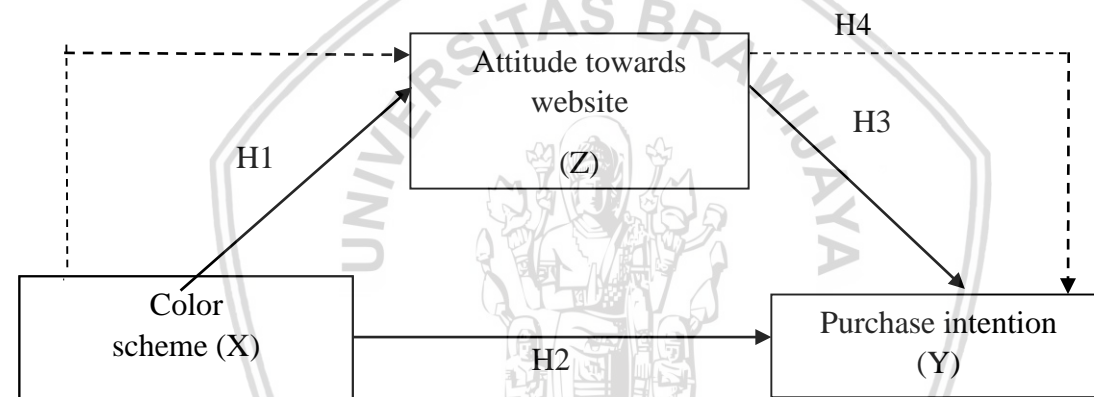
Source: Researcher, 2017

2.11 Hypothesis

The hypothesis is a provisional, but testable, statement that predicts what the researcher hopes to find out the empirical data. In addition, the hypothesis can be proved and corrected if supported by empirical data or facts in the field (Sekaran and Bougie, 2010). The concept of the hypothesis is as follows:

Figure 2.4

Hyphothesis Model



Source: the researcher's , 2017

Remarks Explanation:

Indirect affect ---->

Direct affect —>

Based on research problems, research objectives, literature review, and previous researchers, there is one free variable that is Color Scheme and attitude toward website that will be used as a mediation variable in this study. The hypotheses of this research are:

2.1.1 Color Scheme and Attitude towards website

Color Scheme plays an important role in affecting customers' attitude toward the website. A website design that is more conducive to users' tasks will generate more positive attitude among users and increase their willingness to revise the website (Hong et al, 2004). In particular, design factors can be viewed as visual elements, such as Ballantine, 2005; Manganari et al., 2009).

H1: Color Scheme affects the attitude of online shoppers

2.1.2 Color Scheme and Purchase Intention

Pelet-Jean Eric (2009) color seems to play a big role. It serves to retain consumers longer on the e-commerce website according to certain criteria related to their perception of the interface. In particular, pleasure is increased with use of colors whereas the boredom can result from a weak use of them (Lemoine, 2008). This duration can help maintaining user interest in a site (Bucklin and Sismeiro, 2003, Hanson, 2000) and give users more time to consider and complete purchase transactions (Bucklin and Sismeiro, 2003).

H2: Color Scheme has affect to purchase intention

2.1.3 Attitude towards website and purchase intention

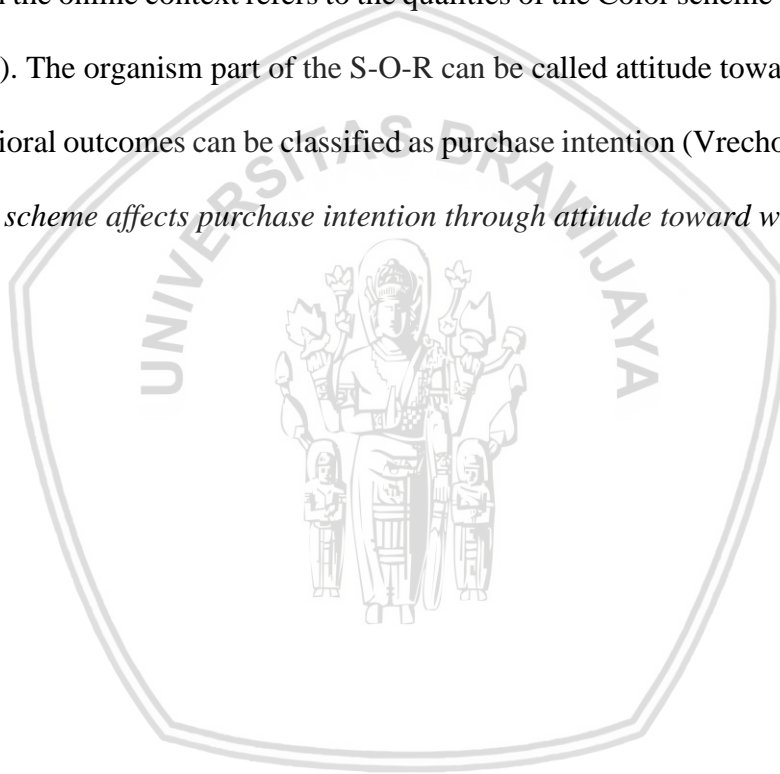
Consumers that have a good store experience because of an interesting store atmosphere will have a lot of great shopping experiences (Wan et al, 2013). Attitude toward the website as a predisposition to respond in a consistently favorable or unfavourable manner to the internet (Martinez-Lo'pez et al, 2005). In fact, attitude is a multi-component construct of supportive intentions (Farley and Stasson, 2003).

H3: *Attitude toward the website affects consumer's purchase intention.*

2.1.4 Color Scheme, Attitude towards website, and Purchase Intention.

Attitude to website of consumer can mediate the relationship between the Color Scheme and Purchase Intention (Vrechopaolos et al, 2008). The S-O-R framework as a proper model for the investigation of online consumer behavior. Specifically, the stimulus in the online context refers to the qualities of the Color scheme (Vrechopaolos et al, 2008). The organism part of the S-O-R can be called attitude toward website and The behavioral outcomes can be classified as purchase intention (Vrechopaolos, 2008).

H4: *Color scheme affects purchase intention through attitude toward website.*



CHAPTER III

RESEARCH METHOD

3.1 Type of Resarch

Research can defined as a somewhat intimidating term for some, is simply the process of finding solutions to a problem after a thorough study and analysis of the situational factors (Sekaran and Bougie, 2013). The method used for this research is explanatory research which is research that describes causal relationships between variables through hypothesis testing (Singarimbun and Effendi, 2006). Therefore, explanatory research is a research used to test hypotheses about the relationship between variables (causal relationship).

This research explains and determines the relation among phenomena for the research. By using quantitative approach that focusing on hypothesis testing. Based definitions, the aim of choose this model research to know about relationship between independent variable toward dependent variable and intervening variable. This research is used to measure the relationship between independent variable which is *Color Scheme (X)* toward *Purchase Intention (Y)* as dependent variable and intervening variable which is *Attitude Toward Website(Z)*.

3.2 Research Location

Research Websites are places where researchers conduct research activities to obtain the required data. This research was conducted in Malang.

3.3 Data Source

To complete this research, it is necessary supported by complete, up-to- date, and valid data. This research used two kinds of data which are primary data and secondary data.

1. Primary Data

According to Sekaran and Bougie (2013) primary data can refers to information gathered first-hand by the researcher on the variables of interest for specific purpose of study. The data was obtained and collected directly in the research process. In this research, the primary data obtained from the respondents through questionnaire.

2. Secondary Data

Secondary data defined as the information collected from sources that already exist (Sekaran and Bougie, 2013). The data is usually gathered from library or previous studies report. The secondary data sources may include from any literatures, books, journals, articles downloaded from internet, and previous thesis.

3.4 Data Collection Method

The followings are the data or information collection techniques used in this study:

a. Questionnaire/Surveys

According to Sekaran and Bougie (2013) a questionnaire is a pre- formulated writtenset of questions to which respondents record their answers, usually within rather closely defined alternatives. It also generally less expensive and time

consuming than interviews and observation moreover designed to collect large numbers of quantitative data.

b. Library Studies

Library studies means searching for complement data in the literatures include books, article journals, and scientific essay.

3.5 Population and Sample

3.5.1 Population

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics set by the researchers to be studied and then drawn conclusions (Sugiyono, 2012). In this study, the population is People who stay in Malang

3.5.2 Sample

According to Sekaran and Bougie (2013) sample is subset of the population. In other words, some members of sample is selected from population. Meanwhile, another definition is sample refer to part of the number and characteristics possessed by this population (Sugiyono, 2014). If the number of population is too high and researcher may not learn all of that caused by limited of time, fund, and force, thus researcher can use the sample taken from population. According to Roscoe (1982) in Sugiyono (2014) which proposes rules sample size as follows:

1. The size of sample which appropriate for most research is more than 30 and less than 500.
2. The samples will divided into sub-samples such as male or female where the minimum size of each category is 30.
3. In a multivariate study (including path analysis), the size of sample should be greater than the number of variables in the study (preferably 10 times or more).
4. For a simple experimental research with rigorous experimental control (match pairs and so on), successful research may possible with the size between 10 up to 20.

In this research, the numbers of variables studied are three variables involving one independent variable (*Color Scheme*) one intervening variable (*Attitude Toward Website*), and one dependent variable (*Purchase Intention*). According to Roscoe opinion, the minimum sample size in this research should be 30 respondents ($3 \times 10 = 30$), and the number of respondents in this research is 100 respondents in total. The number of these 100 respondents was obtained from the amount of indicator which is ten multiplied by ten ($10 \times 10 = 100$). In addition, the number of 100 respondents was included into appropriate sample size rule in a study as (Roscoe in Sugiyono, 2012) that the number of appropriate sample rules to be studied is 30 to 500. The number of 100 respondents is also expected to improve the accuracy of data to be generated from this study.

3.6 Sampling Technique

Sample selection is conducted by non-probability sampling design using purposive sampling technique, as the sampling technique based on certain considerations (Sugiyono, 2014). Purposive sampling was chosen because there often many limitations that prevent researcher in taking samples in random. It is expected that by using purposive sampling criteria, the samples obtained are completely in accordance with the research conducted. The purpose of purposive sampling is to obtain sample of people who meet predetermined criteria (Cozby, 2009). Those criteria are:

1. Respondents have already know the website lazada.co.id.
2. Respondents with minimum age of 17 years, where at that age a persons have already got adult predicate according to WHO, so they can determine and assess something well.

Selection of purposive sampling technique was done to improve the accuracy of the research result, because the researcher could not do randomly distributed questionnaire (random sampling). In the purposive sampling procedure, the researcher first gives a preliminary question to filter whether the respondent really knows and shopping in lazada for answers when filling out valid and reliable questionnaire. Giving questionnaire will stop if researchers have get 100 respondents.

3.7 Operational Variable Definition

The definition of operational variables is the element of research that gives an explanation on how to measure a variable in other words operational variables is a kind of clue up how to measure variables (Singarimbun and Effendi, 2009).

a . Color Scheme (X)

Color Scheme is a dynamic, complex and competitive sector where companies provide various products and services to buyers via the internet (Kilic and Senol, 2010). In store online atmosphere, Color scheme has different dimensions (Manganari, 2008). The measuring tool used in this study was self-developed questionnaire by the researcher with reference to the aspects proposed by Manganari, Siomkos and Vrechopoulos (2008). The theory includes the following four aspects:

- Attractive (Website Color is Attractive-unattractive)

The attractive size of a color can be seen from the combination and the combination of the number of colors used on the website component either in the background color, header color, button color, or image contained in the contents. The ability to combine the various colors can make visitors feel interested in visiting a website.

- Bright (Website Color is Dull-Bright)

The brightness of a color can be seen from how the combination of bright colors and dark colors on a website. A good website has a fitting blend of bright colors and dark colors so that the impression is not happily blinding the eyes or tiring the eyes so that visitors can survive longer on the website.

- Lively (Website Color is Unlively- lively)

Fun and live colors on a website can be measured by the suitability of color with the product or the suitability of characteristics with the user segment. For shopping websites it is better to use primary colors combined with illustrative images.

Stimulating (Website Color is Boring-stimulating)

The color that stimulates the user is a blend of colors with animations, images, and videos used to focus the user on clicking on certain parts of the website.

The combination can be a flickering animation on a product that is being discounted or promo.

b) Attitudes Towards Website

Attitude towards a website is defined as an emotional evaluation that occurs after browsing a website, whereas purchasing intentions refer to the probability and willingness to buy (Wan-Yih wu, 2013). In addition, Attitudes toward the website as a predisposition to respond consistently good or unfavorable to the internet (Martinez Lopez, 2005). In fact, attitude is a multi- component construct comprised of affective responses, cognitive responses, and behavioural intentions (Farley and Stasson, 2003).

- **Affective Responses**

Influence based attitudes refers to an emotional evaluation consisting of emotions and feelings.

- **Cognitive Responses**

Cognition-based attitudes are beliefs that consist of judgments and thoughts related to the attitude of the object.

- Behavioral Evaluation

Behavioral Evaluation is a tendency of verbal or open (nonverbal) behavior by an individual and consists of observable actions or responses that are the result of an attitude object

c) Purchase Intention

Purchase intention is measured by the probability or likelihood that people will engage in certain buying behavior. In this study there are three types of purchase interest (Soderlund and Ohman, 2005)

- Intentions as Expectation is an individual's assessment of the consumer's subjective probability will perform certain behaviors in the future.
- Intention as Plans is an individual planned options to perform certain behaviors in the future.
- Intention as Wants is an Individual desire to make purchases after going through the stage of expectations and planning in an object.

The description of each aspect is explained as follows:

Table 3.1
Definition of Variable

Variabel	Indicator	Item	Source(year)
Color Scheme (X)	a. Attactive	a. Website Colour is attractive	Wan-Yih wu (2013)
	b. Bright	b. Website Colour is Bright	
	c. Lively	c. Website Colour is lively	
	d. Stimulating	d. Website Colour is Stimulating	
Attitude toward websites (Z)	a. Affective Responses	a) comfortable website b) likeness website	Wan-Yih wu (2013)



Continue from table 3.1

		design	
	b. Cognitive Responses	a) spending time for browsing b) pleasant	
	c. Behavioural Evaluation	a) Nice to buy neatness of the website b) Like sharing to the others c) Not willing to buy in this website	
Purchase Intention (Y)	a. Intentions as Expectation	a) Intention to purchase on this website in the near future	Wan-Yih wu (2013)
		b) Like to purchase on this website in the near future	
	b. Intention as Plans	c) Plan to purchase on this website in the near future	
	c. Intention as Wants	d) Consider purchasing on this website in the near future	

Source: Researcher,2017

3.8 Measurement Scale

Measurement of variables in this study is indicated by the value of respondents' answers on measurement indicators. The data collection by questioning based on the items is done by questionnaire. Measurement of existing items is interval scale, data with interval scale is data that has been sorted. So the measurement scale used in this research is Likert scale.

According to Sugiyono (2012), "Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena."

The measured variable is defined as a variable indicator. These indicators serve as a starting point for compiling instrument items that can be questions or questions.

Respondents

were asked to respond to each question by choosing one out of five responses.

Scoring on this scale begins with the numbers 1 (One) to 5 (five) as described in table 4 below.

Table 3.2

Respondents' answer Score

No	Respondent's answer	Score
1.	Strongly agree (SA), very good (VG)	5
2.	Agree (A), Good (G)	4
3.	Doubtful (D), Neutral (N)	3
4.	Disagree (D), bad (B)	2
5.	Strongly disagree (SD), Extremely bad (EB)	1

Source: Sugiyono (2014)

3.9 Research Instrument Test

In quantitative research, the main part for research instrument is valid and reliable. Furthermore, validity and reliability test are necessary to do formerly in order to know the extent the research instrument can be trusted. The research instrument is otherwise valid or invalid if the question item in questionnaire was able to express what will be measured, meanwhile questionnaire is declared reliable if the respondent's answer toward the question is consistent or stable over time (Sugiyono, 2014).

3.9.1 Validity Test

Validity is the level of reliability and validity of the measuring instrument

used. Instrument said to be valid if it shows that the measuring tool used to obtain the data is valid or can be used to measure what should be measured (Sugiyono, 2012). A valid measurement is the right instrument-right to measure what it wants to measure. Validity test is useful to know if there are items statement on the questionnaire that must be removed / replaced because it is considered irrelevant. The technique to measure the

validity of the questionnaire is done by calculating the correlation between data on each statement with the total score, using the product moment correlation formula, as follows:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{[N \sum X^2 - (\sum X)^2][N \sum Y^2 - (\sum Y)^2]}}$$

Note: r_{xy} = Coefficient of correlation

N = the number of samples

X = Item of the variable being tested

Y = Total score of all tested variable items

This calculation will be done by using SPSS software to find valid and deceased item numbers. This calculation is also need to be consulted with table r product moment with validity assessment criterion;

- a. If r arithmetic $\geq r$ table (at 5% level) then it can be said the questionnaire item is valid
- b. If r arithmetic $< r$ table (at 5% level) then it can be said the item questionnaire

is not valid

3.9.2 Reliability Test

The reliability test is useful for determining whether the instrument, in this case the questionnaire, can be used more than once, at least by the same respondent and will produce consistent data. In other words, the reliability of the instrument characterizes

the degree of consistency. Reliability is the degree of consistency and stability of data or findings (Sugiyono, 2012).

Reliability is calculated using Alpha Cronbach coefficient formula. The alpha value ranges from 0 to 1. Measurement measures will be said to be reliable if at least the alpha value is 0.6. Reliability Test Formula is as follows:

$$\alpha = \left[\frac{N}{N-1} \right] \left[1 - \frac{\sum \sigma^2_{item}}{\sigma^2_{total}} \right]$$

Note : α = Cronbach's alpha

N = The number of questions

σ^2_{item} = Variants from questions

σ^2_{total} = Variants from score

3.10 Classic Assumption Test

Classical Assumption Test of a model is performed to obtain a regression model (influence) that is really capable of providing unbiased or reliable estimation (Ghozali, 2006). According to Ghozali (2006), to ensure that the regression model

obtained has predictive capability and fulfill the assumptions, the model has already fulfilled the underlying assumptions. Classical assumption test in this research will be done with two test that is normality test and Linearity Test.



3.10.1 Normality Test

The purpose of multiple regression normality assumption test is to examine whether in a regression model, the dependent variable, independent variable or both have a normal distribution or not. A good regression model is when the data distribution is normal or near normal (Ghozali, 2011).

According Ghozali (2011:112), the way to detect whether residual distribution is normal or not is by seeing the spread of the data (points) on the diagonal axis of the graph, or by looking at a histogram of the residual on the basis of the following consideration; if the data is spread around a diagonal line and follow the direction of the diagonal line or histogram graph, it shows a normal distribution pattern, then the regression model meets the assumptions of normality; on the other hand (2) if the data spread far from the diagonal line or histogram, the data is not normally distributed which means that the regression model does not meet the assumption of normality

3.10.2 Linearity Test

Linearity assumption is used to explain all relationships between variables that exist in the model which is a relationship that follows a straight line, not a curved line (Irianto, 2010). Relationships that follow a straight line means the regression equation can be used to make predictions, whereas if the form of non-linear or curved more suitable to be used to hold explanations. The linearity assumption test is done by comparing the Means in SPSS 17 program, then see the significance value of Linearity, if the significance value is less than 0.05 then it can

be said that linearity assumption has been fulfilled. It is better if the significance value is more than 0.05 then linearity assumption is not fulfilled which means there is no linear correlation of every research variable.

3.11 Data Analysis Technique

The researcher uses survey method by using questionnaire which contains statements hence in technique of measuring data, the researcher uses Likert Scale. According to (Sugiyono, 2014) Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. Translation of variables into indicators of variables serve as a starting point for compiling instrument items that can be statements or questions. This study uses Likert scale that has gradation from very positive to very negative into five levels, following table 3.6 which is the measurement of measurement scale.

Table 3.3
Measurement Scale

Answer	Score
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

Source: Sugiyono (2014)

3.12 Determination Coefficient

According to Ghozali (2011) the coefficient of determination (R^2) essentially measures how far the model's ability to explain variations of independent variables. The small value of R^2 means that the ability of the independent variables to explain the variation of the dependent variable is very limited, otherwise if the value of R^2

approaching one means the independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2011). The coefficient of determination used in this study is adjusted R^2 value because the independent variables used in this study are more than two variables. In addition the adjusted value of R^2 is considered to be better than the value of R^2 , since the adjusted value of R^2 can rise or fall if one independent variable is added to the regression model (Ghozali, 2011).

3.12.1 Descriptive Analysis

Descriptive statistics involve transforming raw data into a form that will provide information to illustrate a range of factors in a situation. This is done by ordering and manipulating the raw data collected (now, 2011). In this research, descriptive statistic is done to give description or description of the data that has been collected by looking at the average value, the highest value and the lowest value (Ghozali, 2013). Here's the descriptive analysis division:

Table 3.4
Descriptive Analysis

No	The scale of respondents' answer	Score category
1	1,00 – 1,80	Very disagree
2	1,81 – 2,60	Disagree
3	2,61 – 3,40	Neutral
4	3,41 – 4,20	Agree
5	4,21 – 5,00	Very Agree

Source: Ghozali,2013

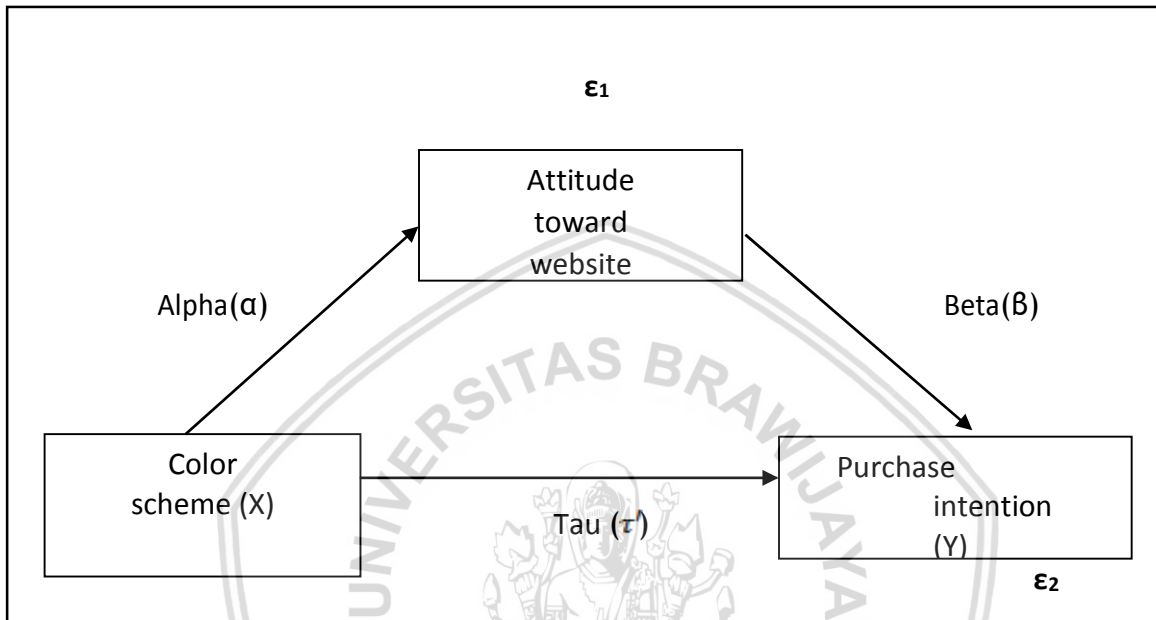
3.12.2 Path Analysis

Path analysis is used to describe and test the relationship between variables in the form of causation, thus in the relationship model among variables, there are independent and dependent variables (Sugiyono,2012). Path analysis also a model of a tool for testing the existence of statistical analysis of the relationship between variables X and Y variables (Bungin, 2009). Path analysis model is useful to know the causal relationship; furthermore this path aims to find out the direct or indirect relationship of cause of some variables (exogenous) to the variable result (endogenous). Path analysis provides a framework for the researcher to think more carefully about how the X variable is related to the Y as well as the X variable is related to each other. Moreover, to know the relationship between X variable to Y variable with or without Z variable which a mediator.

Stages in performing analysis using path analysis are (Solimun in Maharani, 2013):

1. Designing models based on concepts and theories on path diagrams using two kinds of relationships that are direct and indirect:
 - Direct states the influence of free variables (Color Scheme) to the dependent variable (Purchase Intention).
 - Indirect expresses the indirect influence between the free variable (Color Scheme) on the bound variable (Purchase Intention) through intervening variable (Attitude Toward Website).

Figure 3. 1
The Model of Line Diagram Hypothesis



Source: Researcher,2018

2. Look for the influence directly and indirectly

To seek influence directly between endogenous and exogenous variables, then it must be made in advance with appropriate structure equations of the flow chart contained in the line.

a. $Z = PX + \epsilon_1$ (Substructure 1)

b. $Y = PX + PZ + \epsilon_2$ (Substructure 2) Description:

X = Color Scheme Y = Purchase Intention

Z = Attitude Toward Website

ϵ_1 = Residue Variable or variables that affect Y1, but not discussed in this study ϵ_2 = Residue Variable or variables that affect Y2, but not discussed in this study Logical steps to testing for a mediator:

- a. Test if there is significant relationship between X and Z (total causal effect of X on Z), record this effect
- b. Test if there is significant relationship between X and Y (Total causal effect of X on Y), record this effect
- c. Estimate the effect of X and Y have simultaneously on Z, record the Y and Z effect as β

If τ' is not significantly different than zero, then the causal effect of X on Z is fully mediated by Y. if $\tau' < \tau$ but τ' is still statistically significant, then it could be say therelationship between X and Z is partially mediated by Y. Sometimes see

$$\frac{|\tau| - |\tau'|}{|\tau|}$$

by the mediator Y.

4 Calculates the individual path coefficients

Furthermore, to determine the significance of the path analysis, then the probability value of 0.05 is smaller or equal to the probability value of Sig or ($0.05 < \text{Sig}$), then Ho is accepted and Ha is rejected, meaning not significant. probable value; 0.05 is greater than or equal to probability value Sig or ($0.05 > \text{Sig}$), then Ho is rejected and Ha is accepted, meaning significant.

5 Summarize

Summarize the results of research and compare with the results of previous research. Finally, it is continued by summarizing the results of the study as a whole and provide good advice for further researchers and research objects.

3.12 Hypothesis Testing

According Sugiyono (2014) hypothesis is defined as a temporary answer to the formulation of research problems. The truth of the hypothesis must be proven through the collected data. Hypothesis testing is a procedure used to test the truth of a statement statistically so that it can be deduced to decide whether the statement is rejected or accepted. This test is done by comparing t_{count} and t_{table} with significance level $t < 0,05$ (5%) and at free degree degree $df = n - k - 1$. If $t_{\text{count}} > t_{\text{table}}$ then the independent variable has no effect on the dependent variable. Similarly if the significance of F under 0.05 then simultaneously independent variables affect the dependent variable, and vice versa if the significance is above 0.05 then the independent variable has no effect on the dependent variable.

3.13 Sobel Test

Testing of hypothesis mediation can be done with procedure developed by sobel (Ghozali, 2011) and also known as test of sobel. Sobel test is done by testing the strength of indirect effect of X to Y through Z. The Sobel Test formula is the following:

$$sab = \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2}$$

By Description:

- sab: The amount of standard error indirect effect
- a: Independent variable path (X) with variable intervening (Z)
- b: Variable intervening path (Z) with the dependent variable (Y)
- sa: Standard error coefficient a
- sb: Standard error coefficient b





CHAPTER IV

RESULT AND DISCUSSION

4.1 General Description of Lazada.co.id

Lazada was launched in March 2012 and is growing rapidly until today. Lazada Indonesia is part of Lazada Group's online retail network operating in six Southeast Asian countries, comprising Lazada Malaysia, Lazada Malaysia, Lazada Thailand, Lazada Vietnam, Singapore and Lazada Philippines.

Figure 4.1

Lazada Logo



Source : Lazada.co.id,2018

Lazada is a company engaged in the field of online buying and selling services and retail e-commerce, the development of internet technology from Germany that is Rocket Internet. Internet rockets have also successfully created innovative and creative companies in different parts of the world, headquartered in Berlin, Germany. Other Rocket Internet owned projects in Indonesia include Lazada, food panda and Traveloka. As a company engaged in retail e-commerce in Indonesia, Lazada help to provide convenience for the public in buying various types of products from various categories, ranging from electronic products, home decor, health products to beauty products, with enough access to websites and applications from Lazada. Supported by

multiplepayment facilities including cash-on-delivery, providing convenience for consumers, especially in Indonesia to get the latest items he wants.

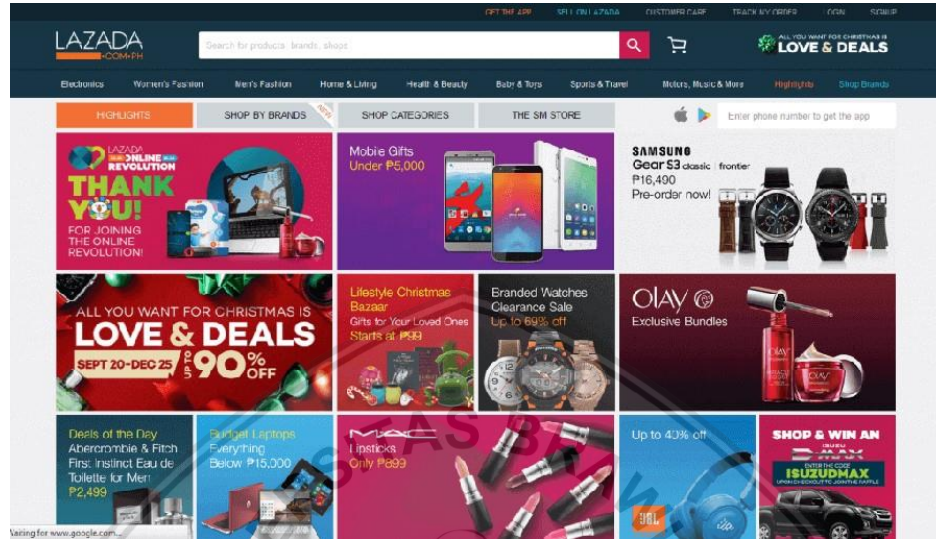
Lazada is an e-commerce network based in the Middle East, precisely in Dubai, United Arab Emirates. However, if traced, it turns out Lazada itself is still part of Rocket Internet originating from Germany. Lazada itself uses shades of blue and orange are similar to the theme used by Amazon.

Unlike Zalora who specialize in fashion products, this Lazada as already displayed on its website will focus on consumer electronic products and home appliances. A number of well-known brands have been registered in Lazada Indonesia. Similarly like Zalora, Lazada also provides free inter-regional advantages in Jakarta with Go-Jek. No need to wonder because CEO Rocket Internet Indonesia is also a founder of Go-Jek.

Lazada Company is the top online retailer in Indonesia. Lazada Indonesia is part of the network of Lazada Southeast Asia, where its presence marks the beginning of the founding of Lazada in other countries namely: Malaysia, Thailand, Philippine, and Vietnam.

This company provides an opportunity for consumers to buy all kinds of products related to electronics, household decorations to health and beauty products simply by accessing the websites that have been provided. Order products will be delivered to consumer homes with fast courier service with the latest and greatest product quality. Payments can also be made with cash when not having a credit card.

Figure 4.2
Lazada Website Layout



Source: Lazada,2018

The goal of this company is to become one of the top and most popular online shopping in Indonesia and to provide maximum customer service, provide inspiration in shopping and provide experience to consumers in choosing products online. Employees who work in this company are individuals who have an entrepreneurial spirit, because they come from the best business schools and companies around the world. Therefore no doubt the quality in the provision of services to consumers who will at give sekaramaksimal. in shopping and provide experience to consumers in choosing products online

Figure 4.3
Lazada Website Design

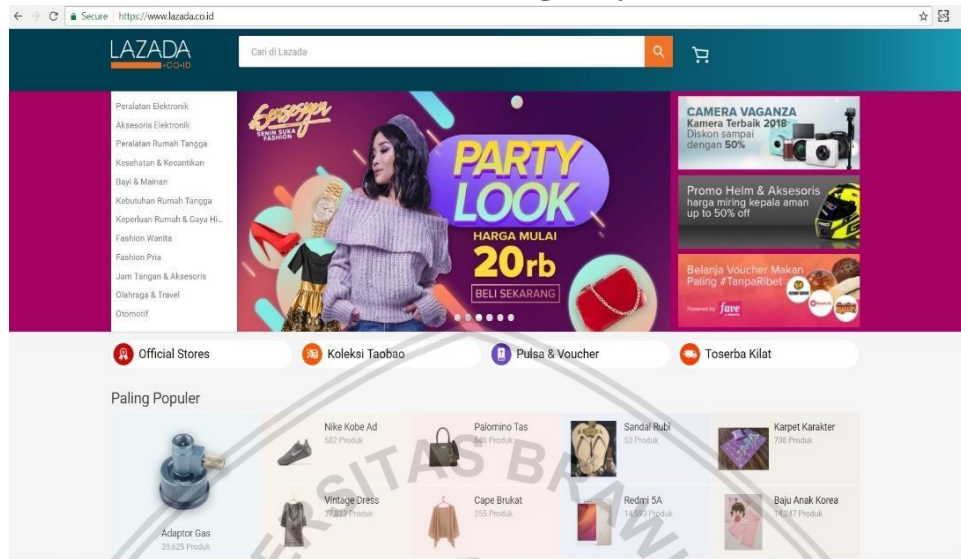


Source: Lazada,2018

Lazada Indonesia focuses more on the type of B2C e-commerce or Business to Customer because the main purpose of the company is to absorb individual customers who transact on their site. In Business to Customer will be more focused on how the basic mechanism for buyers to access the company in a web that has been provided by the company. After that how the site's service and the most complicated is how to create the ultimate challenge for sales.

Lazada.co.id is one of the popular online shopping websites in Indonesia. As an online store, lazada.co.id sells a variety of products that are divided into various categories that serve to facilitate the user in the selection and purchase of products

Figure 4.3
Lazada Web Design Layout



Source: Lazada.co.id,2018

Can be seen from figure 4.3 that the design of lazada.co.id well ordered. On the left is a category of products sold. And the goods according to the category selected customer then will open a new window with the selected category by so that the customer is more focused on these items and provide detail about the product desired by the customer then there is an interesting advertising ads that are displayed on the home page which can increase buying interest on the website lazada.co.id

The design view from lazada.co.id website is simple. The use of white background does not disturb the user while having access the website. Although it looks full but the arrangement is neatly arranged so that users can see and enjoy comfortably.

4.2 Characteristic of Respondent

This research has an objective to examine the effect of Color scheme, attitude toward website, and purchase intention in the case of e-commerce. This research chose

Lazada.co.id as the research object which is categorized one of popular online shop in Indonesia. The questionnaire is utilized to collect the data from respondents. There are 100 questionnaires distributed to respondents. The data of this research are collected from the respondent who know the lazada and stayed in Malang.

4.2.1 Characteristic of Respondent Based on Sex

The first characteristic of the respondents analyzed is the comparison of the number of respondents based on sex of the customer in Lazada.co.id. The complete data can be seen in the following table:

Table 4. 1
The Characteristic of Respondent Based on Sex

No	Sex	Total	Percentage
1	Male	37	37%
2	Female	63	63%
	Total	100	100%

Source: Primary data proceed(2017)

Based on Table 4.1, from 100 respondents found that most of the customers are female that is 63%. While the remaining 37% were male. From the data in Table 4.1 it can be concluded that female who become customers in Lazada are higher than male. Moreover, the tendency of having more percentage on female respondent is caused by the fact that female respondents have more free time than men. Many female respondents who shop at Lazada because women basically prefer to shop online and follow the new fashion trend.

4.2.2 Characteristic of Respondent Based by Age

The comparison of the number of respondents based on age which becomes Lazada.co.id customers can be seen in the following table:

Tabel 4.2

The Characteristic of Respondent Based by Age

No	Age	Total	Percentage
1	18 – 25 Years old	61	61%
2	26 – 35 Years old	35	35%
3	36 – 45 Years old	4	4%
4	Above 45 Years old	0	0%
Total		100	100%

Source: Primary data processed (2017)

Based on Table 4.2, it can be seen that the age of customer ratio in Lazada.co.id is 61% (61 people) followed by those aged between 18-25 years. In addition, those aged 26-35 years old were as many as 35 people (36%) and the remaining 4% was those aged 36-45 years old. It was found out that there is no customers aged over the age of 45 years. So it can be concluded that those consumers visiting lazada aged 18-25 years old.

Based on the results of this study can be concluded that at the age of 18 - 25 years is age to compete in the appearance that follows the fashion trend so that many respondents with vulnerable age 18-25 years who do online shopping at Lazada. This is because in this age range people are have a lot of time than other range of age to spend their time in online shop.

4.2.3 The Characteristic of Respondent Based on Status Employment

The description of respondent's characteristic based on occupation is presented in Table 4.3 below

Table 4.3
The Characteristic of Respondent Based on Status Employment

No	Status	Total	Percentage
1	Students	29	29%
2	Civil Servants	16	16%
3	Private employee	14	14%
4	Entrepreneur	41	41%
Total		100	100%

Data source: Primary data processed (2017)

Based on Table 4.3, from 100 respondents it can be seen that the customer in Lazada is based on the work status of Student / Student is 29% (29 persons), Civil Servant Employment status category is 16% (16 persons), private employment status category amounts to 14 persons (14%) and entrepreneurial employment status category were 41 people (41%) So it can be concluded that the most customers in Lazad seen from the employment status is the self-employed 41 (41%). Based on the results of the test description of respondents by employment status there are many in the respondents in the category of entrepreneurs because the busyness in the world of work so they do not have time to shop and entrepreneurs prefer to shop online.

4.2.4 Characteristic of Respondent Based on Income

The description of respondents characteristic based on income is presented in Table 4.4 below

Tabel 4.4

The Characteristic of Respondent Based on Income

No	Income	Total	Percentage
1	<1.000.000	30	30%
2	1.000.001 -3.000.000	7	7%
3	3.000.001 - 5.000.000	35	35%
4	>5.100.000	28	28%
Total		100	100%

Data source: Primary data processed (2017)

Based on Table 4.4, from 100 respondents it can be seen that the Lazada customers have been in the category of salary amounts of <1.000.000 30% (30 persons), the category of salary amounts of 1,100,000-3,000,000 7 people (7%), categories of gross numbers 3.100.000-5.000.000 35% (35 people), and category gajisebesar > 5,000,000 is 28 people (28%). So it can be concluded that the most customers in Lazada seen from the amount of salary of 3.100.000-5.000.000 that is 35 respondents (35%)

Based on the results of the test description for the value of respondents based on the amount of salary obtained the highest yield on the salary wage 3.000.001 - 5.000.000 where the higher the amount of pendapatan obtained then the respondents would prefer to shop online at Lazada. This is because the middle class more interested in discounts or promos provided by the online store.

4.2.5 Characteristic of Respondent Based on Educational Background

Comparison of the number of respondents by education level can be seen in the following table

Table 4.5

Characteristic of Respondent Based on Educational Background

No	Education	Total	Percentage
1	High School	32	32%
2	Diploma	7	7%
3	Bachelor	61	61%
4	Master degree	0	0%
Total		100	100%

Source: Data Processed, 2018

Based on Table 4.5, from 100 respondents it can be seen that Lazada's customers are based on education level of 32 high school educators (32%), 7% (7) Diploma education, 61 (61%) Bachelor's degree, and no there are respondents in level of magister education as much. Thus it can be concluded that the Lazada customers are based on the highest level of education at the level of Bachelor as much as 61% orag (61), Based on the results of the test description for respondents according to the study obtained the most graduates, because many students respondents who pay attention to fashion for the daily activities so much to make online purchases in Lazada which has many types of online stores and choices.

4.3 General Overview on Research Variable

4.3.1 Color Scheme (X) Variable

Table 4.6
Variable Color Scheme

No	Indicator	SA (5)	Total (%)	A (4)	Total (%)	N (3)	Total (%)	D (2)	Total (%)	SD (1)	Total (%)	Mean
1	X ₁	14	14%	64	64%	15	15%	6	6%	1	1%	3.84
2	X ₂	35	35%	47	47%	13	13%	2	2%	3	3%	4.09
3	X ₃	25	25%	56	56%	8	8%	11	11%	0	0%	3.95
4	X ₄	15	15%	64	64%	14	14%	4	4%	3	3%	3.84
Grand Mean												3.93

Data source: Primary data processed (2018)

Based on the results of descriptive analysis for the online store of variable color scheme , consisting of four item questions .The over all average obtained was 3.93. the figures indicate that the color scheme owned by lazada has a good overall perception of both design, color, attractiveness, and attractiveness. This assessment shows that the lazada is able to design the web or online store in accordance with the characteristics of its users so as to get high ratings and perceptions of the visiting users. The highest average value on the item statement "I think Lazada website is very good because it has a bright color display. This is because the combination and use of color in the dominant green color toska and white combination has a simple impression, simple, yet still elegant and interesting. "(X2) has the average of the item (X4)" I think Lazada website is very good because it can attract the consumers so they will not feel bored ".

Lazada website design is not very attractive in terms of colors, animations, and images are displayed so that in the result this aspect tends to be less. Lazada website is more concerned with aspects of simplicity than attractive and has a crowded impression. The average of 3.93 which means that the respondent agree to assess the Color scheme (X) items.

4.3.3 The Attitude Towards Website (Z) Variable

Table 4.7
Variabel Attitude Toward Website (Z)

No	Indicator	SA (5)	Total (%)	A (4)	Total (%)	N (3)	Total (%)	D (2)	Total (%)	SD (1)	Total (%)	Mean
1	Z ₁	17	17%	72	72%	7	7%	0	0%	4	4%	3.98
2	Z ₂	35	35%	47	47%	11	11%	7	7%	0	0%	4.10
3	Z ₃	22	22%	67	67%	4	4%	4	4%	3	3%	4.01
4	Z ₄	23	23%	62	62%	11	11%	4	4%	0	0%	4.04
5	Z ₅	20	20%	59	59%	14	14%	7	7%	0	0%	3.92
6	Z ₆	26	26%	56	56%	11	11%	7	7%	0	0%	4.01
7	Z ₇	15	15%	61	61%	13	13%	7	7%	4	4%	3.76
Grand Mean												3.97

Source: Data Processed,2018

Based on the results of descriptive analysis for Attitude variable consisting of 7 items of questions, the overall average acquired 3.97. This shows that the overall website according to respondents comfortable, favored, encourage the desire to buy, and better than similar online store website. Responder's comfort and likeness is inseparable from the overall web design. In general the design of color, layout, and product placement is very simple and neat so as not to make consumers confusion in choosing and filtering the product. The highest average value on the item (Z₂) stating I really liked the website design owned by Lazada. The fondness of a website shows a sense of interest in the components contained within it and the overall performance of

the website. In terms of components pertolong complete (images, animation, layout) and quite elegant and in terms of website performance easy and light to run. And the lowest one was on the statement

(Z7) stating "I think I do not want to buy on the other website other than Lazada". It gets a low rating because the decision and buying interest of a consumer is determined not only by attitude and design but also price. With the online store then consumers can compare prices so they can consider buying products in other stores. However, the grand mean of Attitude Toward Website (Y) variable is 3.97 which show that the respondents agree to assess Attitude Toward Website (Y) on this item question.

4.3.4 The Purchase Intention (Y) Variable

Tabel 4.8
Variabel *Purchase Intention* (Y)

No	Indicator	SA (5)	Total (%)	A (4)	Total (%)	N (3)	Total (%)	D (2)	Total (%)	SD (1)	Total (%)	Mean
1	Y ₁	17	17%	72	72%	7	7%	1	1%	3	3%	3.99
2	Y ₂	25	25%	47	47%	21	21%	7	7%	0	0%	3.90
3	Y ₃	19	19%	70	70%	4	4%	4	4%	3	3%	3.98
4	Y ₄	17	17%	69	69%	6	6%	5	5%	3	3%	3.92
Grand Mean												3.95

Source:Data Processed,2018

Based on table 4.7, the results of descriptive analysis for purchase variable consisting of 4 items of questions, the overall average obtained was 3.95. with the highest average value on the item (Y₁) stating “I think when I need a product I tend to but at lazada website ” having the average of 3.99 while the lowest average was onreally liked the website design owned by Lazada (Y₄) stating ““In my opinion, If I

need this product, I can consider buying on this website Lazada in the near future” with an average value of 3.92 which show that the respondents agree to assess Purchase Intention (Y) on this item question.

4.4 The Result of Instrument Testing

4.4.1 Validity Test

Validity is the reliability level of the measuring instrument used. Instruments are said to be valid if the measuring tool used to get the data is valid or can be used to measure what should be measured (Sugiyono, 2010). Thus, a valid instrument is an instrument that is really appropriate to measure what to measure.

Validity test in this case aims to test the level of accuracy of the instrument in measuring the variables contained in this study consisting of three variables is color scheme , attitude toward website, and purchase intention. the measurement of validity test instrument uses pearson correlation analysis. The decision on item is declared valid by comparing the value of r arithmetic with r value of table. If r arithmetic $>$ r table then item item is valid. From the test result, the validity was tested on all sample, the r -table obtained was 0.296 and the result of validity test on each variable can be seen as on table 4.8

Validity Test of Color Scheme (X) Variable

Table 4.9
Instrument Validity Test Results Variable Color Scheme

Variable	Variable	r-count	r-table	Note
Color Scheme (X)	X ₁	0.883	0.296	Valid
	X ₂	0.911	0.296	Valid
	X ₃	0.895	0.296	Valid
	X ₄	0.843	0.296	Valid

Source: Processed Data,2018

On Table 4.9, it can be seen that the value of r count (Corelation) of Color scheme has a greater value than the r table for a sample of 100 people that is equal to 0.296. Thus, it can be concluded that all statements in the questionnaire of Color scheme variable is said as valid and fit to be used as a research instrument.

4.4.1.1 Validity Test of Attitude Towards Website (Z) Variable

Table 4.10
Validity Test Result of Attitude Toward Website (Z) Variable

Variable	Variable	r-count	r-table	Note
Attitude Toward Website (Z)	Z ₁	0.798	0,296	Valid
	Z ₂	0.833	0,296	Valid
	Z ₃	0.783	0,296	Valid
	Z ₄	0.772	0,296	Valid
	Z ₅	0.839	0,296	Valid
	Z ₆	0.878	0,296	Valid
	Z ₇	0.902	0,296	Valid

Source: Processed data,2018

On Table 4.10 it can be seen that the value of r count (Corelation) on the competence variables have greater value than the r table that is equal to 0.296. So, it can be concluded that all statements in the questionnaire of Attitude Toward Website

variable is declared valid and fit to be used as research instrument.

4.4.1.2 Validity Test of Purchase Intention (Y)

Tabel 4.11
Instrument Validity Test Results of Purchase Intention (Y) variable

Variable	Variable	Corelation (r-count)	r-table	Note
Purchase Intention (Y)	Y ₁	0.885	0.296	Valid
	Y ₂	0.768	0.296	Valid
	Y ₃	0.807	0.296	Valid
	Y ₄	0.821	0.296	Valid

Source: Data Processed 2018

In Table 4.11 it can be seen that the value of r count (Corelation) all have greater value than the r table for a sample that is equal to 0.296. So, it can be concluded that all statements in the questionnaire of purchase intention variable is declared valid and fit for use as a research instrument

4.4.2 Reliability Test

Reliability according to Sugiyono (2009) is a series of measurements or a series of measuring tools that have a consistency when measurements made with the measuring instrument is done repeatedly. Conditions that can be proved by consistency of results from the use of the same measuring tool that is done repeatedly and gives relatively the same results. For subjective measurements, assessments made by at least two people can yield relatively similar results (reliability between assessors). From the data analysis, the reliability test obtained is described in the following table:

Table 4.11
Reliability Test Result

Variable	Cronbach's Alpha	Alpha	Note
Color Scheme (X)	0.904	0.60	Reliabel
Attitude Toward Website (Z)	0.879	0.60	Reliabel
Purchase Intention (Y)	0.898	0.60	Reliabel

Source: Data Proceed.2018

From the reliability test, it shows that the two variables of Color scheme, attitude toward website, and purchase intention are reliable because the value of r alpha $>$ 0.60. This means that the alpha r is greater than the predetermined limit of 0.60 so it can be said that the instrument reliable which means that the instrument has a consistency when used for several times still it will produce consistent data.

4.5 Classical Assumption Test

4.5.1 Normality Test

Normality Assumptions is very important especially for the conclusion whether the data contained in the study reside in the normal distribution so it is appropriate to be used as research data (Winarsunu in Muljani, 2012: 129). Normality occurs when the score on each variable in the model follows the normal distribution. Distribution is normal which is important in the statistics used as a reference to determine the normality of a distribution in the sample. The evidence of this normality assumption will be done by using kolomogrov smirnov on SPSS 17 program, that is by looking at the significance (sig.Z). If the signifiation value (sig.Z) is greater value $\alpha = 0,05$, then

normality assumption has been fulfilled. Assumption test results are presented in Table 4.12 below.

Table 4.12
The Result of Normality Assumption

Regression	Sig.Z	Conclusion
Color Scheme (X)	2.178	Normality fulfilled
Attitude Toward Website (Z)	2.856	Normality fulfilled
Purchase Intention (Y)	2.742	Normality fulfilled

Source:processed data,2018

From the above table it can be seen that all variables have data with sig. Z is greater than alpha value 0.05 so it can be concluded that all data in each variable is normally distributed.

4.5.2 Linearity Test

The linearity assumption is used to describe all relationships between variables that exist in the model is a relationship that follows a straight line, not a curve line (Winarsunu in Muljani, 2012: 129). A relationship that follows a straight line means a regression equation can be used to make predictions, non linear or curved more suitable to be used to hold an explanation. The linearity assumption test was done by comparing Means in SPSS 17 program, then seeing the significance value of Linearity. If the significance value is less than 0.05 then it can be said that linearity assumption has been fulfilled. It is better if the significance value is more than 0.05 then linearity assumption is not fulfilled which means there is no linear correlation of every research variable. The results of linearity test are presented in Table 4.12 below

Tabel 4.13
Result of Classic Assumption Test

Exogeneous Variable	Endogeneous Variable	P-Value	Conclusion
Color Scheme (X)	Attitude Toward Website (Z)	0.000	Linearity fulfilled
Color Scheme (X)	Purchase Intention (Y)	0.000	Linearity fulfilled
Attitude Toward Website (Z)	Purchase Intention (Y)	0.000	Linearity fulfilled

Source: Researcher, 2018

From the table above it can be seen that all variables have data with a value of P-Value 0.000 which means entirely smaller than the value of sig. 0.05 so it can be concluded that all variables have a linear relationship.

4.6 Path Analysis Test

Path analysis test is a tool to analyze the causal relationship or to find out the direct or indirect effect of caused variables (exogenous) namely Color scheme (X) to the variable result (endogenous) namely Purchase Intention (Y) with or without variable mediation (intervening) namely Attitude Toward Website (Z). The results of calculation using SPSS can be shown in the Table 4.14 below:

Table 4.14
The Result of Coefficient Test

Independent Variable	Intervening Variable	Dependent Variable	Standardized Coefficient	t	Sig.
X	Z		0.921	23.463	.000
X	Y		0.472	5.369	.000
Z			0.489	5.570	.000

Source: Primary Data Processed, 2018

Based on the Table above 4.19 the path structure coefficients are as follow: $Z = \text{Py1x}$

X (Substructure 1)

$$Z = 0.921X$$

$$Y2 = \text{Pzx X} + \text{Py2y1Z (Substructure 2)} \quad Y2 = 0.472X + 0.489Z$$

4.6.1 Coefficient of Determination Test

The level of accuracy of a line can be determined from the size of the coefficient of determination (R Square). R square (R^2) and Adjusted R Square value (Adj. R^2) in path analysis can be used as a measurement to state the compatibility of path line obtained. If Adj. R^2 is bigger so the ability of path models are stronger to explain the actual condition. The ability of the path line in describing the variations happening to Y and Z is shown in the coefficient of determination or Adj. R^2 coefficient.

Table.4.15

The Result of Determination Test (Z Variable)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,921 ^a	,849	,847	,26756

a. Predictors: (Constant), X

According to Table 4.15, the path model has a coefficient of determination (Adj. R^2) of 0.849 or 84.9%. This means that the Attitude Towards Website (Z) variable is described by 84.9 % by Color scheme (X) variable. Meanwhile, the rest of 15,1% is explained by other variables outside the path equation or variables which are not examined in this research

Table.4.16

The Result of Determination Test (Y Variable)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,942 ^a	,887	,885	,22786

a. Predictors: (Constant), Z, X

Source: Primary Data Processed (February, 2018)

Based on Table 4.16, the regression model has a coefficient of determination (Adj. R²) of 0.887 or 88.7%. This means that the Purchase Intention (Y) variable is described by 88.7% by Color scheme (X) and Attitude Towards Website variables. Meanwhile, the rest of 11,3% is explained by other variables outside the path equation or variables which are not examined in this research.

4.7 The Result of Hypothesis Test

Partial path model testing is used to determine whether each independent variable (exogenous) has significant direct or indirect effect on dependent variable (exogenous) or not. Moreover, path model testing is also used to measure the direct or indirect effect from independent variable to dependent variable with or without intervening variable. To test the causal relationship, then path test is used by comparing the value of t_{count} with t_{table} and the significance value is smaller than $\alpha = 0.05$. Forming the independent and intervening variables of this path model is said to have a significant effect if $t_{count} > t_{table}$ or significant $< \alpha = 0.05$ t_{table} value with $n = 100$ and $\alpha = 0.05$ is equal to 1.660. Testing of these variables is partially explained in Table 4.16 below:

Table 4.17

The Result of Coefficient Test

Independent Variable	Intervening Variable	Dependent Variable	Standardized Coefficient	t	Sig.
X	Z		0.921	23.463	.000
X	Y		0.472	5.369	.000
Z			0.489	5.570	.000

Source: Primary Data Processed,2018

H1: Color Scheme has significant effect Attitude Toward Website

Based on the Table 4.17, the hypothesis testing on path coefficient of X variable to Z variable can be written as follow:

Table 4.18

Hypothesis Testing on Path Coefficient of X variable to Z Variable

Hypothesis	Value	Decision
$H_0 : \beta_1 = 0$ (X variable has no significant effect on the Z variable)	$t_{count} = 23.463$	Rejected H_0
$H_1 : \beta_1 \neq 0$ (X variable has significant effect on the Z variable), $\alpha = 0.05$	$t_{table} = 1.660$	

Source: Primary Data Processed ,2018

Table 4.18 shows the beta coefficient of 0.921. For this hypothesis, t_{count} obtained is 23.463 with significance of 0.000 ($p < 0.05$), then the decision is H_0 is rejected. t_{count} value is higher than t_{table} ($23.463 > 1.660$) and the significance is smaller than α ($0 < 0.05$). Overall, the hypothesis Color scheme has significant effect on Attitude Toward Website is accepted. In another word, Color Scheme (X) has a direct effect on Attitude Toward Website (Z) with number 0.921.

H2: Color Scheme has significant effect towards Purchase Intention



Table 4.19
Hypothesis Testing on Path Coefficient of X variable to Y Variable

Hypothesis	Value	Decision
$H_0 : \beta_1 = 0$ (X variable has no significant effect on the Y variable) $H_1 : \beta_1 \neq 0$ (X variable has significant effect on the Y variable), $\alpha = 0.05$	$t_{count} = 5.369$ $sig = 0$ $t_{table} = 1.660$	Rejected H_0

Source: Primary Data Processed, 2018

Table 4.19 shows the beta coefficient of 0.472. For this hypothesis, the t_{count} obtained is 5.127 with significance of 0.000 ($p < 0.05$), then it is conclude that H_0 is rejected. The t_{count} value is higher than t_{table} ($5.369 > 1.660$) and the significance is smaller than α ($0 < 0.05$). Overall, the hypothesis Color scheme has significant effect on Purchase Intention is accepted. In another word, Color scheme (X) has a direct effect on Purchase Intention (Y) with number 0.472.

H3: Attitude Toward Website has significant effect toward Purchase Intention.

According to the Table 4.20, the hypothesis testing on path coefficient of Z variable to Y variable can be written as follow:

Table 4.20
Hypothesis Testing on Path Coefficient of Z variable to Y Variable

Hypothesis	Value	Decision
$H_0 : \beta_1 = 0$ (Z variable has no significant effect on the Y variable) $H_1 : \beta_1 \neq 0$ (Z variable has significant effect on the Y variable), $\alpha = 0.05$	$t_{count} = 5.570$ $sig = 0$ $t_{table} = 1.660$	Rejected H_0

Source: Primary Data Processed, 2018

Based on the result obtained from SPSS according to Table 4.20, it is revealed that the path coefficient is 0.489, t_{count} is 5.570 with a significance of 0. The value of t_{count} is higher than t_{table} ($5.570 > 1.660$) and the significance is also smaller than α which is $0 < 0.05$. This condition indicates that H_0 is rejected which means Attitude Toward Website has a significant effect on Purchase Intention is accepted. In other words, Attitude Toward Website (Z) has direct effect to Purchase Intention (Y) with 0.489.

H4: Color Scheme has a significant and indirect effect toward Purchase Intention Through Attitude Toward Website

Color scheme in the relationship with Purchase Intention, there is a notion of Attitude Toward Website as an intervening variable. Calculation of the effect of Attitude Toward Website as an intervening variable is as follows:

$$Y = PYX + (PZX \times PYZ)$$

Direct Effect between color scheme on purchase intention: 0.472

Indirect Effect : $PY_1 \times PY_2Y_1 = 0.921 \times 0.489$

: 0.450

Total Effect : $PZX + (PYX \times PZY_1)$

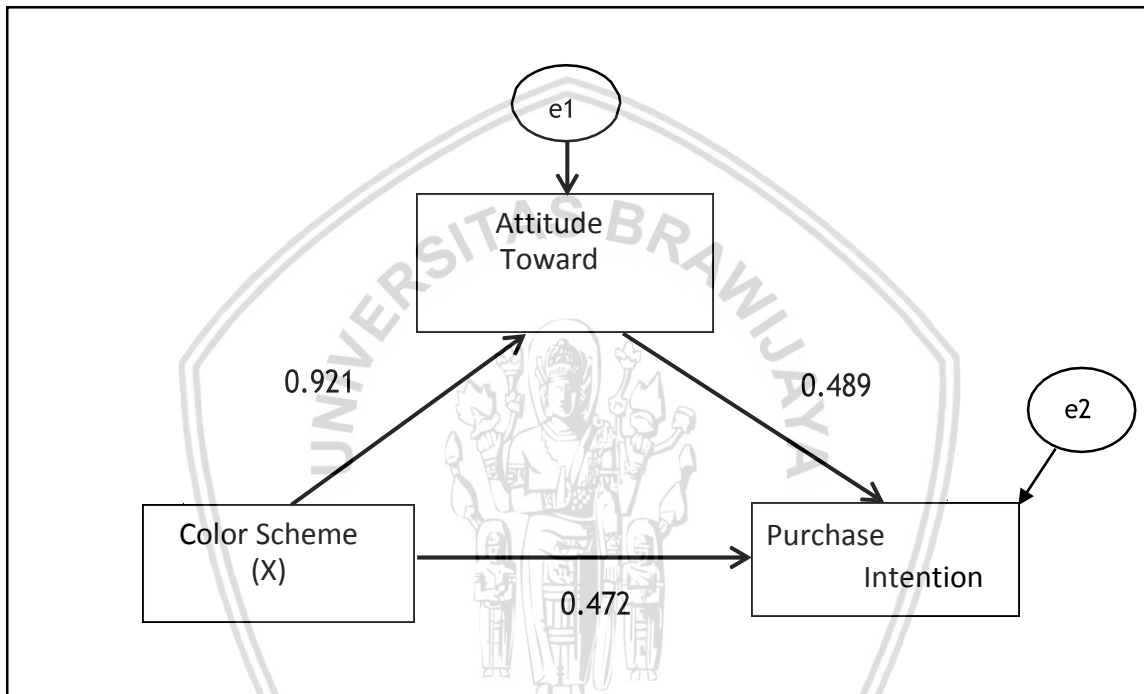
: $0.472 + 0.450$

: 0.922

The previous result shows that all hypotheses have significant and indirect effect. Therefore, Attitude Toward Website is shows positive effect as mediator between Color scheme and Purchase Intention.

4.7.1 Path Diagram Analysis

Figure 4.4
Path Diagram Model Color Scheme, Attitude Toward Website, and Purchase Intention Variable



Source: Primary Data Processed, 2018

The results of statistical calculations indicate that the variables Color scheme significantly influence the attitude toward website variable with coefficient value of 0.921. Variable Color scheme also significant effect on variable Purchase Intention with coefficient value of 0.472. While the variable attitude toward website have significant effect to variable purchase intention with coefficient value equal to 0.489. Based on the results of the calculation of indirect effect is known that the value of indirect influence of 0.450 is greater than the direct effect

4.8 Sobel Test

Sobel test is done by testing the power of indirect effect of X to Y through Z.

$$sab = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$$

$$z = \frac{ab}{\sqrt{(b^2sa^2) + \sqrt{a^2sb^2}}$$

$$z = \frac{0,429 \times 0,479}{\sqrt{(0,479^2 \times 0,080^2) + \sqrt{0,429^2 \times 0,086^2}}$$

$$z = \frac{0,2054}{\sqrt{(0,0014) + \sqrt{0,0013}}$$

$$z = \frac{0,2054}{\sqrt{0,0027}}$$

$$z = \frac{0,2054}{0,0519}$$

$$z = 3,957$$

From the result of the test the above test get the z value of 3.957, because the value of z obtained by $3.957 > 1.98$ with a significance level of 5% then proves that Z is able to mediate the relationship of influence X to Y.

4.9 Discussion

4.9.1 Effect of Color scheme on Attitude Toward website

Based on the results of the study, the Color scheme is affecting consumer attitudes. Attitude Toward Website is one of the comprehensive evaluations which allows a person to respond with feelings of likes or dislikes of the color being assessed. In this study, consumer attitudes shown is to evaluate thoroughly about

the look of Lazada's online store. It allows consumers to respond with feelings of likes or dislikes for the object they will buy.

The finding is similar to the previous research on the relationship between Color scheme and Attitude toward website. The research of Wann et al (2014) found that all of four dimension of color scheme exerts positive influence on attitude of the consumer. Another previous research in line with this was conducted by eroglu et al (2001). He found the significant role of color scheme in affecting attitude toward website by provide a good scheme color such as attractive, lively, brightness and stimulating so, they can affect consumer responses during their visit to the website (Vrechopoulos, 2010). In this study, the intended attitude is an emotional evaluation attitude toward the Lazada online store to express the likes or dislikes of the objects he sees on the display.

Based on the results of research, the existing environment on Lazada online store display affect the positive attitude of consumers in the form of feelings of love and willingness to buy the object. This is in accordance with the opinions of Hong, Tong, and Tam (2004) in Wan et al., (2013) stating that the design of the website provides an important role in influencing consumer attitudes towards a website. This is because the design of the color scheme of a website is more comfortable to stay and browsing the product and it will generate a positive attitude from the user of the website.

4.8.2 Effect on Color Scheme on Purchase Intention.

Color scheme affecting on purchase intention. Based on the results of data analysis it is known that the color scheme has an effect on consumer attitudes on the website. Based on the results of data analysis known that color scheme variables have a significant influence on purchase intention. based on the result of data analysis, it is known that color scheme variable can stimulate the potential of purchase intention. Based on the results of data analysis, it is known that color scheme on purchase intention. It indicates that there is conceptual relationship between store atmosphere and purchase intention.

Based on the previous research, color seems to play a big role. It serves to retain consumers longer on the e-commerce website according to certain criteria related to their perception of the interface. In particular, pleasure is increased with use of colors whereas the boredom can result from a weak use of them (Lemoine, 2008). This duration can help maintaining user interest in a site (Bucklin and Sismeiro, 2003, Hanson, 2000) and give users more time to consider and complete purchase transactions (Bucklin and Sismeiro, 2003). By enhancing consumer interest, it helps to generate repeat visits, which lead to greater long-term sales (Moe and Fader, 2004). From a business investment point of view, Demers and Lev (2001) show that sites with longer visit duration also have higher monthly stock returns. Therefore, it can be assumed that e-commerce website colors are likely to have an impact on buying intention, as they can prolong the visit duration. As already mentioned we are

interested in the effect of color components, hue, brightness and saturation.

Lazada.co.id comes with a professional website design and classy, but Lazada presents a color that is too monotonous does not have a change from the beginning of present in the people of Indonesia so that it can be utilized by other competitors to outperform Lazada in the aspect of color selection in the website. A good system allows users to use the website to solve their problems. A good Store online Atmosphere can support buying interest in consumers in terms of quality, up to date information and accurate information can increase consumer buying interest.

4.8.3 The Effect of Attitude Toward website on Purchase Intention

Based on the results of data analysis that has been done, it can be seen that there is a significant positive effect toward the goal toward purchase intention. That is, the higher the attitude toward the website it will be followed by the increase on Purchase Intention. Conversely, the lower level of attitude toward the website it will be followed by a decrease in purchase intention or consumer buying interest on the Lazada website. These results are supported by the results of research conducted by Mandala (2017). In his research explained that the results of this study indicate that Attitude toward Advertisement has a positive effect on purchase intention. A similar study was conducted by Sulistio (2017). One of the findings also shows that the positive attitude toward the website toward purchase intention.

Purchase intention consumer of a product is very important for the marketer because the consumer behavior will affect consumers to buy goods or services. Interest is a learned tendency, which is the attitude of one's learning from direct experience of

the product, information from others of advertising (Lamb, Hair, Mc Daniel, 2001). Consumer interest in a product offered is important for marketers, because the behavior will affect consumers to buy products or services. Kotler (2005) defined interest as a desire that emerged from within someone or given from a person who previously do a purchase decision or it can be said from a person who spread good word of mouth as he /she has already experienced satisfying purchase experience.

The desire of someone to make purchases online through the website begins from their attitude towards the website itself. According to Sangadji and Sopiah (2013: 194), attitude is a response of consumer feelings that can be like or dislike towards certain objects so it deals with how effective is the use of the website by consumers. In this case, attitude toward the website is the tendency to respond to a particular website stimulus, either a positive response or a negative response. Under a certain circumstances attitude toward website is affected by cognitive factors (thoughts and feelings) of the website. This results in the responses that consumers give concerning their behavior on products marketed through the website. Attitudes are useful in marketing because they can measure a person's response to a particular object and are likely to suggest a further action to be taken (Britt, in Boostrom, et al., 2013). Kimdan Park (2005) said that the positive attitude about the website (in shopping with the internet) can increase purchase intention. In addition, Raney, et al. (2003) also stated that a positive website link can make a consumer intend to make a purchase intention or to make the consumer want to return to the website or it is called as revisit intention.

In the context of the website Lazada in creating a positive attitude can effect to

create a positive purchase intention. Considering to bring affective, cognitive, and evaluation attitudes to visitors, affective attitudes can be generated by giving a special thing to the visitor as an example on the birthday party Lazada can send email to visitors who have signed up but have not made a transaction with a greeting card and giving a discount to that person can provide a sense of fun and comfort when visiting the website lazada. In addition to the affective cognitive attitude that is where the party lazada provide an informative on a product that is up to date and reproduce the original product because many visitors Lazada from the upper middle class who choose the original product.

4.8.4 Effect of Color Scheme on Purchase Intention Through Attitude Toward Website

This research also shows the significant and indirect effect between color scheme toward purchase intention through attitude toward website. It means the visitors will be stimulated by the website even they don't like the atmosphere in the website. Conversely, the lower level of attitude toward website, the lower the the influence of the color scheme on purchase intention. The existence of the influence of the color scheme on the purchase intention is due to the fact that store atmosphere directly affects the consumers emotions . If consumer perceptions of storefronts in a store are positive, the shopping experience will be impressive and enjoyable. So it's possible that the consumer will make a real purchase, visit again, repurchase and recommend the store to their family and friends.

According to previous research the addition of color scheme on a website

ultimately will have an influence on consumer attitudes towards the website, whether they mention or not. Logically, it is understandable why internet users often have their own perceptions, As Pelet. (2009) had shown about the color scheme dimension, who noticed that monochrome screens entailed more eyestrain and overall tiredness. Therefore, e-commerce should be aware of this and choose carefully the color of the dynamic and dominant colors that they will use on their site so as to adjust them to their target. They should also take into account the aesthetic and functional impact of those colors: their contrast makes it easier to find the information on a webpage

Based on this research the researcher found that color scheme of Lazada.co.id have a significant influence on buying interest through attitude towards website. For the future Lazada should pay more attention to the color scheme to create a positive consumer attitude in terms of affective, cognitive and buying behavior to create buying interest from visitors. Because one of the electronic marketing strategies that must be done is to make a good combination of the color scheme in order to appealing the visitors of the website Lazada to make purchase in the future.

4.10 Theoretical Implication

This research has theoretical implication for further research. In marketing field stated Store online Atmosphere have to be developed more in the next because it will affect on attitude toward website and purchase intention which is will develop long relationship between customers and companies. Thus, by doing this research about Color scheme especially on e-commerce industry which uses to examine how customers see the effectiveness and feel the comfortable while spending time in the

Lazada.co.id website as strategy to response unattractive website provided by Lazada.co.id that will be beneficial for Lazada.co.id to know the attitude toward website and purchase intention of customers. Store online Atmosphere including color scheme the attitude toward website and purchase intention. They are not fix variables to influence purchase intention in Lazada.co.id website, but object of the research can use those variables to maintain and develop its service.

4.11 Managerial Implication

The results showed that overall the three indicators that exist in the color scheme can affect purchase intention through attitudes toward the website on customers of E-commerce companies. This makes consumers of Lazada feel interested in the features and facilities provided by Lazada. Therefore, the strategy of color scheme can also be applied in e-commerce companies effectively. The research results also proved that the color scheme can be used as effective strategy in commerce aspect to create purchase intention.

Based on the results of the research that has been done, this research can provide insight to the perpetrators of online business or e-commerce especially Lazada to develop the business by knowing the factors that influence the attitude of consumers when shopping online, and can plan and implement marketing strategies that are appropriate and useful for making consumers make purchases of products online. Visitor who dominate as customers in the online website Lazada is women. Women basically like to allocate the money they have to fulfill their secondary needs. One of them through online shopping. Age range of customers at the online website Lazada

most at the age of 18-25 years who status as entrepreneurs who domiciled in Malang with the amount of income per month on average Rp 3.100.000 - Rp 5.000.000,00.

The results of the analysis that states color scheme affect the buying interest that is, can be done by improving the quality of websites such as, update the color of the website so that consumers do not feel bored in visiting the website Lazada.co.id structuring the website layout with clear and informative direction can ease consumers to make a purchase.

The quality of the website also affects directly and indirectly on consumer buying interest, when shopping online through attitudes toward the website. Overall as a mediating variable. This can happen when consumers will shop online. As already discussed earlier that the quality of the website becomes an important thing also when consumers choose an online shop. When it feels attractive and easy to use, then consumers will be interested and buy. A positive attitude can arise when consumers see the design of the website and it will also affect consumer buying interest in online shopping.

The results showed that there are components that have low value. One of them is the website design lazada is not very attractive from the side of colors, animations, and images are displayed so that in the assessment of this aspect tend to be less. The implication is that consumers are less interested so that the management must make a policy to add interactive side of the website so as not too monotonous but also not too disturbing. Furthermore, in order to increase competition with other websites the company needs to display some images and animations and put it on a prominent place that contains discount or discount content.

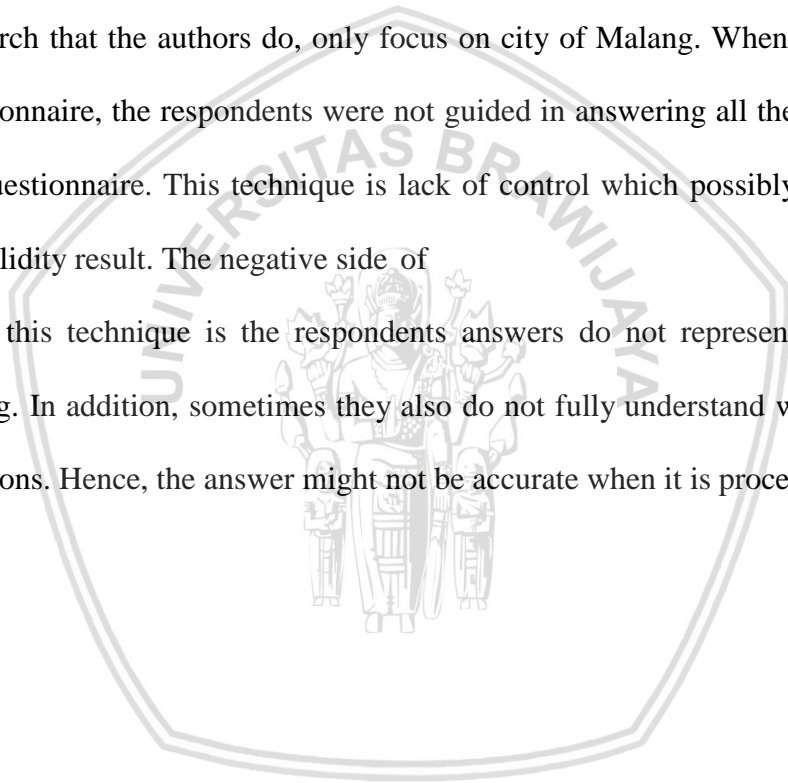
As one of the best e-commerce website in Indonesia , Lazada should be able to make the consumer more feel comfortable when they access the website to get a positive feedback. To create a positive attitude to consumers, Lazada should consider more things to get it, such as the selection of bright colors to create an impression that appeals to consumers, eye catching colors like red, green and blue with contrasting color combinations that create a website not boring. In addition, the right combination of colors can affect affective attitudes (emotions) that can create the mood of consumers for example Lazada can use red on its website design color. Because red color can make consumer feel more stimulating than other color. Beside that, the combination color can make evaluation of likes / dislikes of a product, feelings of satisfaction or dissatisfaction in color combinations, website layouts and informative website shapes and images.

In conclusion for the future, especially for the online website Lazada is expected to improve the quality of the website and keep the laying of web design layout that appeals to its customers. Creating a sense of affective to its customers is essential. It seems that security is free from fraud cases, confidential privacy, and warranties on products purchased by customers. With such a good Store online Atmosphere, matching colors, neat web layouts and websites that are not boring when making online transactions can bring interest or desire to make purchases online in Lazada in the future.

4.12 Research Limitation

There were a number of limitations in this research. The limitations are defined as follow

1. Researchers find it quite difficult to find respondents who know the variables of Color scheme Therefore, researchers hope for readers to understand all the limitations that exist in this study
2. Research that the authors do, only focus on city of Malang. When fulfilling the questionnaire, the respondents were not guided in answering all the questions in the questionnaire. This technique is lack of control which possibly could affect the validity result. The negative side of
3. using this technique is the respondents answers do not represent their actual feeling. In addition, sometimes they also do not fully understand well about the questions. Hence, the answer might not be accurate when it is processed.



CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

After reviewing previous studies, gathering the data, and finding the results, the conclusion are given in this research to point out the important finding and answer the research questions as conducted in the earlier session of this research. Therefore, the significant finding of this research will be useful in creating management strategies in the context of e-commerce industries. The conclusions of this study are stated as follows:

1. Color scheme has an effect on Attitude Toward Website of Lazada.co.id
2. Color scheme has an effect on Purchase Intention of Lazada.co.id.
3. Attitude Toward Website has an effect on Purchase Intention of Lazada.co.id.
4. Color scheme has a positive indirect effect to Purchase Intention through Attitude Toward Website as positive mediator of Lazada.co.id.

5.2 Suggestion

Based on the research results and conclusions, the researcher has some suggestion for those who are interested in this research, they are:

1. Researchers hope this research can be used as information for Lazada in selling its products and can deliver new experiences to consumers.
2. For further research it is advisable to add or using other potential independent variables contributing to online buying interest on the website Lazada.co.id

3. Website Lazada.co.id provides convenience to consumers about products sold by providing information on a product as well as, providing convenience to make a purchase.
4. For the Lazada.co.id, it is expected to upgrade the website Lazada, especially in the color scheme so that the visitors do not feel bored with the monotone website. The website Lazada has distinctive colors such as navy blue, white and orange which have been presented since Lazada appeared among the public, therefore Lazada must make a more innovative color like red or yellow which is make New Lazada in society, it will affect to create purchase intention for the visitor.
5. Website Lazada should provide an evaluation tools such as quick questionnaire to the visitor about the color scheme for Lazada itself, it will help Lazada to know how Lazada make feel the visitor feel comfortable to spend their time to surfing in Lazada.co.id in the future.
6. For further research to use respondents with sampling techniques and use other methods to see the comparison between one method with other methods.

In conclusion for the future, especially for the online website Lazada is expected to improve the quality of the website by maintaining the website color that appeals to its visitor. Creating a sense of affective to its customers is essential. It seems that security is free from fraud cases, confidential privacy, and warranties on products purchased by customers. With such a good Color scheme, matching colors, neat web layouts and websites that are not boring when making online transactions can bring interest or desire to make purchases online in the future.

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APPENDICES 1

Research Questionnaire





KEMENTERIAN PEDIDIKAN DAN KEBUDAYAAN
UNIVERSITAS BRAWIJAYA

FAKULTAS EKONOMI DAN BISNIS

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E-mail: feb@ub.ac.id Website: <http://www.feb.ub.ac.id>

Questinnaire

The Effect of Color scheme On Purchase Intention With Attitude Towards

Website as Mediation (Study Case on Lazada.co.id In Malang)

Color scheme merupakan salah satu topik yang menarik untuk dibahas dalam industri e-commerce. Maka dengan hormat, saya, Inno Karsa Andika mahasiswa S1 Jurusan Manajemen Internasional, Fakultas Ekonomi dan Bisnis, Universitas Brawijaya, mengundang Saudara/i untuk merespon kuisisioner ini. Karena informasi yang Anda berikan sangat penting bagi keberhasilan riset ini, saya memohon kesediaan Sudara/i untuk merespon kuisisioner ini secara jujur/ apa adanya. Hasil dari penelitian ini akan menjadi bahan kajian penyusunan skripsi saya dan akan memberikan kontribusi pada literature bidang pemasaran retail serta membantu manajemen e-commerce dalam kegiatan pemasarannya. Atas waktu dan jawaban yang diberikan, saya ucapkan terima kasih.

Store Online Atmosphere is one of interesting topic to be discussed in the object of e-commerce industry. Then, with full of respect, I, Inno Karsa Andika, an undergraduate student of International Management, Faculty of Economics and Business, University of Brawijaya, invite you to respond the questionnaire enclosed. As the information that you provide is very important for the success of this research, I ask your willingness to respond frankly and honestly. The result of this questionnaire will be used for supporting my minor thesis and contribute to the retail marketing literature and assist e-commerce management in their marketing activities. I would like to express my gratitude to your willingness in answering this questionnaire.

IDENTITY OF RESPONDENT

1. Jenis Kelamin (*Gender*):

- Pria** (Male)
- Wanita** (Female)

2. Usia (*Age*):

- 17 – 20
- 21 – 30
- 31 – 40
- 41 – 50
- >50

3. Pekerjaan (*Occupation*):

- Pelajar/Mahasiswa** (Student)
- Pegawai Swasta** (Private Worker)
- Wiraswasta** (Entrepreneur)
- Pegawai Negri Sipil** (Civil Worker)
- Lainnya** (Other)

4. **Penghasilan Per Bulan** (Income Per Month):

- <Rp 1.000.000
- Rp 1.000.001 – Rp 2.000.000
- Rp 2.000.001 – Rp 3.000.000
- Rp 3.000.001 – Rp 4.000.000
- Rp 4.000.001 – Rp 5.000.000
- > Rp 5.000.000

5. **Pendidikan Terakhir** (Educational Background)

- SMA
- D3
- S1
- S2

Berikan tanda (√) pada kolom yang tersedia untuk jawaban yang sesuai dengan pendapat Bapak/Ibu/Saudara.

Keterangan:

- 5 : **Sangat Setuju** (Strongly Agree)
- 4 : **Setuju** (Agree)
- 3 : **Netral** (Neutral)
- 2 : **Tidak Setuju** (Disagree)
- 1 : **Sangat Tidak Setuju** (Strongly Disagree)

Kuesioner Atmosfer Online Store (X)

No	Pernyataan (<i>Question</i>)	Skor				
		5	4	3	2	1
1	Atmosfer Online Store Lazada.co.id (Warna, Grafis, konteks, dan layout) menarik – tidak menarik <i>Atmospheric Online Store Lazada.co.id (Color, Graphics, Context, and Layout) is attractive - unattractive</i>					
2	Atmosfer Online Store Lazada.co.id (Warna, Grafis, konteks, dan layout) cerah – kusam <i>Atmospheric Online Store Lazada.co.id (Color, graphics, context, and layout) is bright - dull</i>					
3	Atmosfer Online Store Lazada.co.id (Warna, Grafis, konteks, dan layout) hidup - mati. <i>Atmospheric Online Store Lazada.co.id (Color, Graphics, Context, and Layout) is lively-unlively.</i>					
4	Atmosfer Online Store Lazada.co.id (Warna, Grafis, konteks, dan layout) memberikan gairah - membosankan. <i>Atmospheric Online Store Lazada.co.id (Color, Graphics, Context, and Layout) stimulating - boring</i>					

Kuesioner Attitude Toward Sites (Z)

No	Pernyataan (<i>Question</i>)	Skor (Score)				
		5	4	3	2	1
1	Menurut saya desain website Lazada.co.id memberikan kenyamanan (enak dilihat) untuk saya <i>I think the website design Lazada.co.id give comfortable (nice views) for me</i>					
2	Saya suka desain website Lazada.co.id <i>I like the website design Lazada.co.id</i>					
3	Saya suka meluangkan waktu untuk browsing di website Lazada.co.id. <i>I like to spend the time to browse on the website Lazada.co.id.</i>					
4	Menurut saya melakukan pembelian di situs Lazada.co.id ini menyenangkan <i>I think making a purchase on the site Lazada.co.id is pleasure</i>					
5	Menurut saya melakukan pembelian di situs Lazada.co.id ini bagus (tertata dengan rapi)					



	<i>I think to make a purchase on the site Lazada.co.id is good (neatly arranged)</i>					
6	Saya suka menginformasikan (berbagi info) website Lazada.co.id dengan yang lain. <i>I like to inform (share info) website Lazada.co.id with others.</i>					
7	Saya tidak bersedia untuk membeli di website Lazada.co.id <i>I am not willing to buy on the website Lazada.co.id</i>					

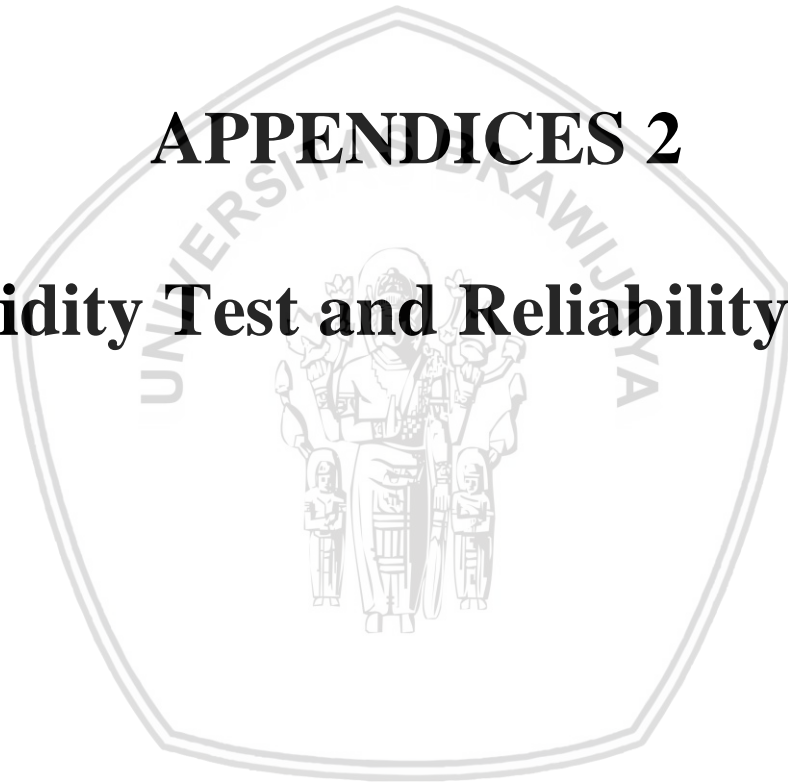
Kuesioner Purchase Intention (Y)

No	Pernyataan (Question)	Skor (Score)				
		5	4	3	2	1
1	Jika saya membutuhkan produk ini, saya berniat untuk membeli produk di website Lazada.co.id dalam waktu dekat ini. <i>If I need this product, I intend to buy products on the website Lazada.co.id in the near future.</i>					
2	Jika saya membutuhkan produk ini, saya sangat mungkin untuk membeli produk di website Lazada.co.id dalam waktu dekat ini. <i>If I need this product, I am very likely to buy products on the website Lazada.co.id in the near future.</i>					
3	Jika saya membutuhkan produk ini, saya berencana untuk membeli produk di website Lazada.co.id dalam waktu dekat ini. <i>If I need this product, I plan to buy the product at Lazada.co.id website in the near future.</i>					
4	Jika saya membutuhkan produk ini, saya akan mempertimbangkan untuk membeli produk di website Lazada.co.id dalam waktu dekat ini. <i>If I need this product, I will consider buying the product on Lazada.co.id website in the near future.</i>					



APPENDICES 2

Validity Test and Reliability Test



Color Scheme

Case Processing Summary

	N	%
Cases Valid	30	100.0
Excluded ^a	0	.0
Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.904	4

Correlations

		VAR00001	VAR00002	VAR00003	VAR00004	Total_Color Scheme
VAR00001	Pearson Correlation	1	.742**	.739**	.668**	.883**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
VAR00002	Pearson Correlation	.742**	1	.782**	.680**	.911**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
VAR00003	Pearson Correlation	.739**	.782**	1	.628**	.895**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
VAR00004	Pearson Correlation	.668**	.680**	.628**	1	.843**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Total_Atmopahre	Pearson Correlation	.883**	.911**	.895**	.843**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).



VAR0006	Pearson Correlation	.631**	.737**	.650**	.613**	.764**	1	.701**	.878**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
VAR0007	Pearson Correlation	.703**	.728**	.667**	.669**	.741**	.701**	1	.902**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Total Attitude	Pearson Correlation	.798**	.833**	.783**	.772**	.839**	.878**	.902**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Purchase Intention

Reliability Statistics

Cronbach's Alpha	N of Items
.834	4

Correlations

		VAR00001	VAR00002	VAR00003	VAR00004	Total_Purchase
VAR00001	Pearson Correlation	1	.535**	.559**	.841**	.885**
	Sig. (2-tailed)		.002	.001	.000	.000
	N	30	30	30	30	30

VAR00002	Pearson Correlation	.535**	1	.574**	.377*	.768**
	Sig. (2-tailed)	.002		.001	.040	.000
	N	30	30	30	30	30
VAR00003	Pearson Correlation	.559**	.574**	1	.502**	.807**
	Sig. (2-tailed)	.001	.001		.005	.000
	N	30	30	30	30	30
VAR00004	Pearson Correlation	.841**	.377*	.502**	1	.821**
	Sig. (2-tailed)	.000	.040	.005		.000
	N	30	30	30	30	30
Total_Purchase	Pearson Correlation	.885**	.768**	.807**	.821**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

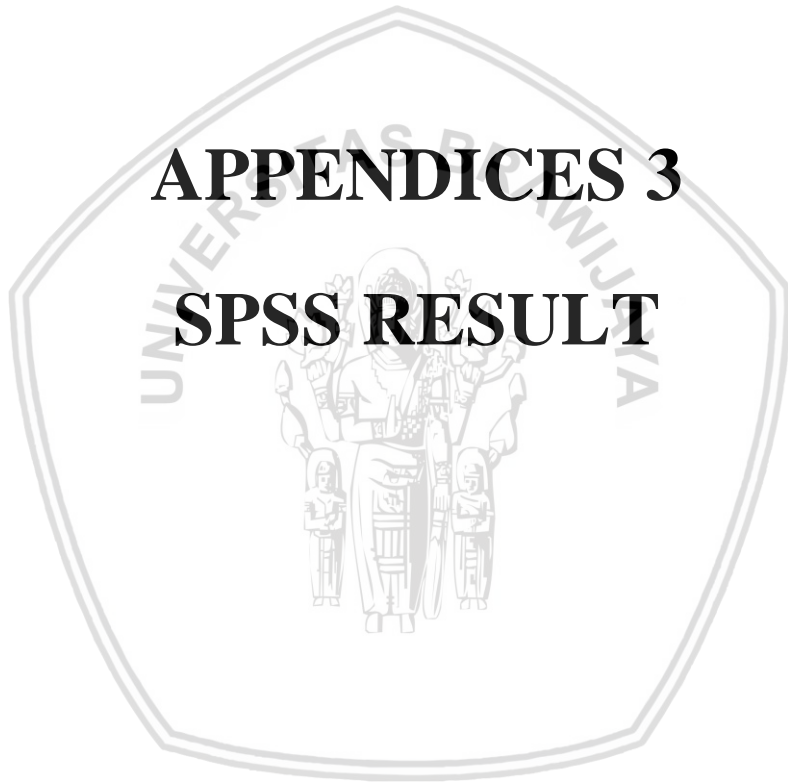
Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

APPENDICES 3

SPSS RESULT



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.942 ^a	.887	.885	.22786

a. Predictors: (Constant), Z, X

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.501	2	19.750	380.397	.000 ^a
	Residual	5.036	97	.052		
	Total	44.537	99			

a. Predictors: (Constant), Z, X

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.356	.135		2.641	.010
	X	.429	.080	.472	5.369	.000
	Z	.479	.086	.489	5.570	.000

a. Dependent Variable: Y



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921 ^a	.849	.847	.26756

a. Predictors: (Constant), X

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.463	1	23.463	550.520	.000 ^a
	Residual	7.016	98	.072		
	Total	46.427	99			

a. Predictors: (Constant), X

b. Dependent Variable: Z

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.609	.146		4.177	.000
	X	.856	.036	.921	23.463	.000

a. Dependent Variable: Z



One-Sample Kolmogorov-Smirnov Test

		X	Z	Y
N		100	100	100
Normal Parameters ^a	Mean	3.9300	3.9743	3.9475
	Std. Deviation	.73691	.68481	.67072
Most Extreme Differences	Absolute	.218	.286	.274
	Positive	.133	.173	.175
	Negative	-.218	-.286	-.274
Kolmogorov-Smirnov Z		2.178	2.856	2.742
Asymp. Sig. (2-tailed)		1.511	1.646	5.893
a. Test distribution is Normal.				

Correlations

		X	Z	Y
X	Pearson Correlation	1	.921**	.922**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Z	Pearson Correlation	.921**	1	.924**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Y	Pearson Correlation	.922**	.924**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

