

Y Gen's Online Buying Behavior: Indonesian Case

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Abstract : *Indonesian Y generation is considered as a group of people that most contribute on the growing of online shopping activity in Indonesia. The aim of this study is to analyze factors that affect Indonesian Y gen's online buying behavior. This study used Elevenia site as specific online shopping site and used Elevenia ID Facebook fan page as research object to find the population. Purposive sampling method was used to select 138 samples of Elevenia ID Facebook fan page followers, especially followers who included Y generation category (was born in 1980-1999). This study employed a quantitative method by using data analysis namely Confirmatory Factor Analysis (CFA) to confirm whether the five factors (Usability, Interactivity, Online Trust, Aesthetic, and Marketing Mix) have shaped appropriately in accordance with the concept, then used Multiple Regression analysis to examine the effect of five factors on Indonesian Y gen's online buying behavior simultaneously and partially, also examined the dominant factor that affects Indonesia Y generation to online shopping at the Elevenia site. The result of the study showed that Usability, Interactivity, Online Trust, Aesthetic, and Marketing Mix factors have shaped consistently in accordance with Constantinides' concept about web experience elements on online buying behavior. Next, the result showed that the five factors were significantly affecting Indonesian Y gen's online buying behavior, both simultaneously and partially. However, this study also revealed that marketing mix is as dominant factor that affect Indonesian Y generation to online shopping at Elevenia site. Finally, considering that Y generation have unique characteristics, thus the findings may enable be reference for the online marketers to formulate the best marketing strategy to face Y gen's online buying behavior in Indonesia. Suggestions, limitations, and future research have explained at the end of the paper.*

Keywords: *Online Buying Behavior, Y Generation, Online Shopping, Indonesian*

I. Introduction

Internet technology usage has been growing in Indonesia. Various activities can be done by using internet, such as searching and sharing information, chatting, working, shopping, game and so on. According to data of Indonesian Association of Internet Service Providers - APJII (2015), internet users in Indonesia reached 88.1 million users of 252.4 million populations in 2014, and it was dominated by user who included Y generation category about 18-35 years old, approximately 82,8% users. However, Y generation was born and has grown up in 1980-1999 which is as internet era (Crampton and Hodge in Jambulingam et al., 2016), thus they are also mentioned as technologically savvy (Valentine and Powers, 2013; San et al., 2015; Petra, 2016). Therefore, Y generation commonly has been familiar to use internet for daily activities (San et al., 2015).

Online shopping is one of the online activities that flare in Indonesia. APJII (2015) data showed that 11% internet users in Indonesia accessed internet to sell or buy goods or services via internet. In this case, Y generation is considered as group which most contribute in growing online shopping activity in Indonesia (APJII, 2015). However, Y generation has known as the generation which has a great purchasing power than other generations (Valentine and Powers, 2013; San et al., 2015; Petra, 2016), they also have unique characteristics such as frequently communicate and interact with text and social media (Valentine and Powers, 2013; Suryani, 2013), spend money quickly (Mandhlazi et al., 2013; Petra, 2016), visual learners (Weiler in Petra, 2016), enjoy shopping and prefer online retailers (Brosdahl and Carpenter in Petra, 2016). Therefore, it can be potential market segment for online marketers (Petra, 2016; Suryani, 2013), thus online marketers should be gave special attention on Y gen's online buying behavior. Moreover, there are 73% internet users in Indonesia who have not done online shopping yet (APJII, 2015). It means that the online marketers still have big opportunity to expand the online shopping market share of Indonesian Y generation consumers. Therefore, online marketers should be understood about the Indonesian Y gen's online buying behavior to compete and win online shoppers market in Indonesia.

However, it is also necessary to determine the factors that can affect Y generation to online shopping. Constantinides (2004) revealed the five factors which can be controlled by online marketers to affect online buying behavior namely usability, interactivity, online trust, aesthetics, and marketing mix. Those factors have used by previous researchers (e.g. Lorenzo et al., 2009; Baeva, 2011) to investigated the factors that affect online buying behavior. Thus, it considered be able to use as important controllable factors that are needed on the online shopping, especially for Indonesian Y generation.

Besides that, the specific website is needed to get better understanding about the factors that affect online buying behavior, even it can be able to help the online marketers for improving their website (Ariff et al., 2013). By using specific website, it can show the Y gen consumers' impression related factors that affect them when online shopping at certain online shopping site. Thus, Elevenia site has chosen as object in this study. Elevenia site is one of the growing online shopping site in Indonesia which has been successful to attract Indonesian consumers within one year after first launched on March 2014 (indonesianindustri.com, 2015). Efforts that conducted by Elevenia site to enter Indonesian online shopping market obtained Marketing Award 2015 as the Best Innovation in Marketing category (wartaekonomi.co.id, 2015). Therefore, Elevenia site is considered as representative online shopping site in this study.

Finally, the aim of this study is to analyze factors that affect Indonesian Y gen's online buying behavior, especially at Elevenia site. With focus on five factors that examined in this study namely usability, interactivity, online trust, aesthetics, and marketing mix. Therefore, valuable insights about factors that affect Indonesian Y gen's online buying behavior can be obtained in this study, and also expected can be the way to find the effective strategies in order to compete and win in the intensive online shopping market.

II. Theoretical Review

2.1 Online Buying Behavior

Consumer behavior shifted from conventional to online buying along development of internet technology (Suryani, 2013). The term of online buying behavior has been popular since the mid of 1990s (Baeva, 2011). Online buying behavior can be defined as activities in searching and buying goods or services and conducted direct interaction with seller by online internet (Suki and Suki, 2013; Shergill and Chen, 2005). Y generation may prefer to online shopping, because Y generation likes the simple way in a shorter time to obtain their needs (Petra, 2016). It has known that online shopping can save time, possible to shopping 24 hours x 7 days, varieties of products, easy to compare the product or price, and direct interaction with seller (Baeva, 2011). However, there are also some issues of online shopping namely related with security, privacy, distrust, inability to touch, and complex policies (Baeva, 2011).

2.2 Usability

Usability refers to the ease to use a website efficiently and effectively (Osterbauer et al., in Kühn et al., 2015). However, Y generation likes something instant and easily get bored (Petra, 2016). Thus, usability of the website should be presented in order to make the website work smoothly and users can use the website by minimal efforts. Components of usability namely Convenience; Site Navigation; Information architecture; Ordering/payment processes; Search facilities/search process; Site speed; Site findability and accessibility (Constantinides, 2004).

2.3 Interactivity

Interactivity refers interactivity with online vendor and interactivity with other users (Constantinides, 2004). In this case, interactivity with online vendor is related with personal service, and interactivity with other web users is about interaction with other users which they can share information (Constantinides, 2004). Considering that Y generation tend to be complainant person (Suryani, 2013), thus they need a personal service of the online vendor, and Y generation also prefer to communicate with text and social network (Suryani, 2013), because it is easy way to share information electronically, especially in decision making to buy product. Therefore, interactivity should be provided to facilitate the Y generation desire during online buying process. Components of interactivity namely Customer service/after sales service online; Interaction with company personnel; Customization; and Network effects (Constantinides, 2004).

2.4 Online Trust

Terms of online trust refers to the specific and potential procedure that is used to bring down the uncertainty situation during online buying process (Grabner-Kraeuter in Bajpai and Lee, 2014). Online shoppers commonly concern on the safety issues when online shopping, so as Y generation. San et al., (2015) stated that most of Malaysian Generation Y was not ready for online buying because they were still having doubts on the website trust. Thus, online marketers have to give more attention on online trust aspect to reduce the doubts of online shoppers. Components of interactivity namely Transaction security; Customer data safety; Consumer data misuse; Uncertainty reducing elements; and Guarantees/return policies (Constantinides, 2004).

2.5 Aesthetics

Aesthetic reflects attractive and alluring website (Harris and Goode in Kühn et al., 2015) and also as the credibility and quality of the website (Constantinides, 2004). Y generation does not like monotonous textual information (Petra, 2015), so that aesthetic is become important aspect on Y gen's online shopping behavior. It

is being critical for online marketers to invest their website quality to attract and retain online shoppers (Bai et al., in Adnan, 2014). Aesthetics components namely Web Design; Presentation quality; Design elements; and Style/atmosphere (Constantinides, 2004).

2.6 Marketing Mix

Marketing Mix refers to marketing aspects that affect purchasing processes (Bajpai and Lee, 2014). Previous studies have researched about the effect of marketing mix effect towards online buying behavior (Lorenzo et al., 2009; Baeva, 2011; Li, 2014). Marketing mix commonly related with 4P (Price, Place, Price, and Promotion), however, Constantinides (2004) identified that the marketing mix's (4Ps) in online shopping context also included fulfillment and communication. Therefore, Marketing mix components namely Communication; Fulfillment; Product; Price; and Promotion (Constantinides, 2004).

III. Conceptual Framework And Hypotheses

This study analyzed the factors that affect Y gen's online buying behavior, which also can be used as important controllable factor for the online marketers, in order to fulfill the Y gen's expectation and needs when online shopping on the website. However, this study used confirmatory factor analysis to analyze the factors that affect Y gen's online buying behavior. Thus, Constantinides (2004) concept about web experience elements which included five factors, consist of usability, interactivity, online trust, aesthetics, and marketing Mix, were used in this study. Based on the previous research (e.g Lorenzo et al., 2009; Shergill and Chen, 2005); Suki and Suki, 2013) showed that those factors which included in Constantinides (2004) concept have been represent to be used as factors that can affect online buying behavior.

Lorenzo et al., (2009) study, found that the usability, trust building, marketing mix and aesthetics were factors that have a positive and significant effect on the choice of e-vendor, while interactivity was not. While, Shergill and Chen (2005) revealed that customer service which related with the interactivity was one of the dominant factors that affecting consumer perceptions on their online purchasing experiences. Regarding these previous studies, the hypotheses in this study are:

H1: The Usability, Interactivity, Online Trust, Aesthetics and Marketing mix factors affect Y gen's online buying behavior simultaneously.

H2: The Usability, Interactivity, Online Trust, Aesthetics and Marketing mix factors affect Y gen's online buying behavior partially.

- H2a: the Usability factor affects online buying behavior
- H2b: the Interactivity factor affects online buying behavior
- H2c: the Online Trust factor affects online buying behavior
- H2d: the Aesthetic factor affects online buying behavior
- H2e: the Marketing Mix factor affects online buying behavior

Among the five factors (usability, interactivity, online trust, aesthetics and marketing mix) that is analyzed, it is considered that there is one of the factor which most dominant affect Y gen's online buying behavior. In this case, Marketing Mix is considered as the dominant factor that affect Y gen's online buying behavior (Lorenzo et al., 2009; Suki and Suki, 2013). Lorenzo et al., (2009) study found that marketing mix was one of the main influencer of the online buying such as promotions and low prices. Besides that, Suki and Suki (2013) also explained that promotional offer become the second factor that significantly influences consumer online shopping behavior, after familiarity and confidence factors. Therefore, this study also analyzed the dominant factor that affects Y gen's online buying behavior. The hypothesis is:

H3: Marketing mix factor is dominant factor that affects Y gen's online buying behavior.

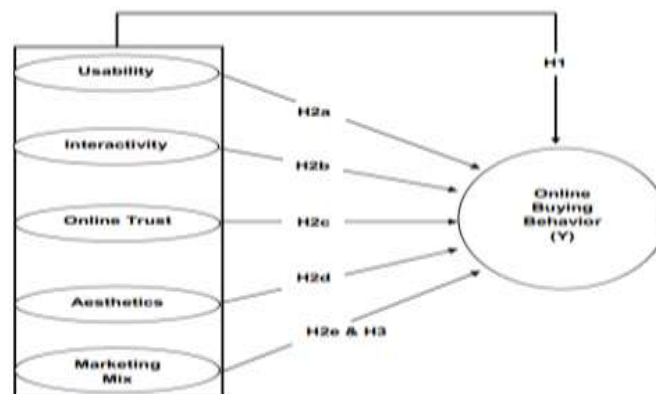


Figure 1. Hypothesis Model

IV. Research Method

I. Data Collection

This study choosed Elevenia site as the specific online shopping website that is considered as representative site to give some valuable insights related the strategies that is conducted by Elevenia site in order to obtain success in the intensive electronic marketplace, especially in Y generation context. However, this study used one of social media that is managed by Elevenia site, namely Facebook fan page of Elevenia Indonesia retailer at facebook.com/elevenia.co.id. The reasons for choosing this social media was by considering the ease to meet Indonesian Y gen's online shoppers of Elevenia Indonesia, and also based on the huge follower's number of this social media about 874.358 followers (until april 2016) than other Elevenia's communities. However, Elevenia ID Facebook fan page is a place to share information related about Elevenia site such as product information, Elevenia's programs, even impression of Elevenia's previous buyers also can be shared. Hence, this study used followers of Elevenia ID Facebook fan page (facebook.com/elevenia.co.id/) as population.

The number of sample in this study was determined by using Machin formula which was obtained about 138 samples. Next, sampling technique that was used namely purposive sampling techniques, with the criteria namely Indonesian people who follow Facebook fan page of Elevenia ID; Respondents who have been doing online shopping on Elevenia site about last six months; and the age of respondents was included in millennial category or Y generation (was born in 1980-1999). Research instrument in this study used online questionnaire which was made by using docs.google.com/forms.

In collecting data, researcher visited Facebook fan page of Elevenia Indonesia retailer at facebook.com/elevenia.co.id/ to find the representative respondents who were being target in this study. On Facebook fan page of Elevenia ID can be seen the respondents who gave the feedback about their experience when online shopping at Elevenia. Then, those respondents were considered as samples. Personal message which included introduction and the link of online questionnaire was sent for each respondent. Commonly, the respondents were also very welcome to fill out the online questionnaire, but there was slow response of the respondents. At the end April 2016, the questionnaires were returned about 146 of 150 questionnaires which was initially distributed, but 14 questionnaires were not incomplete and 132 questionnaires were complete. Therefore, the survey period was extended, the second distribute has conducted about 15 questionnaires, but only nine questionnaires were returned and complete, thus the last three of nine was eliminated. Finally, it can be done for five weeks, about April-Mei 2016.

II. Data Analysis

This study used factor analysis and multiple regression analysis. Factor analysis is a procedure to data reduction (Malhotra, 2004). One of the factor analysis methods that used in this study was Confirmatory Factor Analysis (CFA), this method was reduction variables that were analyzed and make sure that data reduction which is obtained can be consistent with initial concept or theory. In the other words, CFA was used to confirm the factors which has identified by Constantinides (2004) namely Usability, Interactivity, Online Trust, Aesthetics, and Marketing mix. Then, this study examined how the effect of five factors (as independent variables) towards Y gen's online buying behavior (as dependent variable) by using multiple regression analysis.

The measurement scale in this study was likert scale: Strongly agree (5 Score), Agree (4 Score), Neutral (3 Score), Disagree (2 Score), and strongly disagree (1 Score). Next, validity test in this study conducted by comparing the correlation between variable or item with total score of variable, whereas reliability test by using Alpha Cronbach Coeffisient. Then, Hypothesis Testing Methodology by using F –Test to examine the effect of factors that affect Y gen's online buying behavior simultaneously, and T –Test was used to examine the effect of factors that affect Y gen's online buying behavior partially. The data was processed by using IBM SPSS Statistics Version 23.

V. Result And Discussion

Demographic of Respondent

Respondents in this study were near equal online shopping habit regardless gender between male and female (49.3% and 50.7%). Majority respondents were 22-26 years old about 80 people (58% of total respondents). Thus, Y generation who most online shopping in Elevenia site was dominated by consumers between 22-26 years old. The level education of respondents was dominated by bachelor's degree, about 54.3%. The occupation of respondents was employee about 53.6%. The everage of respondents have been doing online shopping at least once on Elevenia site about last six months, even many respondents have done online shopping in Elevenia site last months, about 40 people (29%). Category of goods that was often purchased by Y generation consumers at Elevenia site namely fashion about 35.59%, fashion category included clothes, bag and accessories, shoes, jewelry and watch. As detail, demographic of respondent is presented in Table 1.

Table 1. Demographic of respondent

| | | Frequency | Percentage |
|--|-------------------------|-----------|------------|
| Gender | Male | 68 | 49.3 |
| | Female | 70 | 50.7 |
| Age | 17-21 | 15 | 10.9 |
| | 22-26 | 80 | 58.0 |
| | 27-31 | 23 | 16.7 |
| | 32-36 | 20 | 14.5 |
| Level education | Junior High School | 4 | 2.9 |
| | Senior High School | 39 | 28.3 |
| | Diploma | 14 | 10.1 |
| | Bachelor Degree | 75 | 54.3 |
| | Master degree | 6 | 4.3 |
| Occupation | Employee | 74 | 53.6 |
| | Entrepreneur | 8 | 5.8 |
| | Housewife | 21 | 15.2 |
| | Student | 35 | 25.4 |
| Last purchase | Last Week | 31 | 22.5 |
| | Last Month | 40 | 29.0 |
| | Last Three Months | 37 | 26.8 |
| | Last Six Months | 30 | 21.7 |
| Category of goods that was often purchased | Fashion | 84 | 35.6 |
| | Beauty/Health | 27 | 11.4 |
| | Babies/Kids | 5 | 2.1 |
| | Home/Garden | 14 | 5.9 |
| | Gadget/Komputer | 40 | 17.0 |
| | Electronic | 23 | 9.8 |
| | Sports/Hobbies/Otomotif | 16 | 6.8 |
| | Service/Food | 27 | 11.4 |

Data Analysis Result

This study used Confirmatory Factor Analysis (CFA) to confirm the concept of Constantinides (2004) about Web Experience Elements on Online Buying Behavior Included five factors namely Usability, Interactivity, Online Trust, Aesthetics, and Marketing Mix. Confirmatory Factor Analysis confirmed whether the variables that spreaded on each factor have distributed appropriately in accordance with the theory (Santoso, 2015). To examine whether the data can be parsed become some factors by using correlation matrix included KMO and Barlett's test of spericity, and Anti-image. The value of KMO and Barlett's Test was 0.893 with significance 0.000. The value was more than 0.5 and the significance value also below 0.05 ($0.000 < 0.05$), it showed that the variable can be analyzed with factor analysis. Anti-image Matrices showed the Measure of Sampling Adequacy (MSA) is more than 0.5, so that all variable can be predicted and analyzed further (Santoso, 2015). This study used Principal Component method to Extraction method and used Varimax to Rotation method.

Results of CFA showed the indicators that have merged in this study were consistent with the Constantinides's concept which 25 indicators that examined by using CFA has merged into five group variables namely Usability, Online Trust, Interactivity, Aesthetic, and Marketing Mix. Moreover, the item of statements also have average factor loading more than 0.5 which means that the item was considered appropriate, so that, each indicator of variables settled on their group. Although, there were two variables that have factor loading less than 0.5 namely Site Speed with factor loading 0.452, and Communication with factor loading 0.463. However, Hair et al., in Shergill and Chen (2005) revealed that the factor loadings of individual item have to more than 0.4. So that, two variables which less than 0.5 were still valid. The result is shown in Table 2.

Table 2. Factor Analysis Result

| Items | Variables | | | | |
|--|-----------|--------------|------------|---------------|---------------|
| | Usability | Online Trust | Aesthetics | Interactivity | Marketing Mix |
| I feel convenient to buy products at this site. | .740 | | | | |
| This site's navigation is simple. | .750 | | | | |
| Information is easily accessible at this site. | .734 | | | | |
| Ordering and payment process at this site is simple. | .658 | | | | |
| This site has reliable and helpful internal search facilities. | .655 | | | | |
| The site's page is loading very fast. | .452 | | | | |
| I can find and access this site with little search effort. | .638 | | | | |
| The site provides very helpful customer service. | | | | .664 | |
| It is easy to interaction with company's staff online | | | | .639 | |
| The site provides flexible delivery option | | | | .629 | |
| The site provides reliable testimonial by past consumers. | | | | .793 | |
| This site offers adequate online transactions security. | | .693 | | | |

| | | | | | |
|---|-------------------|--------------|--------------|--------------|--------------|
| In my opinion, my privacy is protected safely at this site. | | .731 | | | |
| This site allows me to make decisions whether I permit to follow commercial activities of the site. | | .785 | | | |
| This site provides clear information at FAQ. | | .795 | | | |
| Service and product guarantees/ return policies are clearly explained at this site. | | .768 | | | |
| Aesthetically, the website design at this site is very attractive. | | | .798 | | |
| This site has professional presentation quality. | | | .648 | | |
| The website layout helps me in searching and selecting the right product while shopping online. | | | .703 | | |
| This site has a fun atmosphere. | | | .709 | | |
| Information that is provided by the site was clear and easy to understand. | | | | | .463 |
| I received my product is appropriate by the time promised by the site. | | | | | .678 |
| I shop online because this site offers complete brands and product assortment. | | | | | .505 |
| The site offers lower prices compared to retail stores. | | | | | .580 |
| This site always offers attractive promotion. | | | | | .728 |
| Eigenvalues | 10.977 | 2.046 | 1.551 | 1.264 | .961 |
| % Total Variance Explained | 43.909 | 8.184 | 6.205 | 5.057 | 3.844 |
| Cronbach's Alpha | 0.803 | 0.708 | 0.837 | 0.701 | 0.751 |
| Kaiser-Meyer-Olkin (KMO) | 0.893 | | | | |
| Barlett's Test of Sphericity | Sig. 0.000 | | | | |

After that, this study examined the effect of the five factors toward Y gen's online buying behavior by using Multiple Regression Analysis. Generally, the result of Multiple Regression Analysis showed that the five factors in this study have significant effect toward Y gen's online buying behavior with significant level α namely < 0.05 (5%). The result is shown in Table 3.

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|--------|-------|
| | B | Std. Error | Beta | | |
| Constant | -2.907 | 0.904 | | -3.215 | 0.002 |
| Usability | 0.105 | 0.046 | 0.173 | 2.278 | 0.024 |
| Interactivity | 0.139 | 0.069 | 0.142 | 2.004 | 0.047 |
| Online Trust | 0.102 | 0.050 | 0.138 | 2.056 | 0.042 |
| Aesthetics | 0.142 | 0.070 | 0.162 | 2.020 | 0.045 |
| Marketing Mix | 0.286 | 0.059 | 0.363 | 4.850 | 0.000 |
| N | : 138 | | | | |
| R | : 0.816 | | | | |
| R Square | : 0.666 | | | | |
| Adjusted R Square | : 0.653 | | | | |
| F | : 52.537 | | | | |
| Significant | : 0.000 | | | | |

Based on the data analysis result, it can be analyzed the effect of five factors (usability, interactivity, online trust, aesthetics, and marketing mix) on Y gen's online buying behavior, both simultaneously either partially, and find out the factors that highly affect Indonesian Y gen's online buying behavior, which is explained as follow:

H₁ : The Usability, Interactivity, Online Trust, Aesthetics and Marketing mix factors affect Y gen's online buying behavior simultaneously.

Table 2 shown that the value of F was 52.537 with significant 0.000 (Sig. F (0.000) $< \alpha = 0.05$. H₀ was rejected and H₁ was accepted. It means that the five factors have an effect on Y gen's online buying behavior of Elevenia consumers simultaneously. Besides that, it also can be seen on R² (R Square), namely about 0.666 or 66.6%. It means that 66.6% variable of online buying behavior will be influenced by independent variable in this research (Usability, Interactivity, Online Trust, Aesthetics and Marketing mix). However, this research showed the different result of Lorenzo et al (2009) study which found that Usability, Online Trust, Aesthetics and Marketing mix were significant affecting buyers' preferences when online buying behavior, but there was an exception on Interactivity. Whereas in this study, Interactivity and the four other factors were found have significant effect on Y gen's online buying behavior. It means that Indonesian Y generation consumers of Elevenia site considered that the five factor of (Usability, Interactivity, Online Trust, Aesthetics, and Marketing mix) were simultaneously affect them when online buying at Elevenia site.

H_{2a}: The Usability factor affects Y gen's online buying behavior

The result of usability factor was sig. 0.024 (Sig. < 0.05); coefficients beta (B_1) was 0.105; and $t = 2.278$, It means that there was a significant effect between usability with Y gen's online buying behavior. This finding was consistent with study of Lorenzo et al., (2009) which was found that usability has more influence the online buyers' preference especially in purchasing digital camera. Whereas, this current study also found usability has significant effect on Y gen's online buying behavior which related with present the ease and usefulness when online shopping at the site. Petra (2016) revealed that Y generation consider to online shopping because it faster and more convenient than at offline store

H_{2b}: the Interactivity factor affects Y gen's online buying behavior

The result of Interactivity factor was sig. 0.047 (Sig. < 0.05); coefficients beta (B_1) was 0.139; and $t = 2.004$, It means that there was a significant effect between interactivity with Y gen's online buying behavior. However, this finding was not consistent with Lorenzo et al (2009) study which found that interactivity was not a significant predictor of online purchasing decision for students in Spain University. While, this current study found interactivity has significant effect on Y gen's online buying behavior which related with present personalized service and facilitate to interaction with internal staff of website or previous buyers when online shopping at the site. Considering that Y generation tend to be complainant person (Suryani, 2013), thus they need an assist of company's staff when they need more information or find an obstacle when online shopping. Besides that, before make final decision to purchase online, most of students find the information first about the product (Jadhav and Khanna, 2016). However, Y generation like to communicate with text and social network (Suryani, 2013), thus network affect that is provided by online vendor such as testimonials of previous buyers have an effect on Y gen's online buying decision.

H_{2c}: the Online Trust factor affects Y gen's online buying behavior

The result of online trust factor was sig. 0.042 (Sig. < 0.05); coefficients beta (B_1) was 0.102; and $t = 2.056$, It means that there was a significant effect between online trust with Y gen's online buying behavior. It was similar with study of Uzun and Poturak (2014) which was showed for Bosnian online shoppers who have or have not purchased electronics products on the Internet, revealed that trust influenced Bosnian consumers when online shopping. The study dominated by 74% Bosnian consumers who age 21-30 year which included as Y generations category. Besides that, Baeva (2009) stated that trust was being the most important element to shape online shopping attitude in online clothing market. The finding of San et al (2015) study also revealed that for Y generation the important factors to choose the online shopping site are trust and security aspect that is provided by online site.

H_{2d}: the Aesthetic factor affects Y gen's online buying behavior

The result of aesthetic factor was sig. 0.045 (Sig. < 0.05); coefficients beta (B_1) was 0.142; and $t = 2.020$, It means that there was a significant effect between aesthetic with online buying behavior. Nevertheless, this finding was dissimilar with Adnan (2014) study which his finding was aesthetic and online buying behavior did not have a significant positive relationship. The possible reason of dissimilar is because Adnan (2014) study was conducted in Pakistan which the consumers did not focus much on website design and aesthetic, rather they focus more on utilitarian factors while shopping online. However, this study was showed to Y generation in Indonesia, and it has known that Indonesia has a strong online market, so that online marketers in Indonesia cannot neglect that aesthetic factors were needed to attract Y generation to online shopping at their site. Petra (2015) stated that Y generation does not like monotonous textual information which they are tend to be visual learners. Online marketers should give attention on visuals and graphics, 3d virtual models ad so on to attract online shoppers and encourage them to make an online purchase at their site (Hausman and Siekpe in Adnan, 2014).

H_{2e}: the Marketing Mix factor affects Y gen's online buying behavior

The result of marketing mix factor was sig. 0,000 (Sig. < 0.05); coefficients beta (B_1) was 0.286; and $t = 4.850$, It means that there was a significant effect between marketing mix with Y gen's online buying behavior. It was similar with study of Lorenzo et al., (2009) that marketing mix was as one of the main influencer of the online buying preference, such as promotions, low prices, pleasant colors and sounds, etc. This current study also found that marketing mix is as significant factor that affects Y gen's online shopping behavior at Elevenia site. Moreover, Aquino in San et al (2015) stated that Y generations did not worry about debt, they will just spend money when they have income. Even, Suryani (2013) also stated that characteristic of Y generation is they are tend to think to have fun this time which no worry about the future. However, it was related with marketing strategy where online marketers need to create creative promotion which offers the enjoyment or entertainment for consumers, such as discount, special offers, and so on to attract Y generation to online shopping.

From explanation above, the second hypothesis was accepted, which all of factor (Usability, Interactivity, Online Trust, Aesthetic and Marketing Mix) affect Y gen's online buying behavior partially at Elevenia site. However, this study also created the hypothesis about the dominant factor that affects Y gen's online buying behavior. The last hypothesis was:

H₃: Marketing mix is dominant factor that affect Y gen's online buying behavior.

The dominant factor that affect Y gen's online buying behavior was Marketing Mix, which has coefficient regression (b) = 0.286 and t = 4.850, were larger than other factors, with sig. 0.000 that smallest significant value among the five independent variables. Therefore, this study found that marketing mix was dominant factor that affects Y gen's online buying behavior at Elevenia site. Generally, consumers expected that when they online shopping, they will get the cheaper price than offline retail store. The possible reason because there was no tax of products. So that, low price in the online stores was considered as an influencer the college students in Mumbai to shop from the online store (Jadhav and Khanna, 2016). Uzun and Poturak (2014) study also showed that prices of products positively affect the consumers' online purchasing behavior in Bosnian context. Moreover, considering that Y generations like to have fun, thus when they got a discount or coupons of the online shopping site, it can make them happy and feel lucky. In this case, Elevenia provided some discount everyday through deal programs such as daily deal, shocking deal, and brand deal. Elevenia also give bonus coupons in every transaction. Petra (2016) stated that Y generation appreciated the sales promotion activities which provided by the stores. Besides that, complete brands and product assortment became the variable that was considered as influencer the Y gen consumers to online shopping at Elevenia. Elevenia site provided eight major categories of goods included Fashion, Beauty/Health, Babies/Kids, Home/Garden, Gadget/Komputer, Electronic, Sports/Hobi/Otomotif, and Service/Food. This study showed that category of goods that was often purchased by Y generation, both female and male consumers, at Elevenia site namely Fashion about 35.59%. Mandhlazi et al (2013) stated that Gen Y was labeled as fashion-conscious consumers which reflect an inclination towards innovative products and a motivation to keep up to date with new styles and fashion trends. Finally, it indicated that as new comer in online shopping site, Elevenia focused on its marketing mix to enter the Indonesian market. Because of that, the Marketing reward was obtained by Elevenia. In the second year, namely as the best innovation in marketing category (wartaekonomi.co.id, 2015).

VI. Conclusion And Suggestion

This study analyzed the effect of Usability, Interactivity, Online Trust, Aesthetics, and Marketing Mix on Y gen's online buying behavior, especially at Elevenia site. However, those factors affect Y gen's online buying behavior simultaneously and partially. This study also found that Marketing Mix was as dominant factor that affects Y gen's online buying behavior. Besides attractive promotion such as discount, complete brands and product assortment also as the reason that affects Y gen's online buying behavior on the site. However, Y gens think simple to do or get everything, so that they expect can do and get easily and completely on the one site when they need something.

So that, in this case, online retailer should give more attention on marketing mix aspects continuity in order to maintain and reviewing their marketing mix quality, such as by conducting survey to previous buyers periodically for obtaining the feedback of them about their online shopping experience. However, it can be basic reference to develop marketing mix in the future. Besides that, Elevenia site even other online retailer or any online organization also necessary to develop and explore related online trust aspect such as security issues of online transactions, for making sure that the online transactions are secure. For example, online retailer must have an ID number which is registered on trusted institutions such as government or certain associations that related with provider online shopping site; use the third parties to bridge the online transactions between sellers and buyers; and also can adopt new technology related security software for online transaction. Thus, consumers will confidence to shop online in their website.

VII. Research Limitations And Future Research

However, this study still has limitations and also might not be exhaustive. First, this study only focus in one research location namely Facebook fan page of Elevenia ID retailer. Thus, it could not either predict or explain the effect of five factors (Usability, Interactivity, Online Trust, Aesthetics, and Marketing Mix) on Y gen's online buying behavior of Elevenia's consumers in other social media which is owned by Elevenia site. Thus, next study can use other social media which is owned by Elevenia site, or even social media of other specific online site.

Second, because this study used purposive sampling methods which some criteria were determined in this study, it caused the study could not get random sample. Therefore, this study might not be able to generalize and be the true representative of the Elevenia's consumers. Future research can use random sample to obtain better findings of online shoppers.

Further, next study is expected can use more variables to enrich online buying behavior factors of Y generation such as related with culture to provide different perspective of online shopping behavior. Also, can use other sample besides Indonesian, or makes a comparative study about factors that affect online buying behavior between Indonesian with foreign citizens.

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