

# Effect of Website Display on Consumer's Buying Interest

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**Abstract.** The purpose of this study is to measure the effect of website appearance on consumer buying interest. This study uses quantitative methods based on objective measurement of social phenomena. Each phenomenon is described in several component problems, variables and indicators. Each variable to be measured is given different numbered symbols according to the category associated with the variable so that by quantitative method can produce a result or general conclusion in a parameter. Data collection techniques were conducted through interviews, questionnaire division, and observation. The results of this study indicate the level of influence of a dynamic website display whether more attractive to consumers or not. The result of this research is expected to become a reference for online shop website developers to improve the quality of the user interface facilities to attract higher consumer interest.

## 1. Introduction

E-commerce is evolving through the adoption of Web 2.0 capabilities to increase customer participation and achieve greater economic value. This new phenomenon is often referred to as social commerce, but not yet fully understood. In addition to the lack of a stable and agreed definition, there is little research on social commerce and no significant research is dedicated to the design of social trading platforms. [1] To create a web site, a Web site creator (the person using the tool to create a web site) is prompted by the tool through a series of views stored in the tool to select the features and options desired for the Web site. Based on these selections, the tool prompts the web site creator to supply data to populate fields of the templates determined by the tool to correspond to the selected features and options. Based on the identified templates and supplied data, the tool generates the customized Web site without the web site creator writing any HTML or other programming code. Based on roles-based, multi-level security, various advantages for e-commerce applications are enabled [2].

Bai, B at al explain that website quality has a direct and positive impact on customer satisfaction, and that customer satisfaction has a direct and positive impact on purchase intentions. While the influence of website quality on purchase intentions exists, customer satisfaction does significantly mediate this effect. Drawing on the empirical findings, managerial implications and recommendations for future research are offered [3].

Hausman A V, and Siekpe J S explain that Recent research suggests that these failures reflect poor website design, yet this research lacks the specificity necessary to provide practical recommendations for improving site performance [Rosen EE, Purinton E. Website design: viewing the web as a cognitive landscape. *J Bus Res* 2004; 57:787–94]. This study fills that gap by providing specific recommendations



regarding website design elements that generate positive managerial outcomes. First, the study tests a wide range of design elements to determine those that provide human elements and computer elements. Next, these elements are linked through intermediaries using the uses and gratifications theory, technology acceptance model, and the concept of flow to explain purchase intentions and intentions to revisit the site [4].

From the above information, there are no specific research results on the level of influence of web design on consumer buying interest. Therefore, online entrepreneurs must carefully design the business to be run [5-10] as well as interesting web design to increase consumer interest in buying in the online shop. It is trivial but has a significant effect on the income earned. The purpose of this study measures the impact of website appearance on the level of consumer interest. The method used the qualitative analysis based on the objective measurement of the problems that occur. The results of this study are expected to refer to use by other online entrepreneurs, so they know what factors are influential in the world of online business.

## 2. Method

This study used qualitative methods based on objective measurement of social phenomena. In performing analyses, each aspect is described in several components of the problem, variables, and indicators. Each variable to be measured is given different numbered symbols according to the category associated with that variable. With the symbols of numbers, so with the quantitative method can produce a general result or conclusion within a parameter. Data collection techniques were conducted using interview method, questionnaire division, and observation. With the qualitative approach, we use hypothesis test analysis to test whether the regression model is correct, so it is necessary to examine the linearity variable of consumer buying interest with website display. This study took a case study on Traveloka application as a travel service provider application

## 3. Result and Discussion

### 3.1 Hypothesis Test

The purpose of the hypothesis test is to examine whether the regression model is correct, so it is necessary to examine the linearity relationship between consumer buying interest variable with website display. The result of regression analysis test as known calculated can be seen as follows:

**Table 1.** Hypothesis Test (ANOVAa)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.445	1	3.445	5.900	.017 <sup>b</sup>
	Residual	56.636	97	.584		
	Total	60.081	98			

a. Dependent Variable: buying interest

b. Predictors: (Constant), web view

Hypothesis:

$H_0$  = There is no influence of website appearance on consumer buying interest on Traveloka website

$H_1$  = There is influence of website appearance to consumer buying interest at Traveloka website

The hypothesis test is done by comparing the significance level (sig) of the research with 0.05 significance testing done by using signification or sig number with the following conditions:

- If the number of significance research < 0,05 then  $H_0$  is rejected and  $H_1$  accepted;
- If the number of significance research > 0,05 then  $H_0$  is accepted and  $H_1$  is rejected.

Based on the calculation result, the significant number is 0,017. Figures  $0.017 < 0.05$  then  $H_0$  is rejected, and  $H_1$  accepted. So it can be concluded that there is no influence of website appearance on consumer buying interest on the Traveloka site.

### 3.2 Simple Linear Regression Analysis

Simple linear regression analysis (simple regression analysis) is a linear regression analysis with the number of variables affecting only one. Simple linear regression analysis is used to determine the presence or absence of relationship between website display variables (x) and consumer buying interest variable (y).

**Table 2.** Simple Linear Regression Analysis Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	3.213	.402		7.993	.000
	tampilan_web	.238	.098	.239	2.429	.017

a. Dependent Variable: minat\_beli

Based on the regression equation on the output of SPSS table above, it is known that the regression equation obtained is as follows:  $Y = 3.213 + 0.238X$

Y = consumer buying interest (dependent)

X = website display (independent)

Based on the sig column or significant the value is 0.017 or probability far above 0.05 then  $H_1$  accepted so that the regression is significant or variable appearance of the website have a significant effect on consumer buying interest.

The result of simple linear regression test shows that the influence of website appearance on consumer buying interest on 100 students of Departemen Teknik dan Ilmu Komputer, Universitas Komputer Indonesia is 23,8%. This result is obtained from the respondent's statement to the question posed related to consumer buying interest responded by the respondent.

Based on the results of questionnaires and interviews, the respondents gave good responses to the questions asked. The results show that the display of the website on Traveloka site affects consumer buying interest.

The result of quantitative method calculation shows that the simple linear regression equation on the output of SPSS table is known by the regression equation obtained as follows:  $Y = 3,213 + 0,238X$ . The value showed that the website display (x) affect on consumer buying interest (y) of 0.238 or 23.8%. It can be concluded that the display of the website that is easy and attractive plus the method of ordering and purchasing affect consumer buying interest using Traveloka website in order to book airline tickets and hotels.

The things that affect the above rating are easy-to-access and user-friendly websites. In addition, the features that exist in Traveloka not only book tickets and hotels. Traveloka website can also book train tickets, movie theaters, and holiday packages. Recently there are also new features for electricity PLN, BPJS and PDAM payment. Traveloka often provide promotions and discounts to its customers as well, whether for plane tickets, hotels, or for other payments.

Traveloka also provides payment methods that can make it easier and reliable for consumers. Payment type can use ATM, Clickpay, Credit Card, internet banking and others. Traveloka make consumers comfortable and safe in using Traveloka website to meet the needs of consumers. The features on the Traveloka website make it easy for users to get what they want with a reliable payment method.

#### 4. Conclusion

The conclusion of this study is the appearance of the website is very influential on consumer interest, because they feel given good service by presenting an attractive appearance. As an example we took in this research is Traveloka application makes an attractive appearance on the website one of them aim to give a good impression to its customers.

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