THE ROLE OF ATTITUDE IN THE RELATIONSHIP OF CONVENIENCE AND CUSTOMER SERVICE TO PURCHASE INTENTION ON THE PT FARAH ORIENTAL CARPET WEBSITE

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Abstract- **This study aims to determine the role of attitude as an intervening variable in the relationship between convenience and customer service towards purchase intention on the PT Farah Oriental Carpet website. The population in this study are the customers of PT Farah Oriental Carpet. For the sampling, this study applied a purposive sampling method with the fulfillment of the criteria which includes having an interest in the products or services offered by PT Farah Oriental Carpet, being part of PT Farah Oriental Carpet's customers who received Farah's Oriental Rugs &; Carpet's WhatsApp Blast Website, and having visited Farah's Oriental Rugs &; Carpet's Website page. Therefore, 140 samples were collected in this study using the Hair formula. The data analysis method used is quantitative and processed using SmartPLS 3.0 software. The results of this study indicate that convenience and customer service have a significant effect on attitude, convenience and customer service have a significant effect on purchase intention, and attitude have a significant effect on purchase intention.**

Keywords: Convenience, Customer Service, Attitude, and Purchase Intention

1. Introduction

PT. Farah Oriental Carpet is the oldest imported carpet trader in Indonesia established in 1974 which has developed and branched to various cities in Indonesia. Farah's Carpet already has the largest and most complete carpet collection in Indonesia originating from Turkey, Iran, Afghanistan, Pakistan, India, Egypt, Eastern Europe, and Central Asia. The impact of the Covid-19 pandemic on Farah's Carpet made the company experience a decline in sales so the company carried out a digital transformation, namely by launching a website in March 2021 and joining the Tokopedia marketplace platform in September 2021 to maintain a sustainable business. In reality, throughout 1 year the number of customer visits continues to decrease. Sales performance on the website since its initial launch in March 2021 has only occurred once a sales transaction. Therefore, it is necessary to investigate customer interest in making purchases via the website so that the company's strategy can be achieved. Therefore, this phenomenon deserves to be observed and studied further so that the main purpose of Farah's Carpets in encourage customers to switch and use the website in transactions.

2. Literature Review

2.1 Previous Research

Jain (2021) aims to understand the main driving factors behind the consumption of luxury goods through websites. This study applies a quantitative approach, namely by giving questionnaires to 250 respondents who are old customers of luxury products in India. The collected data is then analyzed using Confirmatory Factor Analysis and processed with SPSS. The results of the study found perceived usefulness, perceived ease of use which in this study is also referred to as convenience, perceived enjoyment, and price consciousness has a direct and indirect relationship to attitude.

Raman (2019) aims to develop a model to investigate the purchase intention of female consumers to shop through websites. This study applies a quantitative approach, namely by giving questionnaires to 909 respondents who are consumers of online shopping in India. The collected data is then analyzed using the Structural Equation Model (SEM). This article shows that attitude, convenience, customer service, and subjective norms significantly affect the purchase intention of female consumers to shop through the website. This study is used because of the similarity in the variables used, namely attitude, convenience, customer service, and purchase intention

Rahman et al., (2018) using TAM theory aims to determine the role of utilitarian and hedonic shopping motivation, as well as consumer privacy in purchase intention in developing South Asian countries, Pakistan. This article tells us that more than utilitarian and hedonic shopping motivations it turns out to be more significant in influencing the purchase intention of female consumers to shop through websites. The study also found that attitude influences online purchase intention. This study is used because of the similarity in the variables used, namely attitude and purchase intention.

2.2 Theoretical Review

2.2.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a model that has been widely used by researchers to explain the factors that influence the acceptance or absence of an information technology system (Loanata &; Tileng, 2016). This theory was introduced by Davis et al., (1989) developed from the Theory of Reasoned Action (TRA) by Fishbein & Ajzen, (1975).

2.2.2 Purchase Intention

Purchase Intention in traditional purchases is very different from purchase intentions on websites where customers rely heavily on technology in forming purchase intentions (Ying et al., 2021). Purchase Intention is influenced by many factors, including the quality of the website, eWOM, and trust (Ahmad et al., 2016; Cassandra et al., 2017).

2.2.3 Attitude

Attitude is defined as "the degree to which a person has a favorable or unfavorable evaluation of the behavior in question" (Ajzen, 1991). In addition, attitude also influences whether a person wants to engage in a behavior and whether the behavior is considered good or bad (Armitage et al., 2015).

2.2.4 Convenience

Convenience is a point of state where someone can do something without facing difficulties (Djan &; Adawiyyah, 2020). The concept of convenience in purchasing through the website refers to the convenience of saving time, the convenience of being able to make purchase transactions anywhere, and the ease of making price comparisons (Raman, 2019).

2.2.5 Customer Service

Customer Service is defined as assistance and advice provided by a company to people who buy or use its products or services (H. Doxey, 2021). Consumers seek customer service help when they are faced with difficulties during the shopping process (Shankar &; Jain, 2022).

3. Research Framework

3.1 Research Analysis Model
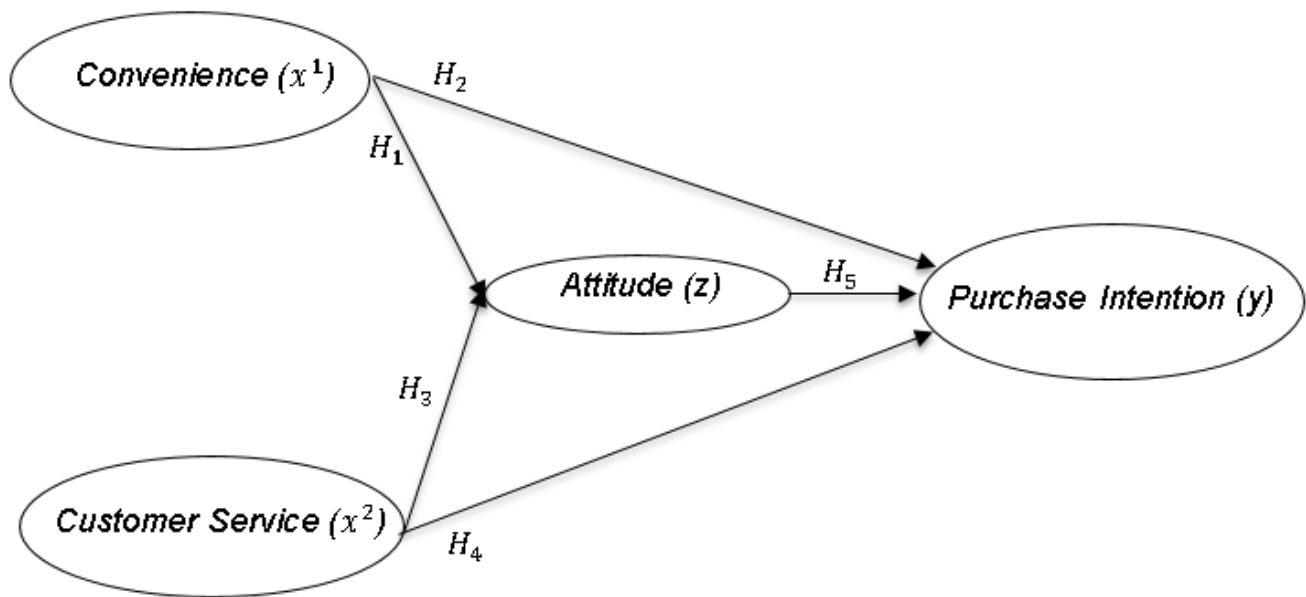
Figure 3.1 Research Analysis Model

Source: Data processed by the author (2023)

3.2 Hypothesis

Based on the literature review, conceptual framework, operational definition, and analysis model, the research hypothesis is as follows:

H1: Convenience has a significant influence on the Attitude of the PT. Farah Oriental Carpet website

H2: Convenience has a significant influence on Purchase Intention on the PT. Farah Oriental Carpet website

H3: Customer Service has a significant influence on Attitude on the PT. Farah Oriental Carpet website

H4: Customer Service has a significant influence on Purchase Intention on the PT. Farah Oriental Carpet website

H5: Attitude has a significant effect on Purchase Intention on the PT. Farah Oriental Carpet website

4. Research Methods

4.1 Research Approach

The research method used in this study is quantitative descriptive and follow-up interviews with respondents on the object of research and the goals to be achieved. The research will take place at the head office of PT Farah Oriental Carpet located on Jl. Mayjend Sungkono No. 21B, Surabaya. The population in this study is customers of PT Farah Oriental Karpet. This study used purposive sampling techniques totaling 140 samples.

4.2 Data Sources

Primary data is obtained directly through the answers of respondents who have filled out questionnaires that have been shared through *Google Forms* and the results of follow-up interviews with respondents. In this study, the data collection technique was in the form of a questionnaire using the *Likert Scale*.

4.3 Operational Definition

Table 4.1 Operational Definitions

Variable Type	Operational Definition
Purchase Intention (Y)	This operational definition is adopted from indicators (Rahman et al., 2018): 1. I will be purchasing Farah's Oriental Rugs & Carpet Website in the near future 2. I would recommend a purchase through Farah's Oriental Rugs & Carpet Website to a friend 3. I will purchase Farah's Oriental Rugs & Carpet Website for the next 1-2 years
Attitude (Z)	This operational definition is adopted from indicators (Raman, 2019): 1. I like to make purchases through Farah's Oriental Rugs &; Carpet Website 2. I am interested in purchasing Farah's Oriental Rugs &; Carpet Website 3. I will purchase Farah's Oriental Rugs & Carpet Website if a full description is included 4. I will purchase Farah's Oriental Rugs & Carpet Website if the images presented are interesting
Convenience (X1)	This operational definition is adopted from indicators (Le-Hoang, 2020): 1. I can access *Farah's Oriental Rugs & Carpet* Website easily 2. I can search for products on *Farah's Oriental Rugs & Carpet* Website easily 3. I can evaluate products on *Farah's Oriental Rugs & Carpet* Website easily 4. I can complete transactions on *Farah's Oriental Rugs & Carpet* Website easily
Customer Service (X2)	Indicators adopted from (Kim &; Stoel, 2005): 1. Farah's Oriental Rugs & Carpet website provides FAQs that answer common questions. 2. Farah's Oriental Rugs & Carpet website provides information on product availability until the *checkout process*. 3. Farah's Oriental Rugs & Carpet website provides additional services

Source: Data processed by the author (2023)

5. Result and Discussion

5.1 Descriptive Analysis of Respondent Characteristics

75 respondents (or 53.6%) were female. A total of 108 respondents (or 77.1%) knew Farah's Oriental Rugs & Carpets website from WhatsApp Blast. A total of 69 respondents (or 49.3%) visited Farah's Oriental Rugs & Carpets website 1 time.

5.2 Descriptive Research Variables

The average value for the Convenience variable is 4.25 which indicates that the majority strongly agree with the given statement item. The average value for the Customer Service variable is 3.82 which indicates that the majority agree with the given statement item. The average value for the Attitude variable is 3.44 which indicates that the majority agree with the given statement item. The average value for the Purchase Intention variable is 4.02 which indicates that the majority agree with the given statement item.

5.2.1 R Square

Table 5.1 R Square

Variabel	R Square
Y (*Purchase Intention*)	0.733
Z (*Attitude*)	0.413

Source: Data processed by the author (2023)

The R Square value in the purchase intention variable is 0.733 (strong indication) which means that the customer's purchase intention can be explained by the customer's perception of the convenience and customer service variables by 73.3%. The R Square value in the attitude variable (indicating moderate) is 0.413 which means that the diversity of customer attitudes in the convenience and customer service variables is 41.3%.

5.2.2 Q^2 coefficient

Table 5.2 Q^2 Coefficient

Variabel	Q Square
Y (*Purchase Intention*)	0,572
Z (*Attitude*)	0,283

Source: Data processed by the author (2023)

Q-Square in the purchase intention variable is 0.572 and in the attitude variable is 0.283, it is concluded that the structural model compiled has been able to make good predictions.

5.2.3 Test f-Square

Table 5.3 f-Square

Jalur	f Square	Effect Size
Convenience → Purchase Intention	0.272	Menengah
Convenience → Attitude	0.137	Kecil
Customer Service → Purchase Intention	0.256	Menengah
Customer Service → Attitude	0.075	Kecil
Attitude → Purchase Intention	0.075	Kecil

Source: Data processed by the author (2023)

The effect size presented by convenience and customer service variables on purchase intention is moderate. Meanwhile, the effect size of convenience and customer service variables on attitude is relatively small. In addition, the effect size variable attitude towards purchase intention is also in the small category.

5.2.4 Hypothesis Testing Bootstrapping Results

Table 5.4 Hypothesis Result

Hipotesis	Jalur Pengaruh	Original Sample (O)	T Statistics	p Values
H1	Convenience → Attitude	0.400	4.846	0.000
H2	Convenience → Purchase Intention	0.405	3.009	0.003
H3	Customer Service → Attitude	0.295	3.100	0.002
H4	Customer Service → Purchase Intention	0.381	2.695	0.007
H5	Atittude → Purchase Intention	0.185	3.166	0.002

Source: Data processed by the author (2023)

Hypothesis testing through bootstrapping on SmartPLS also shows that all five hypotheses are acceptable. The T Statistics value for the Convenience and Customer Service variables obtained found that indirect influence was stronger than the direct influence where the T Statistics value for Convenience on Attitude was the highest at 4,846. While the T Statistics value of Attitude towards Purchase Intention is the second highest at 3,166. This means that attitude as an intervening variable has a crucial role in influencing the purchase intention of PT Farah Oriental Carpet customers.

5.3 Research Discussion and Analysis

5.3.1 The Effect of Convenience (x1) on Attitude (z)

Based on the results of *bootstrapping tests* that have been carried out *on SmartPLS*, the *Convenience* variable has a significant influence on *Attitude* where the *T-Statistics value of 4.846* is greater than the provisions of 1.96 and the *p-values* obtained are also smaller than 0.05. A positive *original sample* value also indicates a positive direction. So based on the existing results, the first hypothesis that reads "*Convenience* has a significant influence on *Attitude* on the *PT Farah Oriental Karpet website" can be accepted.*

5.3.2 Effect of Convenience (x1) on Purchase Intention (y)

Based on the results of bootstrapping tests that have been carried out on SmartPLS, the Convenience variable has a significant influence on Purchase Intention where the T-Statistics value of 3.009 is greater than the provisions of 1.96 and the p-values obtained are also smaller than 0.05. A positive original sample value also indicates a positive direction. So based on the existing results, the second hypothesis that reads "Convenience has a significant influence on Purchase Intention on the PT Farah Oriental Karpet website" can be accepted.

5.3.3 The Effect of Customer Service (x2) on Attitude (z)

Based on the results of bootstrapping tests that have been carried out on SmartPLS, Customer Service variables have a significant influence on Attitude where the T-Statistics value of 3.100 is greater than the provisions of 1.96 and the p-values obtained are also smaller than 0.05. A positive original sample value also indicates a positive direction. So based on the existing results, the third hypothesis that reads "Customer Service has a significant influence on Attitude on the PT Farah Oriental Carpet website" can be accepted.

5.3.4 Effect of Customer Service (x2) on Purchase Intention (y)

Based on the results of *bootstrapping tests* that have been carried out *on SmartPLS*, *Customer Service* variables have a significant influence on *Purchase Intention* where the T-Statistics value of 2.695 *is greater than the provisions of 1.96 and the* p-values obtained are also smaller than 0.05. A positive *original sample* value also indicates a positive direction. So based on the existing results, the fourth hypothesis that reads "*Customer Service* has a significant influence on *Purchase Intention* on the PT *Farah Oriental Carpet website" can be accepted*.

5.3.5 Effect of *Attitude* (z) on *Purchase Intention* (y)

Based on the results of *bootstrapping* tests that have been carried out on SmartPLS, the *Attitude* variable has a significant influence on *Purchase Intention* where the *T-Statistics value of 3.166* is greater than the provisions of 1.96 and the *p-values* obtained are also smaller than 0.05. A positive *original sample* value also indicates a positive direction. So based on the existing results, the fifth hypothesis which reads "*Attitude* has a significant influence on *Purchase Intention* on the PT *Farah Oriental Carpet website" can be accepted.*

6. Conclusion and Suggestion

6.1 Conclusion

Based on the results of data analysis and discussion, the conclusions of this study are as follows:

1. *Convenience* Significant effect on *Attitude* at *website* PT Farah Oriental Karpet, so it can be concluded that the first hypothesis (H1) is accepted

2. *Convenience* Influential significant influence on *Purchase Intention* at *website* PT Farah Oriental Karpet, so it can be concluded that the hypothesis (H2) is accepted

3. *Customer Service* Significant effect on *Attitude* at *website* PT Farah Oriental Karpet, so it can be concluded that the hypothesis (H3) is accepted

4. *Customer Service* Significant effect on *Purchase Intention* at *website* PT Farah Oriental Karpet, so it can be concluded that the hypothesis (H4) is accepted

5. *Attitude* Significant effect on *Purchase Intention* at *website* PT Farah Oriental Karpet, so it can be concluded that the hypothesis (H4) is accepted

6.2 Suggestion

Advice for Companies

1) To provide convenience for customers in accessing the website, provide convenience for customers in searching for products on the website, provide convenience for customers in assessing products, and provide convenience for customers in completing transactions on the website.

2) To complete the website with FAQs that can answer common customer questions, product availability information that always accompanies until the customer check-out process, and provides additional services on the website

3) To stimulate customers by providing complete descriptions and attractive images on the website.

4) Socialize video tutorials on how to make purchases on the website.

5) Improve the speed of customer service replies on the website by placing a salesperson with good product knowledge as a customer service who operates on the website so that customer questions and consultation processes can take place satisfactorily.

6) Provide free samples and strengthen exchange policy to minimize customer concerns.

7) The Company can present an interface on the website that is rich in information to attract female customers.

8) The Company can provide interactivity on the website as well as information that can minimize the risk of attracting male customers.

9) Continue to use WhatsApp Blast media as a reliable marketing tool in encouraging customers to visit the website

10) Implement strategies on the website by presenting interesting and interactive content to encourage customers *to* revisitation the website

Advice for Next Researchers

1) Using other independent variables that are also related to TAM theory. Independent variables such as perceived risk or trust can be used to further investigate concerns about risk and trust in customers when using the website as a means of transacting.
2) Website atmospheric variables can be another independent variable option that can be further researched related to the influence of website appearance.
3) Conduct further research on purchase decision variables.
4) Further researchers can also examine the differences in respondent characteristics that can be compared with gender and research the number of samples and different research approaches.

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