

To cite this article: Fenny, Andriasan Sudarso and Wilhelmus H Susilo \* (2021). Increasing to the online-purchase intention in the global pandemic: A structural equation modeling conduct to one-step approach, International Journal of Education, Business and Economics Research (IJEER) 1 (1): 38-48

## INCREASING TO THE ONLINE- PURCHASE INTENTION IN THE GLOBAL PANDEMIC: A STRUCTURAL EQUATION MODELLING CONDUCT TO ONE-STEP APPROACH

Fenny, Andriasan Sudarso and Wilhelmus H Susilo \*

1-3Doctoral Program, FEB University of Persada Indonesia YAI  
2 FAKULTAS ILMU SOSIAL & HUMANIORA UNIVERSITAS IBBI

### ABSTRACT

**Purpose** – The purpose of this study has inquiry the marketing research models that built for an attempt to the market positions and purchases intentions of the doctoral program within the higher education's that have leads from the perfect consumer informational, best organizational, also the trust and the social status value.

**Design/methodology/approach** - The hybrid model for increasing of purchase intensions of consumers that were conducted to inquiry with the structural equation modeling and confirmatory strategic research design. The survey was conducted among postgraduates' students enrolled thesis course on private higher education in Jakarta.

**Findings**–The result would be demonstrating that the research will pursue the full hybrid models with the fitted models pertains: p value, the Root Mean Square Error Approximation value and Chi-square/degree of freedom value<5. The hypotheses results where be confirmed on t value.

**Research limitations/implications** – The limitations of the data get from one institution for only doctoral degree, that can not to be generalize. This research was provided insight on the role of perfect consumer- informational, best organizational, the relational and building great trust to confirmed the purchases intention son private Higher Education in Jakarta.

**Originality/value** – This study confirmed the full hybrid model for increasing the competitive advantage and to purchase intentions of consumers on private higher education that influenced from consumer informational, enhancing organizational, and great students trust and social value in Jakarta, Indonesia.

**KEYWORDS:** The market position, purchases intention, social value and trust.

license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen at: <http://creativecommons.org/licenses/by/4.0/legalcode>

---

## INTRODUCTION

The doctoral program in higher education must face entire the dynamics competitions, the faster changing technologies and heterogeneous demand, minimize of the students informational and relational, students trust and well institutions in private higher education. Hence, the competitive environment is increasing in doctoral programmed in higher education institution, than market orientation should be adopted by the organizations, and it is important to research about effective implementation of market-oriented activities and competitive in higher- education within emergence business market (Rynca et al., 2015). Moreover, in Hunt (2011), entire the foundational premises of resource- advantage theory engagement to market position, than the institutions resources (e.g., organizational, informational, relational, physical, legal, human and financial), the demand across industries are heterogeneous and dynamics, also consumer information is imperfect and human motivation is less seeking to improve of the higher educational more competitiveness.

The competitive position could attempt according to Best, (2013), grows fundamentally by customer social-value which customer willing to pay and trust that created from institutions in higher education. Furthermore, base on the research findings, the trust inside an organization is translated into market performance. In addition, the stronger influenced of organizational trust and operational efficiency on a firms market position. Hence, the organizational trust does not have a direct effect on the market position (Sankowska, 2016). Moreover, the consumer trust was offering new insights in understanding for pursue the purchase intention in a rapidly developing of emergence market in higher educational (Fileri, et al.,2017, Karpen, et al., 2015).

In particular, the behavioral intentions that finding by Dimitriadis et al., (2011), the trust-based segmentation on consumers with regards the managerial perspective, was proved to be meaningful. Furthermore, the service dominant orientation and perceived value leads to the trust on retailing area (Karpen, Bove, Lukas and Zyphur, 2015).

Moreover, the managerial perspective, the finding research in Karpen et al, (2015) the critical implications for understanding central on customers value an intensively interaction orientations rather than customer segments, because the most important was make the social-value development. Also, the effort to increase the emergence market share was an emphasis on creating a pleasant, entertaining for interested by entire consumers than just attention to the products (Park, 2006). Hence, the customer loyalty to be crucial, to increase of the successful business organization, to more attracting new consumers should more expensive rather than retaining among potential consumers (Donio et al., 2006).

Furthermore, as the organizational in higher education, the colleges seeking to survive in an increasingly competitive environment and an effective strategies to build and maintain the trust of among consumers (Ghosh, et al., 2001). Nevertheless, based on research result, when the customer

has trust in a product or service based on its quality that customer satisfaction can be developed, and could influenced to purchase (Chamchuntra and Fongsuwan, 2014)

Moreover, this empirical study inquiry to answer the problems that; how does the role perfect consumer informational, best organizational, the social value and great trust to confirmed purchases on doctoral program within the private Higher Education in Jakarta? Hence, we develop and evaluated the covariance matrix to measure the better influenced entire dimensions'. To operationalize the resources-advantage theory of competitions (Hunt, 2011), the informational (e.g., knowledge from consumer and competitive intelligent), and then the organizational (e.g., competences, control, policy and culture). The market positions, that each firm in marketplace would have the unique of some resources (e.g., very knowable employee, efficient production process). Moreover, the great of trust and the purchase intentions that it would develop from S-D (service dominant) orientation (Karpen, et. al., 2015, Mendez, et al., 2009).

### **LITERATURE REVIEW**

Theoretical backgrounds in our construction of hybrid model, first, we considered the theory of R-A (Hunt, 2011) and the theory of consumption value such as; the function value, the social value and the conditional value (Tandon et al, 2021), that the market position could engage to competitive advantage that leads by the social value, consumers-trust, societal resources and societal institutions, as the power for pursuits, which gained from the critical situation for institutions within then same industry are significantly heterogeneous than result in superior financial performance improvement.

Furthermore, the resources- comparative include: 1). The financial (e.g., cash resources, access to financial markets), 2). The physical (e.g., the campus building, equipment's), 3). The legal existing (e.g., trademarks, licenses), 4). The human resources development and services (e.g., the skill, and knowledge of individual employees), 5). An enhancing organizational (e.g., competences, controls, policies, culture), 6). The recent- Informational (e.g., knowledge from consumers and competitive intelligence), and 7). The improvement of the relational (e.g., relationships with suppliers and customers, stakeholders). Nevertheless, the market position that could lead to position of competitive advantage (e.g., very knowledge employee, an efficient production process).

Moreover, the building of postgraduate student trust according to Mendez et al., (2009),that it has the well interaction between staff in doctoral program- higher education with students, that it has 3 aspects, pertains: 1). The university staff were do best interest, 2). An integrity and 3). Always kept the promised to students. Hence, the great trust could be increasing the commitment in doctoral program-higher education.

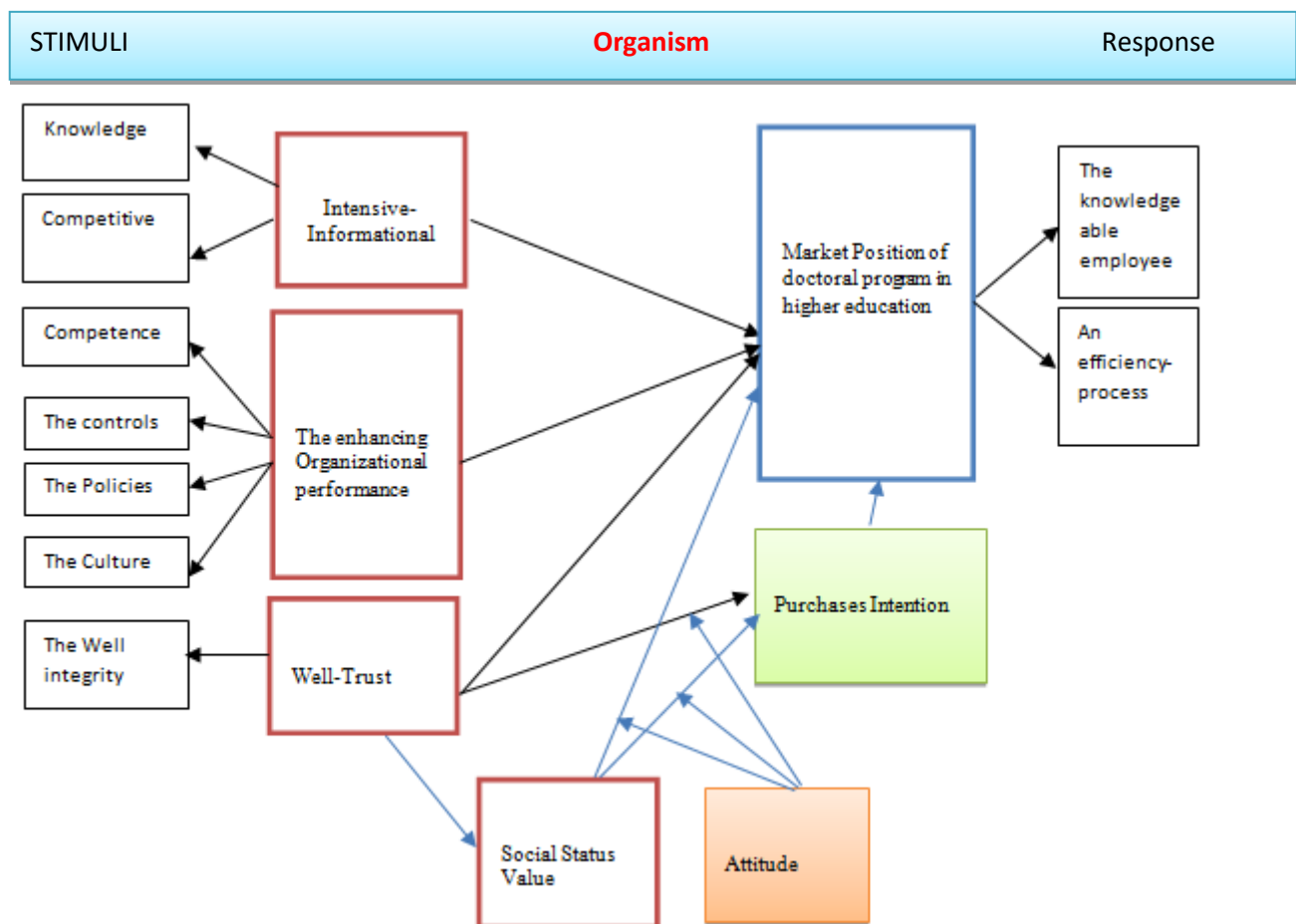
Moreover, second we conducted one- step approach in combine between measurement model and structural equation modeling with confirmatory strategy and full information technique for maximum likelihood as the second theoretical framework for constructed the hybrid model/ full SEM of the role perfect consumer informational, development of relational between the institutions and consumers, best organizational, and great trust to confirmed market position and purchases

intentions and the attitude such as moderator variable on Higher Education (Ghozali and Fuad, 2014, Wijanto, 2015).

### Building the Conceptual Frame Work and Hypotheses

In this study was investigation to increase of the purchase intentions in doctoral program- higher education by students in among private universities at Jakarta. A model was represented of theory (Hair et al., 2010) and the theory of consumption value (Tandon et al 2021), than in this inquiry we developed the hybrid research model of the role of perfect the best organizational, relationship and great trust and social status value to confirmed market position and purchases intentions on doctoral program- Higher Education in Jakarta.

The conceptual frame work that would be inquiry, outlined in Fig. 1:



**Figure1. The research framework for the role of intensive informational, organizational, and well trust to confirmed social value lead to market position and purchases intentions that it conduct with the attitude as moderator on doctoral program- Higher Education in Jakarta**

An assessment of among hypothesized dependence relationships cause, of the statistically significant and the confirmed directions, hence also could be examined the variance-explained estimate for endogenous construct which are an analysis of the R<sup>2</sup>. (Hair et al., 2010). Hence, in the

research of the endogenous variables were; market position, purchases intention and the social status value as the intervening and the attitude as the moderator, which an essentially for examine the covariance- explained estimated. The research would be confirming the following hypotheses:

Ha: Intensive- informational, organizational, well trust and social status value as the mediating has positively confirmed to purchases intention and impact to the market position within the attitude as the moderator variable.

## **METHODOLOGY**

The measurement, sampling, data collection and data analysis conduct with the quantitative approach within the structural equation modelling in the robust multivariate data analysis.

### **Measurement**

The self-administered instrument- questionnaire a structured technique was conduct for data collected that consists of a series of questions, written that respondent answers (Malhotra, 2010). The instrument was used self-administered questionnaire, when respondent completed themselves in paper format, Polit and Hungler (2002) and Cooper and Schinder, (2014), pertains entire research conceptual variables which measured on a ten- point rating scale (0= extremely disagree, 10= extremely agree). The rating scale was conducted for the instrument because respondent score and indicant without made the direct comparison to other post graduate in the higher institutions (Cooper and Schinder, 2014).

The ksivariables were consistingof: 1). The informational (e.g., knowledge from consumer and competitive intelligent), 2). The organizational (e.g., competences, control, policy and culture), 4). The well trusts. Moreover, the eta variables were concluded: 1). The market positions, and attitude as the moderating that each firm in marketplace would have the unique of some resources (e.g., very knowable employee, efficient production process), 2). The purchase intentions and the social value. The entire ksi and eta variables, and developing from R-A theory (Hunt, 2011) and S-D (service dominant) orientation (Karpen, et. al., 2015), students trust (Mendez, 2009) and TCV (Tandon et al, 2021). Demographics information was collected for gender, age, income and graduates academic.

### **Sampling and Data Collection**

The respondents were conducted with structural equations models analysis should be among 100 – 200 respondents (Ghozali and Fuad, 2014), the estimated method would conduct used the maximum likelihood that gained the valid, efficient and reliable parameters that support with multivariate normality data.

### **Data Analysis**

The reflective measurement theory was based on the concept of the variables as that the latent constructs because that the measured variables and that an error outcome (Hair et al., 2010). Our research were conducted by latent construct that were pertains; 1). The informational (e.g., knowledge from consumer and competitive intelligent), 2). The organizational (e.g., competences, control, policy and culture), 4). The welltrusts. Moreover, the eta variables were concluded: 1). The

market positions, that each firm in marketplace would have the unique of some resources (e.g., very knowable employee, efficient production process), 2). The purchase intentions and the social value also attitude as the moderator.

The SEM conducted in this study because it was the ability to confirmation strategy about the dimensions or indicators of a concept with latent variables, as well as to measure the relationship between variables that have been supported by theory and empirical research. Structural equation modeling used latent variables by the number of indicators that many theoretical terms it was better because it will be able to explain the measurement error in the model should be better. Furthermore, the procedure conducted with one- step approach hybrid full models (Wijanto, 2015).

Nevertheless, in our research the structural equation formulated to express causality between different constructs as below in an equation 1 and an equation 2:

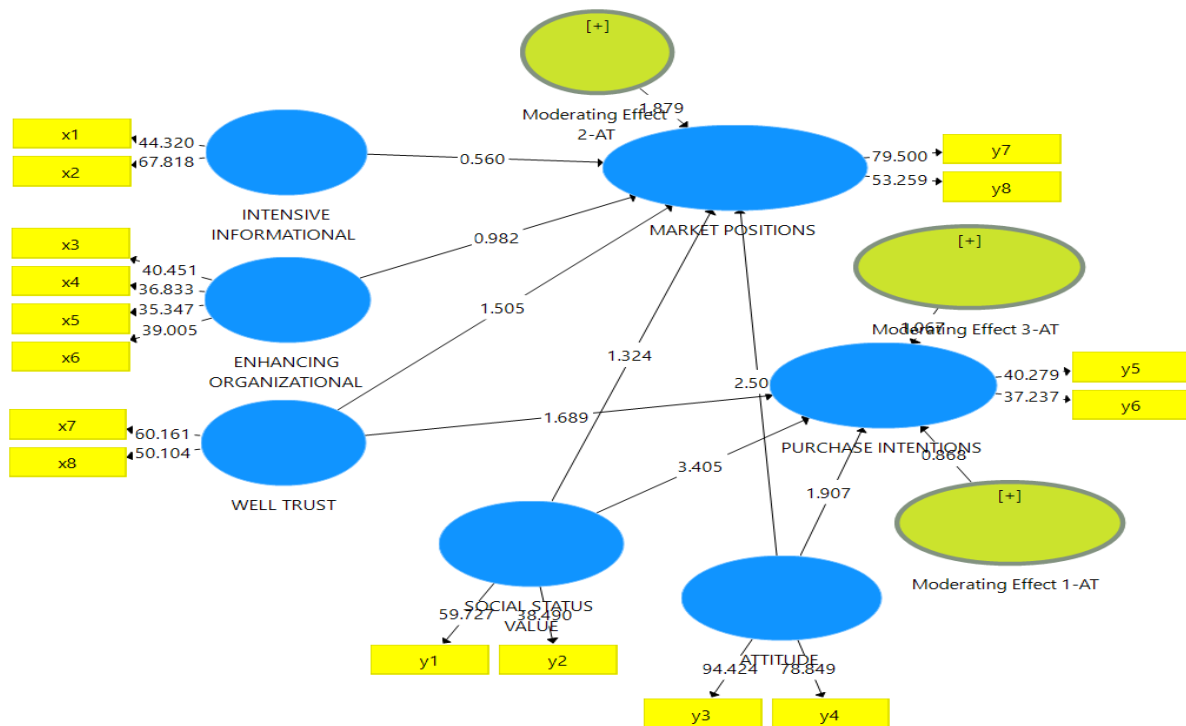
$$MP = \gamma.1II + \gamma.2 DRIC + \gamma.3EO + \gamma.4 TR + \beta1.PI + \beta2.SSV + \zeta.1 \quad (1)$$

$$PI = \gamma.5 TR + \beta3.SSV + \zeta.2 \quad (2)$$

Notation	Remark
MP	Endogenous Variables/ Market position
II	Exogenous Variables/ The perfect consumer informational
EO	Exogenous Variables/ The enhancing organizational
TR	Exogenous Variables/ Trust
PI	Endogenous Variables/ The purchases intentions.
SSV	Social status value
AT	Attitude
Γ (gamma)	Direct link exogenous variables on endogenous variables.
Z (ZETA)	An error in the equation is between exogenous and/ or endogenous on endogenous variables
E	Error

**Table 1. The Structural Equation Specification Notation**

The procedure conducted with one- step approach hybrid full models according to Wijanto, (2015) as follow figure 2 below:



**Figure 2. The one-step approach model for the role of intensive informational, organizational, and well trust to confirmed social value lead to market position and purchases intentions on doctoral program- Higher Education in Jakarta**

## DISCUSSION AND CONCLUSION

The full hybrid models fitted in this study was conducted with one-step approach confirmed strategic was pursue the confirmed entire hypothesis could be predicting. The enhance organizational and the well trust on institutions could be confirmed and leads to the market position and purchase intentions to the financial performance impact within the doctoral program within an institution of higher education in Jakarta. Furthermore, the well trusted from consumers also could be leads to purchase intentions, with positive direction of influenced that it will conduct within the attitude as the moderator variable in the marketing research model within the multivariate data analysis in structural equation modelling.

Base on result management-research from Ko et al., (2007) provides insight on suggests standardized advertising to enhance the emergence- market, that shows there were differences among various segments. In our research the we informational that there were increased the knowledge from consumers and the competitive intelligent worked well to leads the market position and the financial performance within the moderator impact of the doctoral program-institutions in higher education at Jakarta. Hence, the customer concept was represented that among customers rather than customer segments appropriated for an inquiry in marketing research modeling that it conducts within the multivariate data analysis. Meanwhile, as customers with focused more important in the marketing management research model of value network to drive more effectively (Karpenet al, 2014).

Furthermore, the managerial perspective, the resulted could be have the critical implications for the management on doctoral program in the higher education's to improve the well planned for sustainability long life process that conducted the priority from pursue the enhancing organizational performance within the best business plan and applied. Moreover, the improved of well-trust from customers for achieved the financial performance, market position and purchase intentions and as perspective from customers would be represents an implicit promise that institutions' had increased the dimensions as improved the knowledge from consumers and the multiple competitive intelligent more holistic, not only conducted with survey, interview and social relationships to drive the marketing research model in management science.

Indeed, the resulted that its ability to retailer to product (consumer goods and services) availability and met to customer satisfaction (Taylor and Fawcett, 2001). Hence, as an image and trust would be increase innovativeness more than the social value of consumers (Rasool et al., 2017). Moreover, as the common advertising strategy would be building some awareness between the product and consumer intention so that increased the purchase and impact to market position and the financial performance through the attitude as moderator variable within marketing research model (Lal and Rahman, 2013).

Theoretical implications, the marketing research, as the hybrid model with regards to the increasing the market positions, the financial performance and the purchasing trough the social value and trust on higher education in Jakarta, we can draw the following significant theoretical implications that it would be drive within R-A THEORY and ICT THEORY. First, we attempt to occur the relevant theory such as the organizational resources, trusted of consumers, the market positions, financial performance, purchase and an elaboration likelihood confirmatory strategy model of our research, from the context of resources advantage theory and ICT. Second, we systematically were doing improvement in explaining the market positions, the financial performance within the intervening and moderator variable that could have the competitive position matrix that considered for attempted the competitive advantage that enhanced by superior relative resources- value. Finally, the study could evaluate competitive advantage of market position, financial performance and not by the consumers trusted and had organizational of the doctoral program-institutions on higher education's by examining whether the well informational and development relation institutions and customers for increasing the competitive advantage on market position via simultaneous that should be leads to the superior financial performance.

### **Acknowledgement**

Thank you so much to the Doctorate- Multivariate class, the Expertise and Experience Learning Club, Faculty of Business and Management, University of Persada Indonesia Y.A.I. To my colleague and students. To in Kind Workshops The NEW- E&EL CLUB LABORATORY FEB UPI Y.A.I team.

### **Declaration of Conflicting Interests**

The scholar declared no potential conflicts of interest with respect to the investigated, authorship, publication within this manuscript.



## Funding

The authors did not receive the financial support for this research and publication of this manuscript.

**ORCID:000-0002-6758-1159, URL: [orcid.org/0000-0002](https://orcid.org/0000-0002). And SCOPUS ID: 56539508300.**

## REFERENCE

- Best, Roger J, (2013), Market- Based Management, Strategies for Growing Customer Value and Profitability, Sixth Edition, Pearson Education Inc, Publishing as Prentice Hall, One Lake Street, Upper Saddle River, New Jersey 07458.
- Cervellon, Marie-Cecile, (2012), VICTORIA’S DIRTY SECRETS: Effectiveness of Green Not for Profit Messages Targeting Brands, Journal of Advertising, suppl, SPECIAL ISSUE ON GREEN ADVERTISING; Abingdon 41.4 (Winter 2012): 133-145.
- Chamchuntra, Sutticha; Fongsuwan, Wannoo. (2014), CUSTOMER REPURCHASE INTENTION, TRUST AND CUSTOMER SATISFACTION INFLUENCING OUTSOURCED EMPLOYEES AT KASIKORNBANK BANK PUBLIC COMPANY LIMITED (THAILAND)International Journal of Arts & Sciences; Cumberland Vol. 7, Iss. 3, (2014): 233-242.
- Cooper, Donald R and Schindler, Pamela S, (2014), Business Research Methods, Twelfth Edition, International Edition, McGraw-Hill/Irwin, New York, NY 10121.
- Dimitriadis, Sergios, et al, (2011), Trust- based Segmentation, The International Journal of Bank Marketing, 29.1: 5-31.
- Donio, Jean et al, (2006), Customer Satisfaction and Loyalty in a Digital Environmant: an Empirical Test, Journal of Consumer Marketing, 23/ 7, pp.445- 457.
- Eisingerich, Andreas B; Bell, Simon J, (2017), Maintaining customer relationships in high credence services, The Journal of Services Marketing; Santa Barbara Vol. 21, Iss. 4, (2007): 253-262
- Ferdinand, Augusty, (2014), MetodePenelitianManajemen, PedomanPenelitianuntukpenulisanSkripsi, Thesis dan DisertasiIlmuManajemen, Penerbit Badan PenerbitUniversitasDiponegoro, Semarang.
- Filieri, Raffaele; Chen, Wenshin; Lal Dey, Bidit. Information Technology & People; 2017, The importance of enhancing, maintaining and saving face in smartphone repurchase intentions of Chinese early adopters: An exploratory study West Linn , Information Technology & People, Vol. 30, Iss. 3, : 629-652.
- Ghosh, Amit KAuthor; Whipple, Thomas WAuthor; Bryan, Glenn A, (2001). Student trust and its antecedents in higher education , The Journal of Higher Education; Columbus Vol. 72, Iss. 3, (May/Jun 2001): 322-340.
- Ghozali, Imam and Fuad, (2014), Structural Equation Modeling, Teori, Konsep dan Aplikasidengan Program LISREL 9.10, Edisi 4, Badan Penerbit UNDIP, Semarang.
- Hair, Joseph F et al , (2010), Multivariate Data Analysis, A Global Perspective, Seventh Edition, Pearson Education Inc, Upper Saddle River, New Jersey 07458.
- Harris, Cristine and Jeffery, Bray (2007), Price Endings and Consumer Segmentations, The Journal of Product and Brand Management, 16.3, pp.200-205.
- Hoban, Paul R and Bucklin, Randolph E (2014), Effect of Internet Display Advertising in Purchase Funnel: Model-Based Insights from a Randomized Field Experiment, Journal of Marketing Research, American Marketing Association.

- Hunt, Shelby D (2011), Sustainable marketing, equity, and economic growth: a resource-advantage, economic freedom approach, *J. of the Acad. Mark. Sci.*, 39: 7-20.
- Hunt, Shelby D (2012), Trust, Personal Moral Codes, and the Resources- Advantage Theory of Competition: Explaining Productivity, Economy Growth, and Wealth Creation, *J. CONTEMPORARY ECONOMICS*, Vo.6, Issue 2: 4-19.
- Karpen, Ingo O et al, (2015), Service-Dominant Orientation: Measurement and Impact on Performance Outcomes, *Journal of Retailing* 91 (1-2015), 89-108.
- Kim, Jong Uk et al, (2010), Consumer Perception on Web Advertisements and Motivation Factors to Purchase in the Online Shopping, *Journal Computers in Human Behavior*, 26, 1208-1222.
- Ko, Eunju, et al, (2007), Cross-national market segmentation in the fashion industry: A study of European, Korean and US Consumers, *International Marketing Review*, 24.5, pp. 629-651.
- Lal, Ruhi and Rahman, Zakia Tasmin, (2013), An Analytical Study on the Correlation of Content and Placement Targeting: The Contextual Advertising- A Research Based Descriptive Study, *International Journal of Management Research and Reviews; Meerut* 3.4 (Apr 2013): 2790-2805.
- Malhotra, Naresh K, (2010), *Marketing Research, An Applied Orientation*, International Edition, Sixth edition, Pearson Education Inc, Upper Saddle River, New Jersey 07458.
- Matute, Jorge; Polo-Redondo, Yolanda; Utrillas, Ana, (2016), The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness., *Online Information Review; Bradford* Vol. 40, Iss. 7, (2016): 1090-1110.
- Manchanda, Punnett et al, (2006), The Effect of Banner Advertising on Internet Purchasing, *Journal of Marketing Reserch*, Vol. XLIII, February 2006, 98-108.
- Mendez, Jose I R, Parraga, Arturo Z V, Kara, Ali, Urrutia, Arcadio C, 2009, Determinant of student loyalty in higher education: a tested relationship approach in Latin America, *Latin America, Business Review*, 10:21-39.
- Ogden, Denise T, et al, (2004), Exploring the Impact and Acculturation on Consumer Purchase Decisions: Toward a Microculture Perspective, *Academi of Marketing Science Review*, 2004:1.
- Park, EunJoo et al, (2006), A Structural Model of Fashion-Oriented Impulse Buying Behavior, *Journal of Fashion Marketing and Management*, Vol.10, No.4, pp. 433-446.
- Polit, Denise F and Hungler, B P, (2002), *Nursing Research, Principles and Methods*, six edition, LIPPINCOTT WILLIAMS & WILKINS, 530 Walnut Street, Philadelphia, PA 19106-3621.
- Rasool et al, (2017), Consumer Innovativeness in Consumer-Company Relationship and Mediating Role of Consumer Value: An Empirical Study of Cell Phone User in Pakistan, *International Review of Management and Marketing ; Mersin* 7.1 (2017):n/a.
- Rynca, Radoslaw; Ziaecian, Yasmin. *Zarzadzanie Publiczne; 2015, THE ROLE OF PERCEIVED MARKET ORIENTATION IN HIGHER EDUCATION: POLISH AND AUSTRALIAN EXPERIENCES.*, Kraków Iss. 32, : 431-449.
- Sankowska, Anna, (2016), How Organizational Trust Affects the Market Position: The Mediating Role of Innovativeness, and Operational Efficiency. *Empirical Results, Innovar; Bogota* Vol. 26, Iss. 61, (2016): 9-24.
- Schiffman, L dan Kanuk, L. L. (2008) *PERILAKU KONSUMEN*, Edisi Ketujuh, PT Indeks, Jakarta.
- Susilo, Wilhelmus Hary and Yulius, Yudi, (2013), *Marketing Bisnis Jasa, Peran orientasi Pelanggan, Building Character terhadap Tingkat Daya Saing Institusi (Teori dan Aplikasi SPSS & LISREL pada Riset Pemasaran)*, IN MEDIA, Jakarta.

Svein, Ottar Olsen, et al, (2009), Including Ambivalentce as a Basis for Benefit Segmentation: A Study of Convinience food in Norway, *European Journal of Marketing*. 43.5/6: 762-783.

Taylor, John C and Fawcett, Stanley E, (2001), Retail on Self Performance of Advertised Item: An Assessment of Supply Chain Effevtiveness at the Point of Purchase, *Journal of Business Logistic*, Vol.22, No,1.

Wijanto, Setyo Hari, (2008) *Structural Equation Modeling dengan LISREL 8.8: Konsep dan Tutorial*, GRAHA ILMU, Yogyakarta 55511.