Consumer Intention to Purchase Furniture Product Online in Bali : Using Modified of Technology Acceptance Model (TAM)

Niat Konsumen Membeli Produk Furnitur Secara Online di Bali : Menggunakan Modifikasi Model Penerimaan Teknologi

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ABSTRACT

The purpose of this study was to determine consumer perceptions of purchasing furniture through an e-commerce platform. The technology acceptance modification was further developed to be proposed in investigating website quality, service perception, and product perception on consumer purchase intention of online furniture items. Trust here acts as a mediator to study its effect on consumer intentions. Meanwhile, the influence of website quality, service perception, and product perception were analyzed for the modified constructs of the technology acceptance model, namely perceived ease of use, and perceived usefulness. 130 respondents were surveyed and analyzed using the Smart PLS technique. The results show that product perception has a positive effect on perceived usefulness and trust. Then the perception of service only has a positive effect on perceptions of usability and perceived ease of use. Website quality also affects trustworthiness and perceived ease of use. Perceived ease of use also impacts perceived usefulness. Meanwhile, Attitude to use has a direct positive effect on perceived usefulness, perceived ease of use, and trust. And lastly, the intention to use is directly influenced by the attitude to use.

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui persepsi konsumen terhadap pembelian furniture melalui platform e-commerce. Modifikasi penerimaan teknologi dikembangkan lebih lanjut untuk diusulkan dalam menyelidiki kualitas situs web, persepsi layanan, dan persepsi produk terhadap niat beli konsumen item furnitur online. Kepercayaan di sini bertindak sebagai mediator untuk mempelajari pengaruhnya terhadap niat konsumen. Sementara itu, pengaruh kualitas situs web, persepsi layanan, dan persepsi produk dianalisis untuk konstruksi model penerimaan teknologi yang dimodifikasi, yaitu persepsi kemudahan penggunaan, dan persepsi kegunaan. 130 responden disurvei dan dianalisis menggunakan teknik Smart PLS. Hasil penelitian menunjukkan bahwa persepsi produk berpengaruh positif terhadap manfaat dan kepercayaan yang dirasakan. Kemudian persepsi pelayanan hanya berpengaruh positif terhadap persepsi kegunaan dan persepsi kemudahan penggunaan. Kualitas situs web juga memengaruhi kepercayaan dan persepsi kemudahan penggunaan. Kemudahan penggunaan yang dirasakan juga berdampak pada manfaat yang dirasakan. Sementara itu, Attitude to use berpengaruh positif langsung terhadap persepsi kegunaan, persepsi kemudahan penggunaan, dan kepercayaan. Dan terakhir, niat untuk menggunakan secara langsung dipengaruhi oleh sikap untuk menggunakan.

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INTRODUCTION

Bali is an area that has a tourism icon in Indonesia. The richness and diversity of its customs and natural beauty have shown various parts of the world that Bali is Indonesia's leading destination. This certainly has an impact on the progress of various industries, one of which is the craft industry. Crafts in this context are about furniture in Bali. Even in Bali, the furniture industry has become an important role in the economic progress and welfare of the people in Bali. With the influx of tourists visiting Bali and the increase in facilities such as villas, hotels and inns in Bali, it will automatically increase the supply of furniture products in Bali. However, lately, the author has observed and read from various sources about the development of the wood industry in Bali. According to data from the Bali Province Department of Industry and Trade, in 2017 the growth of the wood industry in Bali fluctuated up and down for 5 years. This decrease can be seen from 2013 to 2014 by 26.66%, then in 2015 it increased by 25.05%. Furthermore, in 2016 there was a decrease of 0.87% and continued until 2017 by 1.82%. This dynamic occurs because the furniture craft industry is one of the unorganized sectors which has obstacles, among others, in terms of lack of education, scarcity of labor, lack of capital and the most important thing should be underlined is the lack of market (Jadhav, 2013). Whereas recently, researchers have seen firsthand that the increase in the number of those in the furniture business is quite high, but the lack of market or lack of knowledge related to marketing development has become an obstacle and in the end not a few of them have gone out of business due to increasingly competitive business competition. Bali but also business actors in local Indonesia and even abroad. This sector certainly must find a way out to maintain and remain competitive. Paige and Littrell (2003) suggest that furniture entrepreneurs should develop a fairly good marketing strategy to increase sales by expanding their product range. E-commerce promises to change this situation, by providing a suitable sales platform and providing new hope for furniture businesses. Moreover, currently the increase in internet penetration is increasing, meaning that the use of technology has been used by many people, especially in Bali.

In Bali, according to data from the 2018 BPS National Socio-Economic Survey (Susenas), the largest internet penetration is centered on the islands of Java and Bali. The percentage of internet users in Bali (42.91 percent) is higher than in Java (40.29 percent). The use of the internet for online business is expected to provide great benefits in facing this competitive business world. This raises the thought of the need to invest in an online business. The decision to invest is very important for business actors in the furniture sector. In an online business, mutual trust is needed between the seller and the buyer, the seller is expected to be able to provide goods that are in accordance with what the buyer wants and the buyer can certainly be trusted in conducting business transactions. Developments that occur, it seems that Small and Medium Enterprises (SMEs) have not utilized optimally in optimizing online business activities through internet media. The lack of public education about the internet is one of the obstacles, even though this should be maximized because Bali has high tourist visits so that the construction of lodging facilities will affect furniture shopping and even attract attention to exporting their goods in their own country.

Consumer behavior is the result of values, motives and attitudes, which can be manifested in consumption or purchase behavior. Shopping motives can be classified as hedonic or utilitarian. Hedonic and utilitarian values are the center of much attention and examination (Kesari & Atulkar, 2016). Most of the wooden handicraft items are included in the hedonic product category. Offline stores give woodworking shoppers the ability to feel and touch the product before buying. This aspect is lacking in an online environment. The interactive and synergistic nature of the web provides many options for increasing the efficiency of online shopping behavior by increasing product information and providing multi-attribute comparisons and reducing shopper search costs. Thus, insight into the hedonic factors that play a role in customer motivation to utilize e-commerce is very important to increase sales of handicraft goods.

Currently many studies assess consumer acceptance of e-commerce on purchasing decisions for wood crafts under the mediating influence of trust in the technology acceptance model and 3 other important constructs such as product perception (PP), service perception (SP) and website quality (WQ). then described in detail in the framework of thinking and problem formulation through the three constructs described above. Studies help gather more insights into consumer buying behavior, and thus show that sellers can change their e-commerce strategy according to customer attributes and behaviors. These findings can help sellers formulate strategies to attract customers to make repeat purchases.

As the main driving force of human psychological motivation, social psychology places a lot of emphasis

on cognitive processes. This is the reason why social psychology is considered a useful tool for gaining an understanding of consumer psychology. To gain a greater understanding of individual customers, researchers went on and relied on behavioral science as a substitute for social science. Sheth (1985) stated that individual customers had become the center of attention of researchers in the 1940s. Finally, common beliefs about consumer buying behavior have become so well-known that 'the consumer is psychologically driven in place of logic' (Venkatesh et al., 2014). The technology acceptance model deals with various behaviors and emphasizes several psychological elements that can impact (positive or negative) behavior (intentions and attitudes). Based on these facts, this study then uses the TAM model in modifying to see what consumer behavior then affects the intention to decide to buy something, especially wooden handicraft products. The modification of acceptance of technology was further developed to investigate the quality of websites, services, and product perceptions of consumers in buying furniture products online. Meanwhile, trust here acts as a mediator to study its effect on consumer intentions. Meanwhile, the effect of website quality, service, and product perception were analyzed to construct a modified technology acceptance model, namely perceived ease of use and perceived usefulness.

Many studies on the influence of technology on purchasing decisions or buying interest in Bali are limited to the use of influencers in the culinary business (Handika et al., 2018), the influence of hedonism on fashion products (Korry & Dwiya, 2017), the influence of internet marketing on SPA products (Dewi & Warmika, 2017), the influence of brand image on beverage products (Halawa et al., 2019). The lack of research on the furniture industry, especially the influence of online media on purchasing decisions or consumer buying interest, is the basis of this research. On the basis of this phenomenon, researchers are interested in conducting research with the title "Consumer Intentions to Buy Furniture Products Online in Bali: Using Modified Technology Acceptance Concepts (TAM)" to see how the TAM model affects consumer decisions. about furniture products in Bali.

LITERATURE REVIEW

Some relevant concepts as a reference in the discussion of this research include the concept of Consumer Buying Interest, Buying Interest using the Modified of Technology Accepting Model (TAM) theory to see how it affects online purchasing decisions.

Consumer Purchase Intention

In most people, consumer buying behavior is often initiated and influenced by external stimuli, both in the form of marketing stimuli and environmental stimuli. The stimulus is then processed in him according to his personal characteristics, before finally making a purchase decision, the consumer's personal characteristics used to process these stimuli are very complex, and one of them is the consumer's motivation to buy (Hidayati et al., 2013). Purchase intention is one of the most important concepts in the study of consumer behavior. Every year marketers spend billions of dollars in advertising spending just to influence purchase intentions. By influencing consumers' purchase intentions, marketers hope to influence their buying behavior. Consumer buying interest is an action and social relationship carried out by individual consumers, groups and organizations to assess, acquire and use goods through an exchange or purchase process that begins with a decision-making process that determines these actions (NST & Yasin, 2014).

Modifikasi Technology Acceptance Model (TAM)

In this study, a modification of the Technology Accepting Model theory was used to test the concepts of consumer buying interest and buying interest in online furniture products in Bali by consumers. As a theory, the Theory Model Acceptance Model (TAM) is an adaptation or development of The Theory Reasoned Action (TRA) developed by (Fred D Davis, 1989) for the context of user acceptance of an information system. The purpose of developing TAM theory is to describe computer acceptance factors that are more general in nature, so that they can explain the behavior of users of various computing technologies and users. So that it can be the basis for looking at external factors (external variables) in beliefs (beliefs), attitudes (attitudes) and intentions (intensions) in the use of an information system. The above explanation then shows how the TAM model (Davis, 1989) has developed into a frequently used method to predict and explain information

technology (IT) use and user behavior. The origin of TAM is linked back to the theory of reasoned action (TRA) (Fishbein & Ajzen, 1977) which was further described above. TRA is used to evaluate individual behavioral changes that depend on pre-existing attitudes and intentions. TRA, simplified to TAM, implies that a user's decision to accept a new IT depends on two rational judgments of the possible outcomes, namely perceived usefulness (PU) and perceived ease of use (PEOU). PU is simply defined as the degree to which a user expects that using the new system will result in better performance. PEOU is defined as the degree to which each person believes that using a particular system will be easy (Davis, 1989). Information systems (IS) authors and researchers have investigated, studied and replicated/used these two factors and agreed on their validity in predicting individual acceptance and adoption of various types of IT. In this study, the original TAM (Davis, 1989) variables (PU and PEOU) alone were not sufficient to capture the key beliefs that influence consumer attitudes towards the adoption of e-commerce as a purchasing medium. In successive studies, extended TAM research has added variables in TAM such as perceived enjoyment, social personality, trustworthiness, etc. (Gefen, Karahanna, & Straub, 2003; Pavlou, 2003; Wu & Chen, 2005). On the other hand, in addition to these variables, various other variables, as well as personal characteristics (gender, age, income, culture and education), normative beliefs, internet experience, online experience, shopping tendencies, system quality, security, psychological. perceptions (perceived benefits and risks), availability, service quality, attitudes, and online shopping experience were added to the TAM for a better model.

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The lack of research studies using TAM for online purchases of specialty products such as handicrafts is an important reason for researchers. Therefore, the focus of this article is to apply TAM to a new application: the use of e-commerce for purchasing wooden handicrafts. To provide an overview of this research, it can be seen from the research framework in Figure 1.
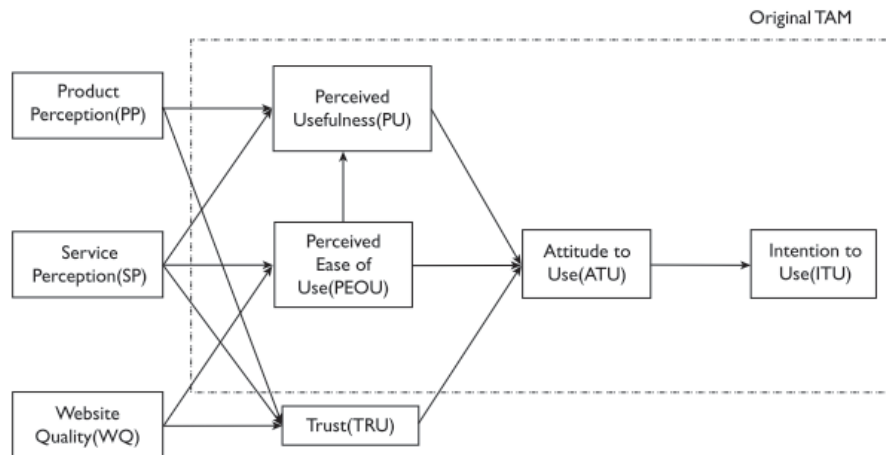
Figure 1.
Research Framework

METHOD

This research was conducted in Bali. The object of research is the effect of the modification of the TAM model on consumer buying intentions for furniture products. The sample size was taken using the Hair formula. The Hair formula is used for an unknown population size. According to Hair (2010: 176) that if the sample size is too large, for example 00, then the method becomes very sensitive so it is difficult to get a good size. So a minimum sample size of 55-10 observations is recommended for each estimated parameter. In this study, the sample size is 130 people who come from Bali and at least have access to technology for their needs in terms of furniture products. With the number of indicators as many as 26 multiplied by 5, then through calculations based on this formula, the number of samples from this study was 130 people. The sampling technique used in this research is non-probability sampling. The type of data used in this research is quantitative data by distributing questionnaires. In this case, validity and reliability tests were used to test the questionnaire using Smart PLS 2.0.

RESULT

Respondent based on characteristic

The characteristics of the respondents in this study were the profiles of 130 respondents who participated in filling out the questionnaire. All respondents in this study have filled in their complete identity which includes name, email, gender, age, profession, period of internet use, and internet usage per hour. Characteristics of respondents based on gender is used as an indicator to determine the sex of the respondents who are more dominant in this study.

Table 1.
Respondents Characteristic based on Gender

Gender	Number of Respondents	Percentage
Female	88	67.7%
Male	42	32.3%
Total	130	100%

Source : Primary data processed, 2020

Based on table 4.1 above, it can be seen that the majority of respondents in this study were female respondents, amounting to 688 women or equivalent to 67.7%. While the remaining 36% are male respondents.

Respondent Based on age

Characteristics of respondents based on age are used to determine the age range of respondents in this study. The table above shows that the most dominant age range of respondents in this study is respondents aged 20-30 years, namely 83 respondents, followed by respondents aged under 20 years with a total of 45 respondents.

Respondent Based on profession

Characteristics of respondents based on profession is used as an indicator to determine the type of profession of the respondent which is more dominant. The table above shows that the types of professions of research respondents consist of students, employees, entrepreneurs, and lecturers. The table above shows that the majority of respondents in this study were students, namely 123 respondents

Respondent Based on internet usage

The characteristics of the respondents based on the period of internet use were used to determine the most dominant duration of internet use in this study. The table above shows that the majority of respondents have used the internet for more than 5 years, amounting to 120 respondents or equivalent to 92.3%.

Respondent Based on internet usage hours/weeks

The characteristics of respondents based on internet usage in hours/week were used to determine the most dominant duration of internet use in a week in this study. The table above shows that the majority of respondents have used the internet more than 20 hours a week, which is 63 respondents or equivalent to 48.5% of the total sample.

Estimation Method

The estimation method in this study uses the PLS Algorithm on the SmartPLS 3.0 software. The condition for testing each construct is to test for convergent validity. The criterion of individual reflexive measure is said to be high if it has a correlation of more than 0.70 with the construct being measured. However, a loading factor of 0.50 to 0.60 can still be maintained for the development stage model (Chin, 1998).

Validity test results

Convergent validity

Convergent validity is by correlating the item score (component score) with the construct score which then produces the loading factor value. The loading factor value is said to be high if the component or indicator has a correlation of more than 0.70 with the construct to be measured. However, for research at an early stage of development, a loading factor of 0.5 to 0.6 is considered sufficient (Chin, 1998; Ghozali, 2008). The test results show that the output of the validity value is convergent. Most of them have met the requirements where the value of convergent validity must be greater than 0.7. Several indicators that produce a convergent validity value below 0.7, namely 0.5-0.6, but according to Chin, 1998 in (Ghozali, 2015), a value of 0.5-0.6 can still be tolerated. So it can be concluded that the data has met convergent validity.

Discriminant validity

Discriminant validity is related to the principle that measures of different constructs should not Discriminant validity is related to the principle that measures of different constructs should not be highly correlated (Abdillah and Hartono, 2015). The discriminant validity test was assessed based on the cross-loading measurement with the construct. In table 1, the results of data processing show the output of cross-loading using the Smart PLS 3.0 software. If you look at Tables 1 and 2, it shows the results of cross loading and the results of the Fornell-Larcker Criteria. Based on the two tables, the results of the cross loading value of each indicator are higher for each measured latent variable compared to other latent variables and the square root value of AVE is higher than the correlation between latent variables. So it can be stated that the data has met the requirements of discriminant validity. So, it can be concluded that this research data is valid.

Table 2.
Cross Loadings Output

	Attitude	Intention to use	Perceived ease of use	Product perception	Perceived usefulness	Service perception	Trust	Website quality
ATU1	0.806	0.574	0.287	0.295	0.468	0.363	0.246	0.279
ATU2	0.860	0.609	0.339	0.229	0.423	0.338	0.365	0.330
ATU3	0.835	0.575	0.402	0.265	0.464	0.332	0.435	0.438
ITU1	0.621	0.889	0.255	0.262	0.312	0.471	0.278	0.310
ITU2	0.631	0.893	0.377	0.256	0.425	0.465	0.300	0.403
PEOU1	0.319	0.300	0.829	0.454	0.368	0.293	0.503	0.596
PEOU2	0.417	0.306	0.776	0.358	0.398	0.306	0.306	0.409
PEOU3	0.221	0.222	0.753	0.392	0.312	0.202	0.309	0.431
PP1	0.361	0.376	0.412	0.849	0.391	0.436	0.501	0.498
PP2	0.104	0.135	0.302	0.734	0.230	0.170	0.347	0.300
PP3	0.221	0.115	0.473	0.749	0.347	0.179	0.351	0.332
PU1	0.416	0.265	0.366	0.236	0.756	0.276	0.070	0.250
PU2	0.231	0.259	0.193	0.355	0.605	0.197	0.284	0.303
PU3	0.506	0.385	0.421	0.375	0.850	0.388	0.436	0.494
SP1	0.352	0.418	0.215	0.261	0.305	0.777	0.093	0.286
SP2	0.312	0.386	0.210	0.175	0.291	0.796	0.141	0.269
SP3	0.295	0.425	0.348	0.376	0.345	0.806	0.240	0.413
SP4	0.378	0.462	0.303	0.312	0.346	0.853	0.310	0.443
TRU1	0.373	0.362	0.305	0.355	0.260	0.323	0.751	0.417
TRU2	0.343	0.315	0.369	0.408	0.317	0.246	0.838	0.489
TRU3	0.338	0.209	0.395	0.389	0.285	0.167	0.799	0.485
TRU4	0.298	0.163	0.462	0.513	0.295	0.108	0.806	0.492
WQ1	0.394	0.350	0.543	0.487	0.406	0.405	0.469	0.839
WQ2	0.389	0.354	0.480	0.354	0.473	0.394	0.487	0.810
WQ3	0.290	0.302	0.569	0.429	0.337	0.335	0.523	0.810
WQ4	0.289	0.293	0.372	0.332	0.349	0.327	0.426	0.784

Source: Primary data processed, 2020

Table 3.
Fornell-Larcker Criterion Output

	Attitude	Intention to use	Perceived usefulness	Preceived ease of use	Product perception	Service perception	Trust	Website quality
Attitude	0.834							
Intention to use	0.702	0.891						
Perceived usefulness	0.541	0.414	0.744					
Preceived ease of use	0.412	0.355	0.460	0.786				
Product perception	0.315	0.290	0.424	0.511	0.779			
Service perception	0.412	0.525	0.402	0.344	0.360	0.808		
Trust	0.421	0.324	0.363	0.482	0.524	0.259	0.799	
Website quality	0.421	0.401	0.482	0.615	0.499	0.451	0.591	0.811

Source: Primary data processed, 2020

Reliability test results
Composite reliability
Reliability states the extent to which the results or measurements can be trusted or reliable and provide relatively consistent measurement results after several measurements have been made. Reliability test on pls can use two methods, namely cronbach's alpha and composite reliability. The results can be seen in table 3 which shows that the composite reliability value of all variables in the model has a composite reliability value greater than 0.6 so that it can be said that the reliability for the variables in the model is reliable.

Table 4.
Composite Reliability

Construct	Composite Reliability
Attitude	0.873
Intention to use	0.885
Perceived usefulness	0.785
Preceived ease of use	0.829
Product perception	0.821
Service perception	0.883
Trust	0.876
Website quality	0.885

Source: Primary data processed, 2020

Cronbach's Alpha
Cronbach's Alpha is a reliability test carried out to strengthen the results of composite reliability (Eisingerich and Rubera, 2010). To measure the level of reliability of research variables used coefficient alpha or Cronbach's alpha. The measurement item is said to be reliable if it has an alpha coefficient value greater than 0.6 (Malhotra, 1996). Cronbach's Alpha value is presented in table 4. The results show that the Cronbach's alpha value of each variable is greater than 0.6 so it can be said that the consistency of each answer is good and reliable

Tabel 5.
Crobach's Alpha

Construct	Cronbach's Alpha
Attitude	0.781
Intention to use	0.740
Perceived usefulness	0.602
Preceived ease of use	0.694
Product perception	0.679
Service perception	0.826
Trust	0.811
Website quality	0.827

Source: Primary data Processed, 2020

Inner model testing

The purpose of the structural model test is to see the correlation between the measured constructs which is the t test of the partial least square itself. Structural model or inner model can be measured by looking at the value of the R-Square model which shows how much influence between variables in the model. Then the next step is to estimate the path coefficient which is the estimated value for the path relationship in the structural model obtained by the bootstrap procedure with a value that is considered significant if the statistical t value is greater than 1.96 (5% significance level) or greater than 1.65 (10% significance level) for each linkage path. Table 5 shows the value of R2. The value of the determinant coefficient of the attitude variable is 0.361, which means 36.1% of this variable is influenced by the variables in the research model (PU, PEOU, and Trust). The R2 value of the intention to use variable is 0.493, which means 49.3% of this variable is influenced by the variables in the research model (Attitude to Use). The R2 value of the perceived usefulness variable is 0.306, which means that 30.6% of this variable is influenced by the variables in the research model (Product Perception and Service Perception). The R2 value of the perceived ease of use variable is 0.384, which means 38.4% of this variable is influenced by the variables in the research model (perception of product, perception of service, and website quality). The R2 value of the trust variable is 0.422, which means that 42.2% of this variable is influenced by variables in the research model (Product perception, service perception, and website quality)

Table 6.
R-square Output

Construct	R-square	R-square adjusted
Attitude	0.361	0.346
Intention to use	0.493	0.490
Perceived uselfulness	0.306	0.290
Perceived ease of use	0.384	0.374
Trust	0.422	0.408

Source: Primary data Processed, 2020

Hypothesis Testing

To estimate the path coefficient which is the estimated value for the path relationship in the structural model, a bootstrap procedure is obtained with a value that is considered significant if the t statistic is greater than 1.96 (5% significance level) or greater than 1.65 (10% significance level).) for each linkage path. The results of the analysis are presented in table 9. The results of the hypothesis if we look at the bootstrap analysis in table 6, the first hypothesis is that the perception product has a positive effect / determines the perceived benefits because the p-value is 0.039 which is smaller than alpha (0.0) and the confidence because the p-value is 0.000, less than alpha (0.05); Service perception also determines Perceived Ease of Use because p-value 0.005 is smaller than alpha (0.05), but Service Perception has no significant effect on Perceived Ease of Use because p-value 0.136 is greater than alpha (0.05).) and Trust because the p-value is greater than 0.05, which

is 0.216; Website Quality has a positive/significant effect on Trust because the p-value 0.000 is smaller than alpha (0.05) and Perceived Ease of Use because the p-value 0.000 is smaller than alpha (0.05). On the other hand, Trust here acts as a mediator to buy the Intention to Use e-commerce platform and this looks significant. We can see that the p-value of 0.005 which is smaller than alpha (0.05) and the attitude to use itself affects the Intention to Use, namely the p-value of 0.000 which is smaller than alpha (0.05), and the perception of usefulness has a relationship which is strong with Attitude to Use because the p-value is 0.000, which is smaller than alpha (0.05) (Davis, 1989; Davis et al., 1989). According to Davis (1989) and various other studies, the relationship between Perceived usefulness and Perceived Ease of Use is very important, and this study confirms that Perceived Ease of Use has a positive and significant effect because the p-value is 0.002, smaller than alpha (0.05)

Table 7.
Bootstrapping Output

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Attitude -> intention to use	0.702	0.707	0.055	12.787	0.000
Perceived usefulness -> attitude	0.408	0.402	0.083	4.924	0.000
Preceived ease of use -> attitude	0.121	0.121	0.092	1.317	0.094
Preceived ease of use -> perceived usefulness	0.278	0.268	0.095	2.910	0.002
Product perception -> perceived usefulness	0.198	0.197	0.112	1.760	0.039
Product perception -> trust	0.316	0.313	0.092	3.454	0.000
Service perception -> perceived usefulness	0.235	0.246	0.090	2.607	0.005
Service perception -> preceived ease of use	0.084	0.089	0.076	1.101	0.136
Service perception -> trust	-0.063	-0.059	0.080	0.785	0.216
Trust -> attitude	0.214	0.222	0.082	2.602	0.005
Website quality -> preceived ease of use	0.577	0.571	0.089	6.482	0.000
Website quality -> trust	0.461	0.463	0.085	5.395	0.000

Source: Primary data processed, 2020

Discussion

The results confirm that perceived use determine consumer attitudes towards online shopping for furniture items. Consumer perceptions of the effectiveness and convenience of online shopping indirectly lead to consumer acceptance of online shopping through their attitudes. This is also confirmed by research that perceived ease of use affects perceived usefulness significantly and positively. However, this study did not assess the direct relationship between PU and PEOU with the intended use of e-commerce for furniture items. Trust plays an important role in the adoption of online shopping for wooden handicrafts by consumers and supports the results of previous research (bruner & kumar, 2005; gefen, 2004; pavlou, 2003; yadav & mahara, 2019). Trust acts as a mediator between the adoption of e-commerce by customers to purchase furniture items. The effect of trust on adoption increases positively on future purchases and recommendations to others. Therefore, the perceived role of online shopping quality in e-commerce adoption for wood crafts is in line with tam research (ahn, ryu & han, 2005; yadav & mahara, 2019). These results corroborate the findings of previous research on the need for trust in internet activities (gefen, 2000; yadav & mahara, 2019).

Majority of people worry about their information when using e-commerce, so this variable is important in research. According to research results, consumers pay the most attention to website quality because of the website's interface with users which helps in shopping. This study establishes the fact that product perception has a positive impact on decision making, and compared to service perception, has a higher impact. This can be attributed to the hedonic nature of a product

CONCLUSION AND RECOMMENDATIONS

In this study, the researcher concludes that the need to build and maintain trust in an e-commerce platform is a must for a company to consumers. Consumer trust in the seller is very important to know all kinds of risks associated with the transaction. Trust in the seller has ensured to be of utmost importance for online and repeat purchases. Efforts on how to make consumers continue to trust online sellers result in first and repeat purchases. In addition, furniture items require higher satisfaction with hedonic sensory attributes. All information is very important for companies to provide details about product descriptions, types, product availability, and prices in e-commerce so that consumers can find out these details which will certainly affect consumer decisions in buying a product in e-commerce. By providing information about products on a platform or website, it can make it easier for consumers to find products which are a form of service quality.

Trust is one of the factors that influence the purchase of products online, considering that we cannot try or feel the products we are about to buy. Therefore, it is important for companies to provide actual product details and provide product returns and service refunds. It is also important to improve goods delivery services so that goods are not damaged during the journey to consumers. Things like this can increase consumer confidence in the company and the products sold by the company. Therefore, sellers and websites must ensure that customers feel confident and that abundant reviews from previous buyers and detailed product information are also available. Service providers must ensure smooth transactions and easy returns/replacements with fast delivery services. Likewise, the quality of security in internal payments is also important to be able to influence consumers in online purchases. So that if the above is done quickly by a dining furniture company, it will certainly determine the attitude of interest and immediately use technology in online purchases.

The recommendation for further research is that this research can be expanded geographically, such as the national scope of how to make online purchasing decisions for international consumers to indonesia. Not many researchers analyze the furniture industry, especially how consumers have the intention to buy furniture online in a global environment, so this will be an advantage for business actors, especially indonesia, to compete at the global level and participate in advancing the indonesian economy. As for the differences in culture, ethnicity, race, and religion that are owned by each region, it is hoped that this variable will be very effectively used, especially for business actors. Such as the influence of culture on online purchase intentions for furniture products

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