Industrial Marketing

Measuring E-Satisfaction Performance Based on Customer Smart Shopping Feeling and Confident

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ARTICLE INFORMATION

ABSTRACT

Recently, many people have been switching from conventional shopping to digital shopping. Even so, people feel that online shopping is less secure. Finally, many consumers search for information online before shopping at online stores. This study investigates how webrooming affects consumers' experience and determines the effect of webrooming on consumer confidence, smart shopping feeling, and e-satisfaction in the digital fashion industry. The population in this study were all the digital fashion industry consumers who experience webrooming in the shopping process. The total sample used in this study was 384 people using purposive sampling. The result obtained from this study finds that webrooming has a significant and positive effect on confidence and smart shopping feeling. Both factors, confidence and smart shopping feeling subsequently significant and positively affect e-satisfaction.

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INTRODUCTION

Directly and indirectly, internet use impacts changes in information-seeking behavior today, especially teenagers who prefer to search for information through the internet because it is more accessible, more efficient, and the information is more updated. The development of consumer behavior in Indonesia in searching for information when going to shop is starting to switch from conventional methods to online or digital searches [1]. The internet provides consumers with unprecedented access to information retrieval. Research conducted by the Rita et al. 2019 [2] shows that 7 out of 20 activities via the internet refer to information-seeking activities. This shows that the internet, in general, has become a tool for information-seeking and decision-making processes. Internet users expect to find product information on official websites to make purchases offline. The internet is one of the most appropriate tools for consumers who want to find the best alternative to the goods they want to buy [3].

Although many people are switching from conventional shopping patterns to digital, some still feel that online shopping is less safe. Research by Wattoo & Iqbal. 2022 [4] found that 63% of respondents did research via the internet to obtain more detailed product information before making a purchase in the last six months, 57% of respondents made price comparisons on the internet, and 49% looked for special offers or coupons, and 63% of respondents feel they have doubts that digital shopping will be able to keep their personal information safe. Webrooming is a term used to describe the hybrid behavior habits of customers in their shopping activities [5]. Webrooming can be interpreted that when customers search for information and data on goods online or compare prices. According to previous

Research [6], more than 40% of customers who shop at stores also search for information through their cellphones regarding the products they want. These days, people are used to using their smartphones to search for product-related information and make online store visits.

One of the reasons consumers prefer webrooming is to reduce a sense of uncertainty about the product to be purchased. Previous research admits that the internet is more widely used for information retrieval, while offline stores are the primary medium for making purchase transactions. In 2018, around 44% of buyers said they bought based on the influence of the content on the website. This shows that webrooming behavior is done more than showrooming or online purchases. The webrooming scenario can be described when a customer surfing on social media is interested in a product used by an endorser [7]. Feeling interested in the product, the customer wants to try it directly by visiting an offline retail store to make sure and decide to buy it. In another scenario, when a customer sees a shoe product used by a celebrity, they are interested and search for information about the shoe, such as the brand, material, and location of purchase. Because they want to ensure the size and comfort directly, the customer decides to go to an offline store and make a purchase [8].

Webrooming is one of the effective behaviors to increase customer satisfaction and loyalty, as well as being a determinant of company continuity. Customers do webrooming more often than other cross-channel activities, so they feel more satisfied. This is due to the perception of customers who feel confident that they are making the right decision. The feeling of confidence felt by consumers will lead to e-satisfaction because consumers have confidence in the process of searching for information about the product to be

purchased. Webrooming positively influences e-satisfaction when consumers do webrooming by taking advantage of the internet to find as much information as possible before making a purchase to minimize the risks that will be faced and increase the feeling of self-confidence and smart shopping feeling in increasing e-satisfaction [9]. MSME digital business productivity is one of the fastest growing in the Asia Pacific following the development of the society 5.0 era. Although facing this complexity is a challenge, if MSMEs find a way to develop innovation capabilities as the basis for managing their business, they can compensate for this difficulty by relying on the strength of their size, less bureaucratic procedures, more flexibility, and high adaptability. Innovation policy should take the form of support used to "legitimize" the role of innovation to be actively involved in closing the knowledge and capability gap. This legitimacy role consists of making MSMEs familiar with the role of third parties in the form of experts to improve the internal operational capabilities of the business [10].

Government involvement in formulating policies for MSME actors to seek to create innovation as a form of business development towards increasing competitiveness must be based on the assumption that MSMEs want to be helped and can use knowledge to define problems and find solutions to these problems. In addition, the results of previous studies state that webrooming can affect confidence, smart shopping feeling, and e-satisfaction. From the description above, this study aims to prove the ability of webrooming to influence confidence and smart shopping feeling which also has an impact on e-satisfaction.

Webrooming

Webrooming is the behaviour of consumers who check a product online before they make a final decision to buy the product offline. Product inspection (via the internet) collects as much information as possible about the product to purchase [11]. There are several reasons why consumers choose to web room or shop in stores offline. One of them is the impatience of consumers waiting for the delivery time lag, and consumers do not want to get items that are not as they wish when shopping online. Another reason why consumers choose to do webrooming is when they want to be physically involved with the product, even though they have previously searched for information about product quality through the website [12].

The results of research by Pakurár et al. 2019 [13] state that searching for information on the internet is one of the complements in the decision-making process and not a substitute for visiting offline stores, while from an economic perspective, web-rooming is an effort to increase benefits, such as making the right decisions. , find better prices, other psychological benefits, and efforts to minimize effort, both in terms of time, effort, cost, and risk. Thus, understanding consumer psychographic characteristics in webrooming is needed to improve market segmentation strategies. Consumers are accustomed to interacting using online and offline methods to find information about products and using at least two channels in making product purchases. Especially when consumers want to make high-involvement purchases, consumers will do online research for approximately a month before finally making an online purchase [2]. An item that requires a high level of consumer involvement requires relatively more information and is sometimes tiring for consumers, especially without the help of information from the

internet. From this description, this study formulates the first hypothesis (H1) as follows:

H1: Webrooming has a significant effect on confidence.

Confident

Confidence is a mental condition when a person feels confident about assessing an object, brand, or when in a shopping situation. In the phase before product selection, confidence is defined as a belief that leads to a purchase decision, namely a belief that will lead to a final decision that cannot be changed even though other information appears. Consumers do webrooming to take advantage of the internet to find as much information as possible before they purchase so that the risk they face is minimal [14]. This can increase feelings of confidence (confidence) in the information search process. Consumers try to minimize uncertainty in shopping by doing webrooming, namely consumer efforts to increase confidence in what they do and buy, so that consumers feel they have many options, are free to choose and do not feel controlled by anyone [15]. Webrooming can improve consumer purchase experience, e-satisfaction, and confident choice. Webrooming is one of the activities that can increase consumer confidence. By webrooming, knowledge and consumer preferences for products will increase, reducing information gaps and increasing control over the buying process. Someone more confident in the decisions taken, the more he likes the experiences he has done so that it will bring a feeling of satisfaction (Shahid Iqbal et al., 2018). From this description, this study formulates the second hypothesis (H2) as follows:

H2: Confident has a significant effect on e-satisfaction.

Smart Shopping Feeling

Consumers feel smart because they have taken the time and energy to search and obtain information related to the product to be purchased to get a lower price, better quality, and other benefits. Previously, the smart shopping feeling was only associated with the smart feeling when consumers got the lowest price, so consumers felt they won when they found the lowest price. However, along with the times, smart shopping feeling is not only a question of price but can also be in terms of quality and other hedon benefits [16]. Smart shopping feeling is the consumer's belief that they are in a state of being able to save time, money, and energy and get maximum results in shopping. In previous research, smart shopping feeling means that when consumers can minimize spending money, time, and energy and maximize the results that can be. Smart shopping is mainly associated with emotional aspects related to ego and enthusiasm to get the best outcome or results from shopping that consumers do, such as getting lower prices or discounts [17].

The feeling of smart shopping arises when the consumer feels responsible for getting the right and right outcome in shopping, and finally, he chooses to do webrooming to get the right shopping results by visiting offline outlets. When consumers do webrooming, they will feel more in control of purchasing goods. Consumers who feel responsible for purchasing have a smart shopping feeling, which leads to positive shopping experience results. For example, consumer satisfaction in shopping leads to a smart shopping feeling which results in e-satisfaction in webrooming. In the omnichannel and multichannel eras, which are closely related to webrooming, consumers feel more able to control what they will buy and know about what to buy compared to salespersons who can improve their smart shopping feeling.

Smart shopping feelings can affect consumer satisfaction, and consumer experience will also form consumer loyalty and long-term relationship with the company [18]. From this description, this study formulates the third (H3) and fourth (H4) hypotheses, namely:

H3: Webrooming has a significant effect on smart shopping feeling.

H4: Smart shopping feeling has a significant effect on e-satisfaction.

E-satisfaction

E-satisfaction is satisfaction with the actual information search process. The feeling of satisfaction felt by consumers is not only obtained from the goods purchased but from experience gained during the shopping process. Feelings of satisfaction with the shopping experience and the decision-making process in choosing goods bring satisfaction to the use of goods after the purchase process. Satisfaction is one of the keys to customer experience management to improve and maintain long-term relationships with them [19]. In these 30 years, satisfaction has become one of the essential concepts in the world of marketing. Previous research stated that decision-making experience is related to satisfaction. Webrooming improves consumer purchase experience, choice, e-satisfaction, and confidence. The availability of diverse and informative information on the internet makes consumers feel satisfied with the information search process. Satisfaction is one of the keys to improving and maintaining long-term customer relationships [20]. From this description, this study formulates the seventh hypothesis (H5) as follows (figure 1):

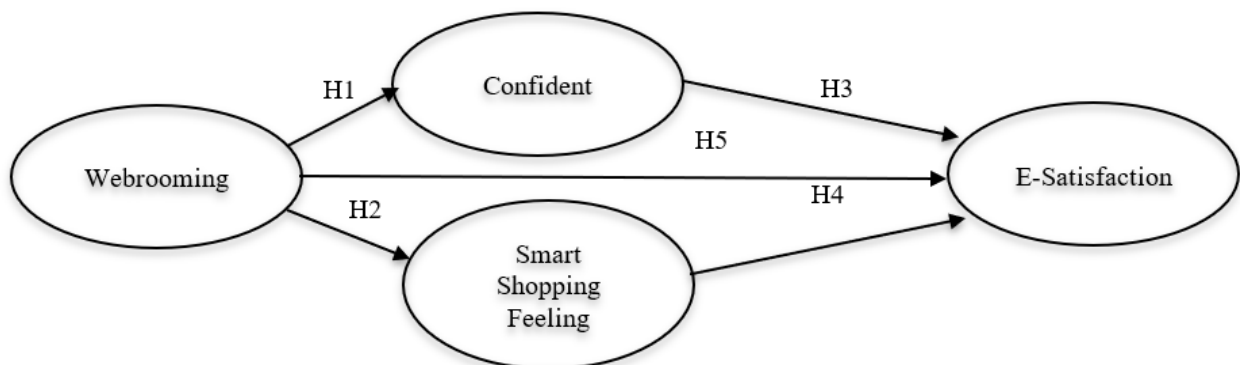H5: Webrooming has a significant effect on e-satisfaction.

Figure 1. Research Model

RESEARCH METHOD

This research uses quantitative methods by examining specific populations or samples, collecting data using research instruments, and analyzing quantitative/statistical data to test the established hypotheses. This study is to determine the effect of one variable on other variables. We are collecting data using a questionnaire distributed to a sample of a predetermined population.

Population and Research Sample

The population in this study are social media users who have done webrooming (searching for products online and buying these products at offline outlets). The sample in this study is part of the population who shopped for beauty products in the last six months because, according to Vieira et al. 2022 [21], a person's memory will last up to six months after the memory is slowly lost. According to research by the Zap Beauty Index, the age of

beauty product users in Indonesia starts from 13 years or older [22]. However, the sample was 17 > x < 45 years because they had been categorized as adults starting at the age of 18 years.

Data Collection Instruments

As an initial screening, this study interviewed several social media users who were more than or equal to 17 years old and asked if they had ever done webrooming. The data collection method used a field survey by distributing online questionnaires to selected respondents using google forms. The method of determining the sample in this study uses non-probability sampling with purposive sampling technique, which is a sampling technique provided that specific criteria are met. Purposive sampling criteria in this study are social media users who have done webrooming (searching for products online and buying products at offline outlets) and are more than or equal to 17 years old.

Data Analysis

The data analysis technique used in this research is a quantitative analysis using the SEM (Structural Equation Modeling) model with the help of the AMOS (Analysis of Moment Structures) program. SEM can be described as an analysis that combines factor analysis approaches, structural models, and path analysis. SEM is a combination of different statistical methods, namely factor analysis, and simultaneous equation modeling, designed to be described as a general approach to data analysis.

RESULT AND DISCUSSION

Respondent Profile Analysis

Respondents in this study amounted to 384 people who are consumers of beauty products and had searched for information on beauty products via the internet (online) before buying these products in physical stores (offline) or webrooming. Respondents' profiles were classified based on age, the last time they searched for beauty product information on the internet, and the last time they bought a beauty product. The classification carried out in this study aims to describe the respondent as the object of research clearly. Based on gender, respondents in this study consisted of 148 women or 89.2%, while 18 men or 10.8%.

Research Instrument Validity Test

A convergent validity test is an indicator test of whether the instrument has a high proportion of variance or not through a loading factor assessment that reflects the relationship between each statement item and the latent variable. The convergent validity test meets the criteria if the loading factor is 0.50 [23]. In this study, the results of the convergent validity test showed that the loading factor value of all items was more significant than 0.5. These results indicate that all instrument items are valid and can be used for analysis or other research (table 1).

Table 1. Validity Test Result

Items			Estimate	Decision
WR1	←	*Webrooming*	0,804	Valid
WR2	←	*Webrooming*	0,866	Valid
WR3	←	*Webrooming*	0,826	Valid
C1	←	*Confident*	0,737	Valid
C2	←	*Confident*	0,753	Valid
C3	←	*Confident*	0,874	Valid
S1	←	*Smart shopping feeling*	0,938	Valid

Items			Estimate	Decision
S2	←	Smart shopping feeling	0,936	Valid
S3	←	Smart shopping feeling	0,765	Valid
SAT1	←	E-satisfaction	0,897	Valid
SAT2	←	E-satisfaction	0,910	Valid
SAT3	←	E-satisfaction	0,829	Valid
SAT4	←	E-satisfaction	0,943	Valid
SAT5	←	E-satisfaction	0,980	Valid

Source: Data processed, 2022.

Research Instrument Reliability Test

A reliability test determines whether this research instrument is reliable and remains consistent if the measurement is reused. The reliability test was carried out using the construct reliability test to test the data's reliability and consistency. Reliability meets the criteria if the construct reliability is more significant than 0.70. Based on table 1, all variables in this study have a construct reliability value greater than 0.70, so all the variables tested in this study have good reliability shows in table 2.

Table 2. Reliability Test Result

Variable	Reliability Construct	Decision
Webrooming	0,967	Reliabel
Confident	0,909	Reliabel
Smart Shopping Feeelings	0,911	Reliabel
E-satisfaction	0,973	Reliabel

Source: Data processed, 2022.

Goodness of Fit Test

At the stage of conformity analysis to the total structural model, this research model was evaluated using the goodness of fit index. The results of the goodness of fit generated by this research model are shown in table 3. The goodness of fit test results shows that this study's SEM model is quite good and acceptable because the results show four conformity tests of this research model. declared fit. Thus, further hypothesis testing analysis can be carried out shows in table 3.

Table 3. Goodness of Fit Test Result

Goodness of Fit	Cut-off	Result	Decision
Probability level	≥ 0,05	0,000	Marginal
GFI	≥ 0,9	0,855	Marginal
AGFI	≥ 0,8	0,807	Fit
TLI	≥ 0,90	0,914	Fit
CFI	≥ 0,90	0,928	Fit
RMSEA	≤ 0,08	0,078	Marginal
CMIN/DF	≤ 2,0	2,500	Marginal
RMR	≤ 0,05	0,048	Fit

Source: Data processed, 2022.

Hypothesis Testing and Discussion

Based on the results of hypothesis testing based on the research model shown in Table 4 with a significance value of 5%, the six hypotheses tested showed a significant effect, and one hypothesis proved

insignificant. The results of hypothesis testing are described as follows.

Table 4. Hypothesis Test Result

Hn	Hypothesis	c.r	Prob	Decision
H1	*Webrooming* on *Confident*	6,592	0,000	Significant
H2	*Confident* on *E-Satisfaction*	5,145	0,000	Significant
H3	*Webrooming* on *Smart Shopping Feeling*	6,568	0,000	Significant
H4	*Smart Shopping Feeling* on *E-Satisfaction*	3,893	0,000	Significant
H5	*Webrooming* on *E-satisfaction*	4,913	0,000	Significant

Information: c.r. = *critical ratio*; Prob = *probability*.
Source: Data processed, 2022.

a. Effect of Webrooming on Confident

Based on testing in Table 6, webrooming has a positive and significant effect on confidence with the test results c.r 6.592 and prob 0.000. This effect occurs if consumers do webrooming when shopping for beauty products, the consumer's confidence will increase. With information about beauty products obtained before shopping, confidence in the beauty products to be purchased will increase. The results of this study explain that consumers try to minimize uncertainty in shopping for beauty products, one of which is through webrooming. Consumers feel they have many options, are free to choose, and do not feel controlled by anyone. The results of this study are supported by research Pakurar et al. 2019 [13] and Rita et. Al 2019 [2], namely, when consumers do webrooming while shopping, their confidence level in making decisions is higher.

b. Effect of Confident on E-Satisfaction

Based on the second hypothesis testing (H2) shown in Table 6, confidence proved to have a positive and significant effect on e-satisfaction with the test results c.r 5.145 and prob 0.000. This effect occurs when consumers feel confident about the beauty products they buy, so their satisfaction in finding information about beauty products

can increase. When consumers understand the beauty products they will buy, this confidence arises. Furthermore, as the feeling of self-confidence in the consumer increases, the feeling of satisfaction will also increase in him. The more confident a person is in his decisions, the more he likes the experience he has had. The results of this study are supported by previous research Shahid Iqbal et al. [6] and Vasic et al. [15]

c. Effect of Webrooming on Smart Shopping Feeling

Based on the third hypothesis testing (H3), shown in Table 6, webrooming has a positive and significant effect on smart shopping feeling with the test results c.r 6.568 and prob 0.000. This effect occurs if consumers do webrooming when shopping for beauty products, the consumer's smart shopping feeling will increase. When consumers do webrooming, they will look for as much information as possible about the beauty products they want. At the very least, consumers will seek information about product sales locations, prices, and previous product specifications. With this information, consumers will feel that they spend less time and energy and are likely to get cheaper prices based on the information they have on beauty products. This study explains that webrooming can

make consumers smart (smart shopping feeling). The basic information available on the website can help consumers to make good and right choices. That is, they will feel smart or not feel blind to the knowledge of the beauty products they buy. The results of this study are in line with previous research by Pappas et al 2014 [18] and Paranduk et. al [24], which states that when consumers do webrooming when shopping, the level of consumer smart shopping feeling in making decisions is higher.

d. Effect of Smart Shopping Feeling on E-satisfaction

Based on the fourth hypothesis testing (H4) shown in Table 6, smart shopping feeling has a positive and significant effect on e-satisfaction with the test results c.r 3.893 and prob 0.000. This influence occurs because when consumers feel more intelligent in shopping for beauty products, the satisfaction felt by consumers will increase. When consumers feel they can save time and costs and feel right in buying beauty products, the consumer's satisfaction with their involvement, or e-satisfaction, in the information search process will increase. This study's results align with previous research by Cambra-Fierro et al. 2021 [19] and Rehman et al. [20], which found that smart shopping feelings affected e-satisfaction.

e. Effect *Webrooming* on *E-satisfaction*

Based on the seventh hypothesis test (H7), shown in Table 6, webrooming has a positive and significant effect on e-satisfaction with the test results c.r 4.913 and prob 0.000. This effect occurs when consumers do webrooming when shopping for beauty products, so that satisfaction in the information search process can increase. Before shopping for beauty products, consumers search for

information about these products through the internet. The availability of information on the internet that is easy, informative, and two-way makes consumers feel satisfied in searching for information on beauty products. Webrooming behaviour felt more satisfied than those who did not do webrooming because they felt correct in making decisions. In the information search process (e-satisfaction), consumers feel more confident and intelligent if, before shopping for beauty products, they do webrooming first. This research is supported by previous [25], which found that webrooming can increase e-satisfaction.

CONCLUSION

Based on the findings in this study, webrooming has a direct and indirect positive effect on e-satisfaction. This shows that the more often consumers experience and carry out the webrooming process in shopping, the higher the consumer's satisfaction in the process of searching for information when he is shopping. This study also found that webrooming can increase self-confidence, feel smart in shopping, and increase consumers desire to create content about the products purchased on social media. Based on the results of this study, some suggestions for practitioners such as marketers are efforts to pay more attention to content regarding products delivered via the internet network. The internet has become a source of information for consumers before shopping for beauty products. The internet is a source of information for consumers about products, and practitioners can take advantage of this by providing a stimulus to consumers to also create content about products by paying attention to the availability of sufficient and appropriate

information through the internet network, as well as utilizing consumer habits in seeking information about products on the internet before shopping and consumer habits in creating content on the internet after shopping. For practitioners such as marketers, this study provides information that webrooming significantly influences customer satisfaction in the information search process, increasing their self-confidence, the emergence of a smart feeling in shopping, and encouraging them to create content about products on the internet.

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