

CONSUMER BEHAVIOR ANALYSIS IN BUYING USED CARS THROUGH ELECTRONIC-BASED AUCTION APPLICATIONS OLX AUTOS SEMARANG CITY

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Keywords: attitude, subjective norm, purchase intention and purchase decision

Abstract

This research examines OLX Autos users, namely one of the electronic service providers available for fast processing and fulfillment of each transaction related to electronic automotive auctions in Indonesia. This study aims to determine the effect of attitudes and subjective norms on purchase intentions and their influence on purchasing decisions at OLX Autos electronic auctions. The sample used in this study was 175 respondents or users of the OLX Autos application. The data analysis method used in this study is Partial Least Square using Smartpls software. The test results show that attitudes have a positive and significant effect on purchase intention. Subjective Norms have a positive and significant effect on purchase intention. Attitude has a positive and significant effect on purchasing decisions. Subjective norms have a positive and significant effect on purchasing decisions. And buying interest has a positive and significant effect on purchasing decisions.

INTRODUCTION

E-auctions or electronic auctions forget the model development of conventional auctions conducted at auction halls. The difference between an e-auction and a conventional auction is that it does not require a place to collect bidders or auction participants because it can be done through an online application. In the pandemic era, the government forbids crowds of people in one place because it increases the chance of transmission of the Covid-19 virus.

Bidders or auction participants are a group of people who carry out bidding activities in an auction flow that have previously registered themselves to take part in the auction series. While the auction itself is a process of buying and selling goods or services by offering to bidders, bidders bid higher prices, and then the goods are sold to the bidder at the highest price.

Some auction providers have different rules and conditions when conducting automotive auctions, so bidders can determine their preferences.

Table 1 Differences in the OLX Autos Auction Mechanism and Other Applications

	JBA	OLX	cargo	Carsome
Auction system	conventional	On line	On line	On line

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Location	Auction hall	Anywhere	Anywhere	Anywhere
Time	Uncertain	Every day	Every day	Every day
Show duration	Not specified	15 minutes/ units	30 minutes/ units	1 hour/ unit
Auction schedule	Uncertain	Uncertain	scheduled	scheduled
Deposits	5 million	5 million	2.5 million	5 million
admin fees	1 million	750 thousand-1 million	500 thousand	2.5-7 million
Auction participants	General	Partner dealers	Partner dealers	Partner dealer

Electronic auction providers such as OLX Autos, Carro and Carsome are intermediaries between users or car owners who want to sell their cars in an instant way. The auction provider conducts a thorough inspection of the condition of the car and the validity of the vehicle documents, then the inspection results are displayed on the auction provider's application and website so that bidders can place a price bid. The advantage of car owners selling their cars through an auction mechanism is that owners do not need to market their cars through online buying and selling sites or have to make appointments with prospective buyers. If the car owner agrees to the highest bid price from the auction participant, the car owner will immediately be paid in full by the auction provider.

OLX Autos provides electronically available services for the purposes of fast processing and fulfillment of each transaction. When the service is available, the user is obliged to use this service for payment, collection, transportation, complaints, and other matters in the future. In terms of using the services on the platform, the user is obliged to update his data without delay. OLX Autos has the right to cancel the offer if an error occurs due to technical problems, data processing and/or other things that are unexpected.

In practice, many bidders do bid and run. They are competing to make the highest bid, after reaching the final price the bidders do not make a token payment so that the results of the auction are canceled or given to other participants with reference to the highest bidding price. This can be detrimental to other bidders because the price offered has gone up quite high. Other auction participants may reject the highest bid price resulting from the bid and run, but there is a possibility that the price of the car will not decrease because the car owner already knows the highest bid figure from the auction participant. Car owners usually hold the car's release rate at the highest bid. OLX Autos will also have to renegotiate with car owners to re-show the inspected cars.

Electronic auction sites have developed into a major alternative consumer channel (Pinker et al., 2003&2010), with the global online auction market forecast to grow by 7.2 percent (\$1.05 billion) between 2018 and 2022 (Business Wire, 2018). With the increased use of online auctions, there is a greater need to understand the main drivers of user decisions and behavior in relation to these services (Pavlou and Fygensin, 2006; Drake et al., 2012; Mohamed et al., 2014).

Customer-to-customer (C2C) online auctions are a form of electronic commerce that has become increasingly popular over the past few years (McLaughlin et al., 2017). This popularity is due to several important factors such as the user's perception of convenience (Verhagen and Dolen, 2011; Majadi et al., 2018), competitive prices (Zhou et al., 2007) and ease of finding products and services (Weinberg and Davis, 2005) among others. Interestingly, some users see the enjoyment and experience of the bidding process as another important motivation (Rauniar et al., 2009). Regardless of whether one has a particular preference for online auction sites, there is no doubt that there is an increasing number of individuals joining various online auction sites and their behavior warrants further investigation, especially around individual motivation to engage or not engage (McLaughlin et al., 2017). It is important to understand that the changing motivations of these C2C online auction users are in turn changing the traditional concept of the customer. More specifically, customers no longer only buy products but also sell products (Clausen et al., 2010; McLaughlin et al., 2017).

Schlaegel (2015) in particular supports the application of theoretical frameworks such as Ajzen's (1991) theory of planned behavior when examining the factors influencing consumers' use of online auction marketplaces. In fact, Wells (2014) and McLaughlin et al. (2017) both echo this designation for future behavioral research using conceptual framework models. Similarly, Hou and Elliot (2016) argue that, because online auctions have a special feel compared to online shopping in general. This nuance relates to the number of buyers who mostly buy just one item in an auction setting, with pricing determined by the bidding process. It is therefore reasonable to assume that the behavior and influences of online bidders may be very different from those of other online buyers (Hou and Elliot, 2010). Due to the economic importance of online auctions, there is a need to understand why buyers or sellers engage with these online platforms (Schlaegel, 2015). Key drivers such as attitudes, subjective norms (social influence) and controls have all been suggested as having an important role to play regarding online transaction behavior, but it has also been recognized that further research in this area is needed (Drake et al., 2012). Because these models focus more on consumer choice, they fail to consider the main drivers or motivations to buy (Ajzen, 2015). Subjective norms (social influence) and control have all been suggested to have an important role to play regarding online transaction behavior, but it has also been recognized that further research in this area is needed (Drake et al., 2012). Because these models focus more on consumer choice, they fail to consider the main drivers or motivations to buy (Ajzen, 2015). Subjective norms (social influence) and control have all been suggested to have an important role to play regarding online transaction behavior, but it has also been recognized that further research in this area is needed (Drake et al., 2012). Because these models focus more on consumer choice, they fail to consider the main drivers or motivations to buy (Ajzen, 2015).

The e-auction facility is one of the solutions for buying goods and services during the Covid-19 pandemic era, especially in the used car buying and selling industry. The behavior of bidders determines purchasing decisions because this technological advancement is relatively new in Indonesia. Previous research conducted by McLaughlin 2020 shows that purchasing decisions at electronic auctions are influenced by gender differences.

This study raises a theme related to the influence of attitudes and subjective norms on purchase intention and consumer purchasing decisions. The reasons for raising these variables are based on different previous findings (research gap). In

research by Witriyana et al (2019) stated that attitude has no effect on purchase intention. In contrast to the research results found by Kusuma et al. (2020); Susanto and Sahetapy (2021); Binalay et al (2016); McLaughlin et al. (2020); Huang et.al. (2011); Santy and Zulianti (2018) that attitude has a positive effect on purchase intention. In his research, Witriyana et al (2019); Kusum et al. (2020); McLaughlin et al. (2020); Huang et.al. (2011); Ruslim et al. (2022) found subjective norms had no effect on purchase intention. Unlike the findings of Wiyana and Japariato (2014); Susanto and Sahetapy (2021); Binalay et al (2016); Santy and Zulianti (2018) that subjective norms have a positive effect on purchase intention. Research findings by Binalay et al. (2016); Rini et al. (2020) found that attitudes influence purchasing decisions. However, research findings by Kapantouw and Mandey (2015) found that attitude has no effect on purchasing decisions.

METHOD

According to (Hair Jr., 2018) number of samples The sample is part of the number and characteristics possessed by the population (Sugiyono, 2016). Sampling technique is a sampling technique to determine the sample used in research. In this study using a simple random sampling technique in which the sample members provide equal opportunities for each element (member) of the population to be selected as a member of the sample. The sample used in this study was 175 respondents or users of the OLX Autos application.

In this study using data collection methods using a questionnaire that is a list of questions that have been prepared and obtained from respondents in the form of answers to questionnaires (questions) posed by researchers including attitudes, subjective norms, buying interest and purchasing decisions.

The data analysis method used is the Partial Least Square (PLS) analysis technique using Smart PLS software to help analyze the data.

RESULTS AND DISCUSSION

Respondent identities in this study were obtained by the majority of active OLX Autos users in the city of Semarang, namely men, 85.7%; the majority of respondents are between the ages of 36-45 years at 33.1% and the majority of OLX Autos active users in Semarang City have been in business for more than 3 years, namely 57.7%.

PenStructural Model test (Inner Model)

The structural model or inner model is evaluated by looking at the percentage of variance explained, namely by looking at R² for the dependent latent construct using the Stone-Geisser Q Square test and also looking at the structural path coefficients. Estimation stability was tested with t-statistics through the bootstrapping procedure.

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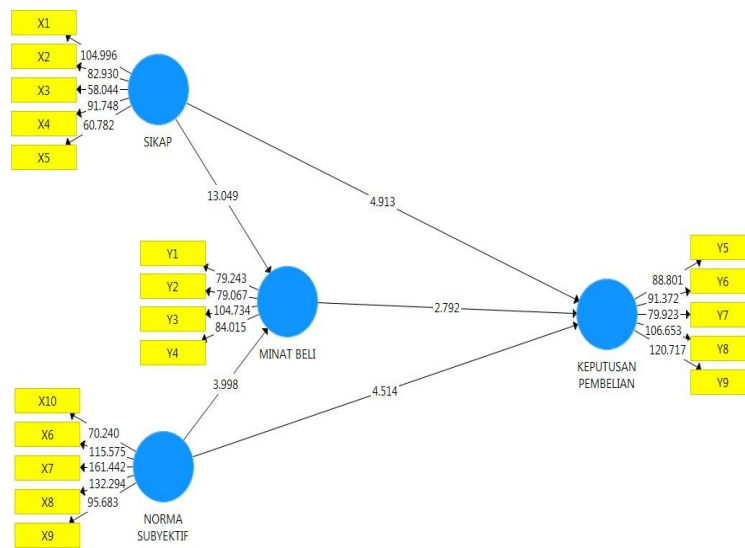


FIGURE 1 STRUCTURAL MODELS

The results of the PLS R-Squares represent the total variance of the construct described by the model. The following presents the results of calculating the R-Squares value:

Table 2
R-Square value

Variable	R-Square
Purchase Interest	0.936
Buying decision	0.945

Table 2 shows the R-square values for the variables. Buying interest was obtained for 0.936 and for the Purchase Decision variable it was obtained for 0.945. These results indicate that 93.6% of the variable Purchase Intention is influenced by Attitudes and Subjective Norms. Meanwhile, 94.5% of the variable Purchase Decision is influenced by Attitude, Subjective Norms and Purchase Intention.

Penthe Direct Influence Hypothesis test

The basis for testing the hypothesis in this study is the value contained in the output result for inner weight. The estimation output results for testing the structural model can be seen in the following table:

Table 3
Results For Inner Weights

Influence Between Variables	Original Sample	Sample Means	T-Statistics	P-Value
Attitude > Purchase	0.746	0.741	13,049	0.000

Intention				
Subject Norm > Purchase Intention	0.236	0.24	3,998	0.000
Attitude > Purchase Decision	0.426	0.425	4,913	0.000
Subject Norm > Purchase Decision	0.315	0.316	4,514	0.000
Purchase Intention > Purchase Decision	0.249	0.252	2,792	0.005

The results of testing by bootstrapping in this study from the PLS analysis are as follows:

1. PenTest Hypothesis 1: Attitude significant influence on Purchase Interest
Influence Attitude to Purchase Interest shows a p value of 0.000 which is smaller than the significance level of 5% or 0.05, which means that Hypothesis 1 is accepted. Based on these results it can be interpreted that Attitude significant positive effect on Purchase Interest.
2. PenHypothesis 2 test: Subjective Norm significant influence on Purchase Interest
Influence Subjective Norm to Purchase Interest shows a p value of 0.000 which is smaller than the significance level of 5% or 0.05, which means that Hypothesis 2 is accepted. Based on these results it can be interpreted that *Subjective Norms* significant positive effect on *Purchase Interest*.
3. PenHypothesis 3 test: Attitude significant influence on Buying decision
Influence Attitude to Buying decisions shows a p value of 0.000 which is smaller than the significance level of 5% or 0.05, which means that Hypothesis 3 is accepted. Based on these results it can be interpreted that Attitude significant positive effect on Buying decision.
4. PenHypothesis 4 test: Subjective Norm significant influence on Buying decision
Influence Subjective Norm to Buying decisions shows a p value of 0.000 which is smaller than the significance level of 5% or 0.05, which means that Hypothesis 4 is accepted. Based on these results it can be interpreted that *Subjective Norms* significant positive effect on Buying decision.
5. PenHypothesis 5 test: Purchase Interest significant influence on Buying decision
Influence Purchase Interest to Buying decisions shows a p value of 0.005 which is smaller than the significance level of 5% or 0.05, which means that Hypothesis 5 is accepted. Based on these results it can be interpreted that Purchase Interest significant positive effect on Buying decision.

Discussion

Based on the test results, it was obtained that there was a positive and significant influence between the Attitudes on Purchase Intentions variable, based on these results the first hypothesis could be accepted, meaning that the better the consumer's attitude in

responding to a product or service, the higher the consumer's buying interest. Conversely, the worse the consumer's attitude in responding to a product or service, the lower the purchase intention. This research is in line with the results of research by (Wijayanti, et al., 2021) and (Masitoh et al., 2019), explaining that attitude has a positive influence on purchase intention, whereas according to the results of research conducted by Wiyana and Japarianto (2014); Kusum et al. (2020); Susanto and Sahetapy (2021); Binalay et al. (2016); McLaughlin et al. (2020); Huang et al. (2011); Ruslim et al. (2022);

Based on the test results, it shows that there is a positive and significant influence between the subjective norm variable on buying interest. Based on these results, the second hypothesis can be accepted, meaning that the better the subjective norm, the higher the purchase intention. Conversely, the worse the subjective norm, the lower the purchase intention. The results of this study are in accordance with research by Wiyana and Japarianto (2014); Susanto and Sahetapy (2021); Binalay et al. (2016); Santy and Zulianti (2018) found results that subjective norms have an influence on purchase intention.

Based on the test results, it was found that there was a positive and significant influence between the attitude variable on purchasing decisions, based on these results the third hypothesis was acceptable, meaning that the better the consumer's attitude, the higher the purchase decision would be. Conversely, the worse the consumer attitude, the lower the purchase decision. This research is in line with the results of research by Binalay et al. (2016); Rini et al. (2020) found that attitude has a positive effect on buying decision.

Based on the test results, it shows that there is a positive and significant influence between the subjective norm variables on purchasing decisions. Based on these results, the fourth hypothesis can be accepted, meaning that the better the subjective norm, the higher the purchasing decision. Conversely, the worse the subjective norm, the lower the purchase decision. This study is in line with the results of research by Binalay et al. (2016); Kapantouw and Mandey (2015); Rini et al. (2020) found that subjective norms had a positive effect on level buying decision.

Based on the test results, it was found that there was a positive and significant influence between the variables of buying interest on purchasing decisions, based on these results the seventh hypothesis was acceptable, meaning that the better the consumer's buying interest, the higher the purchasing decision. Conversely, the worse the purchase intention according to consumers, the lower the purchase decision will be. This research is in line with the results of research by Wiyana and Japarianto (2014); Sari (2020) explains that buying interest is an important factor that plays a role in increasing purchasing decisions.

CONCLUSION

The conclusions that can be explained from the results of the study include: Attitude has a positive and significant effect on purchase intention. If someone has a

positive attitude towards a product, then they will most likely have a high interest in buying the product. Subjective Norms have a positive and significant effect on purchase intention. If someone feels pressure or positive influence from other people, especially from their reference group or social environment, then it is likely that their interest in buying the product will increase. Attitude has a positive and significant effect on purchasing decisions. If someone has a positive attitude towards a product or brand, they will most likely choose to buy the product. Subjective norms have a positive and significant effect on purchasing decisions. If someone feels positive pressure or influence from their social environment, they tend to be more inclined to make purchasing decisions that are in line with that norm. Purchase intention has a positive and significant effect on purchasing decisions. The level of interest or desire someone has to buy a product or brand can have a positive and significant impact on their decision to actually make a purchase.

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