THE INFLUENCE OF ATTITUDES OF MILLENIAL GENERATIONS ON FLOW SHOPPING INTEREST
(CASE STUDY TIKET.COM)

Dwi Prasetyo Utomo, S.Si
Magister Manajemen
Universitas Ahmad Dahlan
Yogyakarta, Indonesia

Dr. Zunan Setiawan, MM
Magister Manajemen
Universitas Ahmad Dahlan
Yogyakarta, Indonesia

Abstract
Today's consumers are given many choices, especially in online shopping. One of the software providers to buy tickets online efficiently is Tiket.com. The high growth of internet users, especially in the millennial generation, allows various things to be done online, such as purchasing tickets. Therefore it is necessary to identify the factors that influence users in fostering buying attitudes and interest. This research aims to study the attitudes of the millennial generation in their influence in fostering buying interest using the Tiket.com platform. This research uses quantitative methods with an instrument in the form of a questionnaire. The population this research is Tiket.com users who have done online shopping on the platform, with the number of respondents who are interested in making transactions as many as 201. The method of analysis in this study uses SEM with the help of AMOS software in its processing. The results showed that several factors influence online purchasing attitudes and consumer buying interest, namely reputation, trustworthiness and perceived convenience.

Keywords : *reputation, trustworthiness, perceived ease. buying interest*

BACKGROUND
The rapid development of technology, especially the internet, has had a significant impact on all aspects, including the development of the business world. The development of the internet produces an idea that encourages the development of the business world, one of which is marketing. Of course, technological developments have an impact on the development of the business world in a better direction, the easier it is for all companies to penetrate and introduce their products to the smallest segment of a prospective customer by using the internet, one of the most significant effects.

Marketing is one of the leading forces in the business world; this has become one of the main focuses in the development of technology used in the business world. A business that is marketing products or services using the internet media or what is often called e-marketing. E-marketing is the marketing side of e-commerce, which consists of company activities to

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communicate, promote, and sell goods and services via the internet.

The use of social media in Indonesia is overgrowing. According to Nielsen's research, the growth rate of internet use in Indonesia has reached 51%. Indonesians spend 1.5 hours a day surfing the internet. According to the final 2017 Tetra Pak Index report, there are around 132 million internet users in Indonesia. At the same time, almost half of them are social media enthusiasts or around 40%.

According to Kotler and Keller (2013), electronic commerce uses websites to transact or facilitate the sale of products and services online. Electronic commerce changes the buying behaviour from traditional shopping at the market or shops to just visiting a website and selecting the product or service want to buy.

One form of word of mouth electronic marketing is the use of the software. Tiket.com is an application for selling tickets online that allows users to choose the tickets they want to buy, be it entertainment tickets, overnight stays or travel. One unique feature at Tiket.com is the tour package menu, consumers can choose tour packages at affordable prices, and there are exact details obtained from the tour packages.

According to Kotler, P. & Armstong, G. (2004). a theory developed by Ajzen & Fishbein (1980), states that the best predictions about a person's behaviour based on that person's interests. Behavioural interest based on several main factors, namely the individual's belief in the results of the behaviour carried out, and the individual's perception of the views of the people closest to the individual on the behaviour carried out. Three main factors drive a person's attitude, in this study, they are reputable, perceived ease and trustworthiness, and one of the main factors that influence one's intention or interest is one's attitude.

Based on the background above, it can be said that attitudes will influence behaviour through a process of careful and reasoned decision-making and will have limited impact on three things, namely reputation, perceived convenience and trustworthiness.

Based on the above background, the researcher is interested in conducting research entitled "The Effect of Millennial Genreational Attitudes on Online Shopping Interest in the Tiket.com Network".

METHOD

The type of data used in this research is quantitative data. Quantitative data is data in the form of numbers or numbers. Quantitative data can be processed or analyzed using mathematical or statistical calculation techniques. The data source used in this research is primary data. The population in this study are all Tiket.com users who are included in the millennial generation and are interested in making transactions using Tiket.com. The scale in the measurement of this study is a Likert scale with an assessment range of 1-5, where one means strongly disagree, and five strongly agrees. The sampling technique in this study was to determine the sample to used using non-probability sampling, namely accidental sampling and purposive sampling. This method collects data in research with a survey method by distributing questionnaires online (Google Form). The instrument test used in this study was the validity and reliability test. The analytical method used is SEM by using AMOS software as a support for data processing.

Meanwhile, the data analysis technique uses the method of the analysis method used in this research is SEM (structural equation model). SEM is a multivariate analysis technique which is a combination of factor analysis and path analysis. Factor analysis used to test the validity and

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reliability of an instrument (measurement scale), while path analysis used to test the relationship between variables. SEM analysis aims to examine the relationship between latent variables and manifest variables (measurement equations), the relationship between one latent variable and other latent variables (structural equations), and to describe measurement errors. In this study, we will look at the influence of reputation, perceived ease of use and trust in the attitudes of a millennial generation individual in using Tiket.com and see the influence of attitudes on millennial generation buying interest in using Tiket.com.

RESULT

The results of testing the hypotheses proposed in this study can see from the value of Regression Weights and Standardized Regression Weight. From data processing, it can seem that if the CR value in the relationship shows a value above 1.96 and for the P-value is below 0.05 (Parwoto, 2012), it can say that the two variables are related and have a significant effect. For the results of the significance test of the research parameters, trust in purchasing attitudes has CR values of 2.84 and P 0.005. The effect of perceived ease on purchasing attitudes has CR values of 2.323, and P 0.02, the effect of reputation on purchasing attitudes shows CR values of 10.063 and P 0, 00. Finally, the effect of purchasing attitudes on purchase intention shows the value of CR 12.434 and P 0.00, which means that the relationship between all tested variables has a strong influence and significance. In this study, it can conclude that trust, reputation and perceived convenience have a positive and significant effect on purchasing attitudes and purchasing attitudes have a positive and significant effect on the purchase interest of the millennial generation in using the Tiket.com network.

DISCUSSION

Based on the results of using Amos 23, the results show that the Reputation variable has a positive and significant effect on the attitudes of millennial generation consumers can prove in this study. On this research can be seen from the probability value of 0,000 where the value is less than 0.05 of a significant value, which means that the hypothesis is positive and significant. Aaker and Jacobson (2001) state that brand reputation affects consumer attitudes, consumer attitudes towards brands can use to predict business performance in the future, meaning that companies can predict what consumers want in the future by looking at consumer attitudes in the present.

Based on the results of using Amos 23, the results show that the trust variable has a positive and significant effect on the attitudes of millennial generation consumers can prove in this study. We can see from the probability value of 0.005 where the value is less than 0.05 of a significant value, which means that the hypothesis is positive and significant. In research which indicates that trust has a positive and significant effect on consumer attitudes on online group purchases. As well as other supporting research is Waqar Nadeem et al (2015) on generation Y with selling clothes through social media Facebook, which shows that trust has a significant positive effect towards consumer attitudes.

Based on the results of using Amos 23, the results showed that the perceived convenience variable had a positive and significant effect on the attitudes of millennial generation consumers which could prove in this study. On this research can be seen from the probability value of 0.002 where the value is less than 0.05 of a significant value, which means that the hypothesis is

positive and significant. Research by Sabi'li Maaruf in (2018), shows that Tiket.com users have a good and positive response to the online shopping phenomenon. Therefore, it recommended that Tiket.com be able to maintain these conditions and continue to innovate in order to be able to face competition from its competitors.

Based on the results of using Amos 23, the results show that the Attitude variable has a positive and significant effect on the online buying interest of millennial generation consumers. This is evident from the attitude probability value of 0.000 less than 0.05 from the significant value, which means positive and significant. The results of this study also support the Theory of Reasoned Action model or the theory of consumer behaviour interest developed by Ajzen (2015) from the characteristics or dimensions of attitudes to influence on purchase intention. It also supports previous research, namely research by Su Yueh Cu et al (2016) where attitudes have a significant and positive influence on consumer purchase interest.

CONCLUSION
1. The trust variable has a positive influence on millennial generation online purchasing attitudes in using Tiket.com
2. Reputation variable has a positive influence on millennial generation online purchasing attitudes in using Tiket.com
3. The perceived ease of use variable has a positive influence on the online purchasing attitude of the millennial generation in using Tiket.com
4. Purchasing attitude variable has a positive influence on millennial generation online buying interest in using Tiket.com

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