EPH - International Journal of Business & Management Science
ISSN (Online): 2208-2190
Volume 05 Issue 02 May 2019

DOI: https://doi.org/10.53555/eijbms.v5i2.84

THE EMPLOYEE'S PERSPECTIVE AS AN ONLINE CONSUMER

Dewi Tamara[1*], Freddy Soejandy[2], Devi Susanti[3], Djani Setiadi[4]
*[*1,2, 3, 4]Executive in Strategic Management Program, Management Department, BINUS Business School Master Program, Bina Nusantara University, Jakarta, Indonesia 11480*

Corresponding Author:-

Abstract:-
This paper investigates the behavior of an employee as an online consumer. As today online shopping is regarded as a disruptive innovation for offline shopping, this paper examines whether the employees also have similar behavior with other type of consumer. The respondents are chosen from Jakarta, Bogor, Tangerang and Bekasi area which totalled 94 qualified survey. The result explains that online shopping offers economic value, technical value, service value and social value in the same time. And the employee behavior is not rejecting that and follows the flow. It implies that offline shop providers should consider in providing customer the same values as in online shop.

Copyright 2019 EIJBMS
Distributed under Creative Commons CC-BY 4.0 OPEN ACCESS

1. INTRODUCTION

The internet has become a new basic need in modern society, especially for young people. Indonesia with its penetration of 54.7 percent or about 143.26 million people from the whole population of Indonesia's people have already connected to the internet in Indonesia (262 million people) and Indonesia has also become one of the countries in the world with have the highest internet users in number. The majority of Indonesia's population lives in rural areas (72.41 percent) and most of them are in Java or around 58.08 percent. The internet and young people are an inseparable necessity where those aged 19 to 34 years or around 49.52 percent are the majority of internet users in Indonesia and other with aged 35 to 54 years are only around 29.55 percent. They are at productive age and easily adapt to any changes that occur in their group (APJII, 2017 & Kompas.com, 2018).

The Indonesian middle class, which amounts to around 52 million people with household consumption, reaches 43 percent of the total consumption of these household countries. Rodrigo A. Chaves as Indonesia World Bank Representative said that Indonesia's middle class has great potential and the government plays an important role in supporting the growth of these middle groups in all fields, including support for improving education quality, population skill and promoting the growth of job creation and social protection. The government hopes that this support can increase the growth of the middle class quickly and encourage the country and region to lead a brighter future (Boediono, 2017).

Indonesian smartphone users in Indonesia account for 67 percent of the population or 177.9 million and 45 percent of the population or 120 million are users of WhatsApp and LINE and 49 percent of the population or 130.6 million have accounts on platforms of social media, such as Facebook, Instagram, Twitter, Snap chat, and also Paths, etc. Most of them use the internet to visit social networks, search, play games, watch videos, and buy products or services online (Hootsuite & Social, 2018).

Rapid technological developments, the new concepts of the 'Internet of Things' and the consumer path to buying is becoming increasingly fragmented and fading lines between online and offline retail. It seems that channel integration is the key to the success of a delicate and smooth customer experience, because technology in the store and online is put together (Piotrowicz & Cuthbertson, 2014).

Online shopping is one form of electronic commerce and usually named as eCommerce that consumers could buy products or services from the seller directly by searching to a particular web through the internet network. This new form of shopping offers a great example of revolution in business and more people tend to shop online. However, product purchases from the conventional market have continued for many years, because several consumers remain loyal to purchase goods or services using the offline platform, so that they can check out the product first and then enjoy the possession of the product after the payment. Consumers' loyalty mainly rely on the ability of delivering quality, value and satisfaction consistently. Several consumers prefer to go for shopping in the store or offline shopping, the other choose for shopping through online, and many other consumers prefer to go for both type of shopping platform.

Modern society tends to become more and more fussy, they want to get all the comfort they have, for example, can shop anywhere they like, from any location, and anytime. Mostly of them wish to have their personalized shopping experiences that will fit their necessity as they stroll around and cross various channels on the offline and online platforms (Tern strand, 2015).

Nowadays, consumers are likely to be more intellect about technology and price aware. In this case, most of the consumers generally own cell phones or mobile gadgets that could be access to data by internet, they regularly use a variety of online channels and offline channels that they could have a journey to shop with fun anytime and anywhere they want.

Consumers now prefer to get a shorter and smarter for getting purchasing experience so they can make the shopping experience more comfortable and develop relationships through this experience as a sustainable process and as organizations must also consistently redefine their marketing strategies to their consumers.

Online shopping behavior known as the behavior for buying product or services by online and shopping through the internet. Buying behavior means that consumers use a web browser as a platform to buy goods or services that they preferred over the internet. Online shopping is a typical way that happens when consumers are in need of some specific product or service, they prefer to search it through the internet and browse the products that they really need, and also searching for the detail information that available there. From the findings, consumers would see many choices of their preference products online and they could choose which one is the most suitable for him/her (Gupta, 2015).
In this study, we tried to have answers to the following questions:

RQ1 What is the influence of the factors consumers get when choosing their shopping channel between on line and off line?

RQ2 What are the dimension values that will influence consumer behavior in making purchases through on line and off line channels and what is the added value for consumers with their purchase journey?

Our study aims to determine the factors that will influence consumers to commit to shopping online by considering the demographics of Indonesia which is an archipelago with Jakarta as the capital city of Indonesia and similar big city

problems related to traffic congestion so that the time for shopping is limited. We chose employees as respondents for the survey taking into account the expectations of employees to find solutions to meet their daily needs with limited time remaining due to work. We hope that the results of this study can provide insight to business practitioners in developing their business strategies to win the Indonesian market. The study will be used descriptive and a quantitative research that hopefully able to get the answer of all research questions.

2. LITERATURE REVIEW

The latest business developments that currently lead more to direct trade or we are in line with online trading require some changes, especially in terms of using the data. Needed a combination of old data and digital data that is clearly very different so that it requires a different sales strategy, especially consumers who have used cellular phones. In addition to the strategy, the organization must also change to follow the development of digital and on line that is getting stronger.(Alani & Dili, 2006)

Today, the decision to buy everyone is different, with many cellular technologies that are easy to access making buying decisions can be done by talking and discussing with friends or family through messages, WhatsApp or email. Examples of products that will be purchased can also easily be sent through the cellular technology. Consumers find a way that is efficient and fast in terms of making purchases by utilizing such structural technology (Bacharach, Ogilvie, Rapp, & IV, 2016).

The development of cellular technology greatly encourages online sales because consumers always carry their cell phones all the time and they easily find what they want to ask, what they want to know and how they make purchases and payments very easily. For this reason, sellers must think about how to use on line systems as a strategy in increasing their sales. This target is very large and from now on it will come to increase along with increasingly sophisticated technological developments. (Hopkins & Turner, 2012)

Consumer Behavior

The growth of on line sales is very fast and in line with digital development. This has an impact on lifestyle and behavior in terms of purchasing goods. Digital growth in countries like China, the US, some Asian countries have grown significantly including in Indonesia (Remarketer, 2018)

Global on line business creates sales of $ 1.9 billion, consumers now feel comfortable to shop on line because it is supported by digital technology that is increasingly advanced making the process of shopping online increasingly safe, fast and convenient. Changes in the off line pattern to on line business, change the business model that was originally traditional and conventional business towards digital business with the on line sales process. The business model for on line sales the seller can sell their products indefinitely, anywhere in the world and without restrictions this time. This makes the online business progress rapidly extraordinary. (Kruh, 2017)

Everyone has their own beliefs, for people who believe in the ability of the internet, they are more likely to make online purchases compared to those who don't believe in internet technology. The speed of internet technology makes the world more connected to each other and makes the world easy to reach.

With the growth of internet technology, consumers can make purchases for “twenty-four seven”. Technology makes them able to do very easily by touching the button on the cellophane and they can make a purchase. The process of disbursing through the internet also becomes very easy.(Verhoef, Kannan, & Inman, 2015).

Changes and developments in digital technology will make the online process very interesting because the speed of connectivity makes online shopping very easy but changing the behavior of consumers to shop online is not easy, need education, need more extensive information because there are still many consumers who prefer to shop offline because they trust more sellers, can store items and can bid so that their level of trust is very high. Therefore, off-line and on-line businesses must complement each other in order to succeed. Trenz explained the striking differences between offline and online shopping channel in Table 1:

		Offline	Online
Information transparency	Price information	High Effort to compare prices	Lower prices Lower price dispersion Competitors prices are visible
	Product information	Easy evaluation of non-sensory attribute	Larger choice set Easy evaluation of sensory attributes
		Offline	**Online**
Information transparency	Vendor information	Rely on personal inspection or acquaintances	Detailed feedback is available via specialized platforms
	Consumer information	Anonymous transaction possible	Personal data has to be provided Consumers are easily identifiable
Interactions	Relationship	Personal relationship can be established	Anonymous : higher need and difficulty to mitigate transaction specific and system dependent uncertainties
	Communication	1 on 1 or 1 to n	1 on 1 or n to m
	Intermediaries	Direct Interactions	Increased need for intermediaries (trust, logistic)
	Location	Limited market dan competitors	Larger market with nation-wide or transnational competitors
Cost	Operational cost	Higher personel and infrastructure cost	Lower entry barriers
	Shipping cost	No	Have to be incorporated and can be used strategically
	Menu cost	Price changes costly and slow	Price changes cheap, fast and individualized

Table 1. Major differences between online and offline channels (Trenz, 2015).

Capability in terms of computer technology and network connectivity as well as increased security systems make a different experience in each consumer. The role of cell phones throughout the world helps penetration of online businesses. Through cell phones, purchasing goods becomes easier, cell phones are used for daily activities such as sending email, browsing, watching TV, reading books, seeing items offered in a business platform, not just communicating. Changing mobile usage from time to time changes so fast, can be seen in the table below:

Generation	1G	2G	2.5G	3G	4G	5G
Starting Time	1985	1992	1995	2002	2010-2012	By 2020
Service Type	Voice	Voice, SMS	Data Service	Voice, Data	Multimedia	Dynamic access to Information, wearable devices with AI capabilities
	P2P	P2P		P2M	M2M	VR & AR

Table 2. Mobile Communication History adapted from (De, 2016)

In the last few decades, digital technology has changed the behavior of consumers who only know a little to know everything. (Mathewson & Moran, 2016).

Influence Factor on online shopping

Factors that have the potential to be important for consumers to shop online are competitive prices, the opportunity to make product choices with a wider range, variety of products that make it possible to make comparisons, limited time available for shopping and road conditions in a crowded city , and the need to get convenience and comfort in shopping. Some theories about the factors that influence consumers' online shopping behavior, as follow

- The speed of development of digital technology. The development of technology makes it easy for people to use it, applications and information systems that are increasingly sophisticated, make changes in people's behavior to purchase goods through the internet.

- The condition of consumer attitudes towards online shopping is mainly about ease and speed and comfort, education level, consumer income, measured risk and customer reviews and the number of choices to buy goods and compare them with similar items from other sellers. The amount of consumer confidence increases the intention to buy and consequently the level of consumer loyalty increases. (Trenz, 2015)
- Price issues are an important factor in doing online shopping. Competitive prices in online shopping patterns make consumers many choices in making decisions to buy goods and this is what makes the purchasing channel appear quite diverse. (Trenz, 2015)
- Conditions for the availability of fairly complete product and service information on the website, details of the product until the delivery time is available are very easy to get. (Baubonienė & Gulevičiūtė, 2015).

Today the development of digital systems and the internet as they are now empowers consumers because they can now compare prices, compare goods, conduct research, ask friends and even order products that are exactly the way they want with the lowest price and speed of delivery. Most companies have carried out strategies as desired by their consumers and anticipated what could attract consumers to buy their products.
The research study on this issue is to identify what factors are driving changes in consumer buying behavior to shop online and conclude that these changes must be more profitable for consumers and also examine the impact of changes in online shopping behavior compared to offline shopping.
The research method we did was to send a few questions. The answer to this question will explain what factors change people's behavior to buy products and services with online channels, what makes people more interested in buying online channels than offline channels and what business opportunities and future prospects of this online business.
Based on the topic of the research above, we selected several behaviour theories to analyze and measure trends in changing buying behavior of marketing-oriented customers, because:

- Are the most important factors in shopping for product and services are comfort, convenience, speed and security?
- Customers trust sellers to buy products or services without needing to see the product itself.
- Excellent product quality and service related to consumer-based theory because products that have good quality and perfect quality service could make customers satisfied and buy back.

The number and evolution of channels and the technology role is one of the causes of the influence of changes in customer behavior and purchasing journey from offline to online. Many factors that influence consumer channel purchasing behavior are quality of goods, quality of service. Shipping costs, delivery time, trust, and all that will affect consumers to make purchases.

According to Court, Elzinga, Mulder, and Vetvik (2009), traditional and conventional funnel concepts are outdated and cannot capture all consumer desires and major purchasing factors because of the large number of products and increasing channel digitalization. Over the past few decades, conventional funnels have only functioned as the main model, such as how people learn about a product, make their purchasing decisions and increase the potential for consumer and brand support loyalty. The path of consumer is currently linear and more complicated than traditional channels. Consumers also have more choices and connect with more varied channel choices than before, and have an impact on changes in the way they research and choose brands before buying products. (Courts, Elzinga, Mulder, & Vetvik, 2009) Some values in the current era, called consumer-centric, can be referred to as "Bidding Value" or the difference in comparison obtained by consumers by owning and using the amount of the cost of purchasing products and services

Customer value is a very important factor for retail trade because of very competitive, personal, and situational conditions. Anderson, Narus and Narayandas (2009) are described in four dimensions of customer value according to:

Figure 1 The four dimensions of value according to (Anderson, Narus & Narayandas 2009);

• **Technical Value**

The technical side adds more value to the offer through a process that is easier, simpler and needs to be improved in terms of operational efficiency and sometimes also offers a personalized experience.

Consumers also want speed, efficiency and reliability as a part of their purchase or buying experience:

- Online Business - from consumer side prefer quality content and context, design of website must be complete, easy to read and use, short, relevant and safe
- Offline Business - from the consumer side it can easily find products, touch products, see products, compare products and continue to pay for and bring the products they buy.

• **Economic/ Monetary Value**

The price side will be a very important factor for the acquisition of products for consumers who use an online or offline channels. The price of online products is felt to tend to be more competitive because they can easily change prices and update price changes while on offline channels the problem of price changes is very rarely done, making product prices less attractive (Trenz, 2015).

• **Service Value**

In the digital era, good service factors are very important and differentiate between one seller and another seller. The speed and timeliness of service delivery and rapid response and support for good after-sales will save time and energy and increase efficiency for consumers.

• **Social Value**

Trust factors are considered a very important factor for social production. Clear information about products and services that consumers must receive available through efforts to share the voluntarily experiences and consumers can generate and upload them so that all consumers can know their experiences and can learn from other people's shopping experiences.

Consumer Purchase Journey

Channels to buy are conventional shopping concepts that have evolved and developed significantly from linear to more than cycles or even the web. Motivator factors and even inhibitors that influence consumer decisions to buy during online transactions are commonly referred to as simplified cycle paths for buying models (Kruh, 2017).

Online transactions about consumer behavior in four stages are:

1. **Awareness**: triggers and influencers.

Trigger factors and influence factors. Consumers tend to have product information from online reviews or discuss products with friends or discuss with friends before making a decision.

2. **Consideration**: product and company research.

Price and promotion factors, features of the product, reputation of brand and products are the main considerations for consumers to make choices to buy.

3. **Conversion**: where and when customer can buy.

Low prices and trusted website will be one of the attractions for consumers in choosing sellers.

4. **Evaluatio**n: experience and feedback.

In the era of highly developed internet and social media, friend reviews will be increasingly trusted, customer voice experience can significantly influence in purchasing decisions for purchases through online channels in future.

3. RESEARCH METHOD

The current consumer tendency to shop for products and services through various channels, both offline and online, makes the consumer purchasing channel increasingly fragmented. As for some specific aspects that need to be considered to understand how consumer behavior in choosing between online or offline channels when they have purchased journey in an effort to meet their needs.

The research we conducted was a descriptive study with the aim to find out what factors will influence consumers to choose their shopping channel between online and offline channels.

We want to know which value dimensions will affect the buying behavior of online and offline channels and generate added value for consumers on their buying journey.

The paper will be used research with an approach and based on quantitative analysis by incorporating elements of objectivity, transparency and reliability. It is very important to choose this approach because the survey results in the form of numerical values can be analyzed statistically. Descriptive method is also a method by collecting and processing information with structured of data, so that it can be more easily examined.

Quantitative approaches allow researchers to be able to collect data using structured instruments and researchers can more clearly define research questions that have the potential to get more objective answers. Before continuing the process of collecting data, it is necessary to do a good design of all aspects related to the research process.

The sample target population that we use in this survey is respondent who lives in Jakarta and surrounding areas with a framework of sampling to formal employees who work in the office (white collar) where they are assumed to be technologically literate and a segment of the middle class. The technique for getting samples through an electronic questionnaire was addressed to around 100 respondents with the above criteria. The other factors that are taken into consideration in selecting samples are the ease of respondent availability and the potential for a gap due to segment differences.

The list of questions that will be given to the respondent is expected to fulfill the objectives of our study and the dimensions we will used are:

- Age, expenditure/ income level, office location, and gender of the respondent
- Factors that influence consumers to choose purchasing channels between online and offline, such as the right time to shop, how consumers can ensure quality that is suitable for the consumers
- Reflection of which values are expected by consumers from shopping channels online and offline, such as how prices are offered, product quality, services provided, and social interactions that can influence the decision to shop through online or offline.

This study will use a questionnaire to explain what aspects are considered by respondents related to Consumer Behavior Shopping Online Indonesia from Employee Perspective. In addition, the questionnaire is also designed to get various facts, responses and opinions from consumers based on their personal knowledge and experience as well as the values based on the background of their lives. We carry out the surveys using Google forms and access links that sent via e-mail or what Sapp, so respondents can easily fill out surveys and this survey has been completed from 5 to 27 October 2018.

4. RESULT AND DISCUSSION

The empirical part of this research will be focuses on presenting data based on the results of surveys that have been conducted some time ago. In general, the research data includes four parts of the theory of customer dimension value.
The study begins with the general characteristics description of the respondents surveyed, the preferences channel in shopping between online and offline stores and value dimensions that will the buying of on line and off line channels.

- **Research Object**

The survey distributed to employees that located in Jabotabek (Jakarta, Bogor, Tangerang and Bekasi) area, and the sample in this research are:

Sample	Total Respondents
Respondent who fill in the survey	144
Respondent who not fill the questioner completely	50
Data survey is qualified	94 (65,3%)

- **Data Analysis**

Respondent survey data which is an analysis description to find out the characteristics of respondents:

- **Gender**

The majority of respondents are male (51.1%) and the details of the survey results are as follows:

Valid	Frequency	Percent	Valid %	Cumulative %
Male	48	51.1	51.1	51.1
Female	46	48.9	48.9	100.0
Total	**94**	**100.0**	**100.0**	

- **Age**

The respondent's majority with aged 26-35 years (54.3%) were productive age and reflected a sample of employees we surveyed.

Valid	Frequency	Percent	Valid %	Cumulative %
< 25 years	8	8.5	8.5	8.5
> 45 years	15	16.0	16.0	24.5
26-35 years	**51**	**54.3**	**54.3**	**78.7**
36-45 years	20	21.3	21.3	100.0
Total	**94**	**100.0**	**100.0**	

- **Workplace Locations**

Respondent's majority have office location in Bogor, Tangerang and Bekasi (54.3%) and others in Jakarta area.

Valid	Frequency	%	Valid %	Cumulative %
Bogor, Tangerang, Bekasi	51	54.3	54.3	54.3
Jakarta	43	45.7	45.7	100.0
Total	**94**	**100.0**	**100.0**	

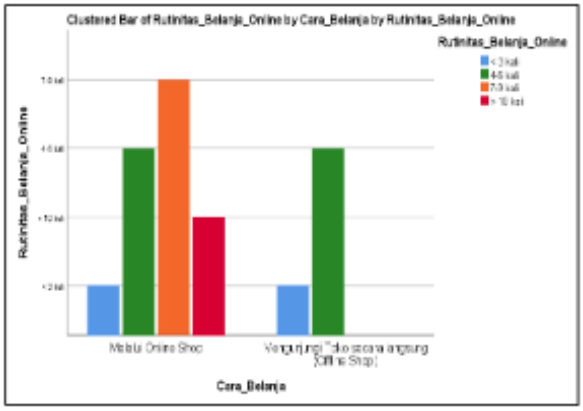
- **Channel evolution**

The quetioners were asked respondents about the type of store that they chose when making a purchase or shopping. Based on the answers obtained, 80.3 percent of respondents preferred shopping in traditional stores and the remaining 19.7 percent of respondents preferred shopping through online. The majority of respondents as much as 53.2 percent prefer to shop online and more surprisingly, 46.8 percent of respondents still prefer shopping in stores or offline. Respondents who like to shop online, apparently also still like to shop at traditional stores.

Valid	Frequency	%	Valid %	Cumulative %
Shopping by online	50	53.2	53.2	53.2
Shopping in store	44	46.8	46.8	100.0
Total	**94**	**100. 0**	**100.0**	

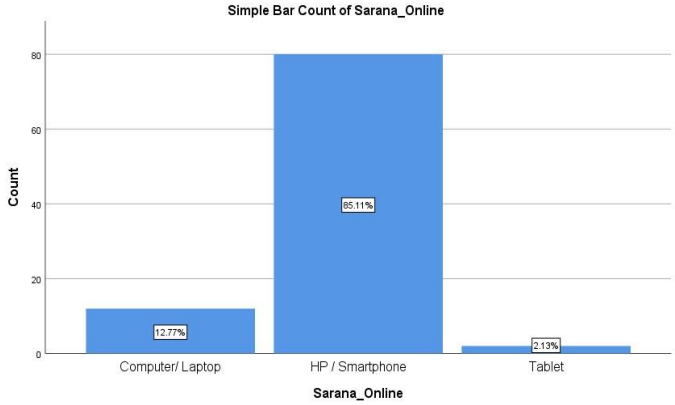
- **Purchase frequency**

Majority of respondents who shopping through online prefer to do it in 7-9 times a month, while the respondents who go shopping offline prefer to do it in 4-6 times a month.



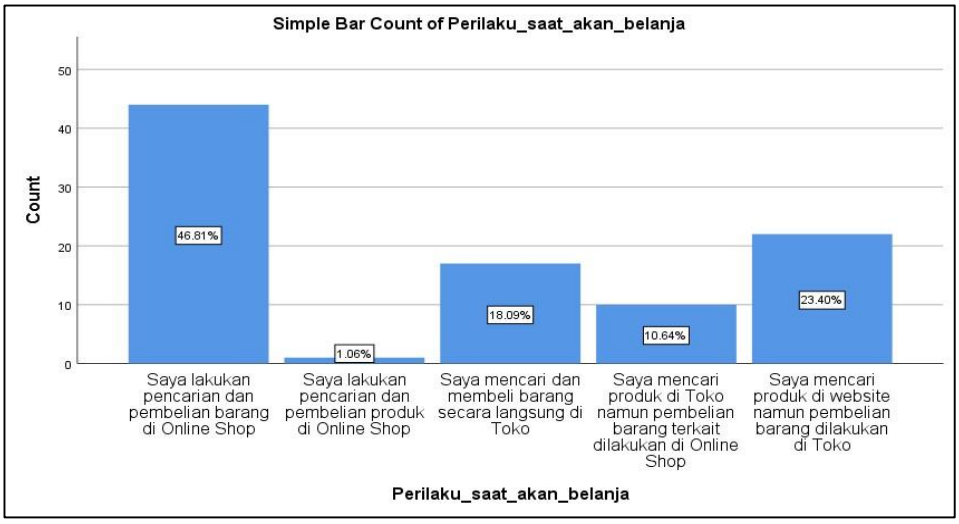
- **Preferred online shopping tool**

Respondents who regularly shop online, mostly of them will be used mobile phones or smartphones (85.1 percent).



- **Customer shopping behavior**

The majority of respondents' behavior in shopping by doing research and then just deciding to buy related products online (46.81 percent).



- **The most important factor in shopping**

Respondents thought that the selection of quality was the most important factor in shopping (43.6 percent) and the second factor that was considered important was also a more competitive price (33.0 percent).

Valid	Frequency	%	Valid %	Cumulative %
Product Brand	1	1.1	1.1	1.1
Installment Facility	1	1.1	1.1	2.1
Pricing & Seller Review	1	1.1	1.1	3.2
Competitive Pricing	31	33.0	33.0	36.2
Trust to the Seller	10	10.6	10.6	46.8
Quality	42	44.7	44.7	90.4
Time to consume to get the product	8	8.5	8.5	100.0
Total	**94**	**100.0**	**100.0**	

- **The most important factor influencing purchase decision**

Consumers tend to have experience by seeing, touching, and trying products before they decide to buy products (37.2 percent).

Valid	Frequency	%	Valid %	Cumulative %
I could shop anywhere	22	23.4	23.4	26.6
I can see, touch and try the products before purchase it	35	37.2	37.2	63.8
I can buy products with the lowest price	13	13.8	13.8	77.7
I buy a product if I trust the seller	20	21.3	21.3	98.9
I buy product with goodquality	1	1.1	1.1	1.1
I buy product because their brand	1	1.1	1.1	2.1
I have favorite in an item	1	1.1	1.1	3.2
Good reviews from previous buyers will convince me to buy products that have good quality and lowest prices	1	1.1	1.1	100.0
Total	94	100.0	100.0	

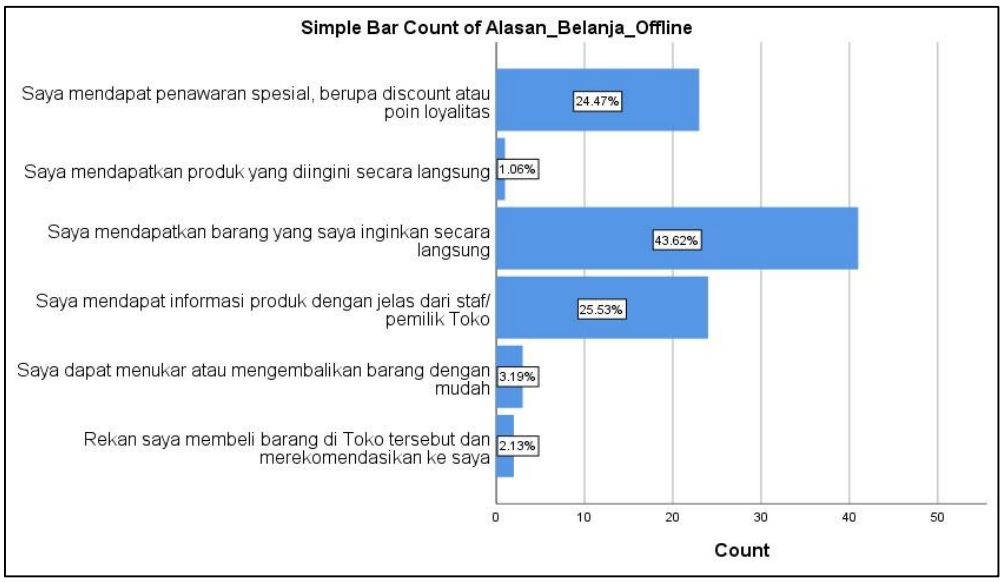
- **The reasons of respondents to shop at online shop**

Respondents tended to choose to shop online because it saves more time (average 4.17) and they can get more competitive prices (average 4.10).

Descriptive Analysis					
	N	Min.	Max.	Mean	Std. Deviation
Time consuming in online shop	94	1	5	3.37	.938
See the product quality in offline shop	94	1	5	4.06	.827
Trust the Seller in offline shop	94	1	5	3.45	.946
Competitive price in offline shop	94	1	5	3.40	.896
More effective in online shop	94	1	5	4.17	.838
The best price in online shop	94	1	5	4.10	.856
Confident of quality in online shop	94	2	5	3.96	.879
Trusting the seller in online shop	94	1	5	3.64	.960
Valid N (listwise)	94				

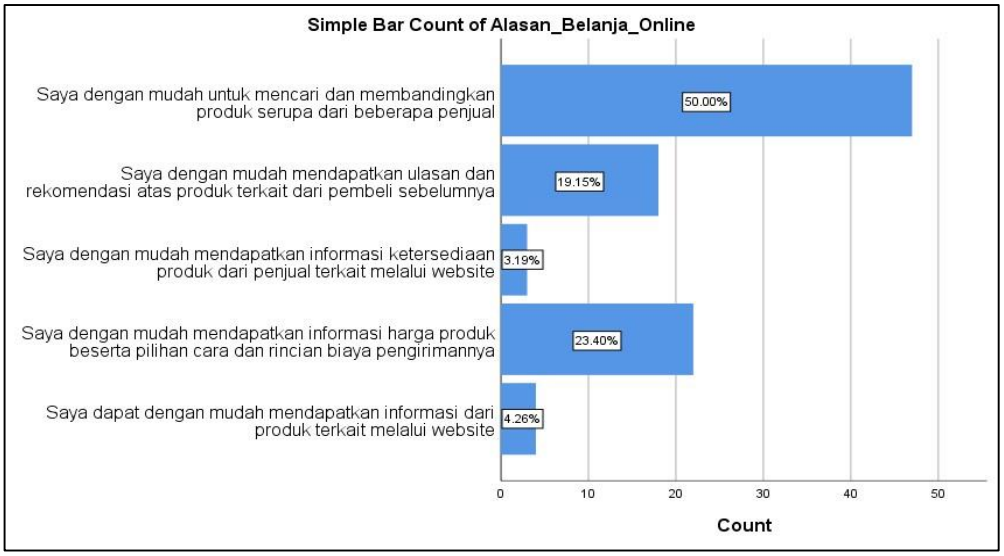
- **The reasons of respondents to shop in offline shop**

The reason why respondents choose offline shop mainly because they could bring the product immediately (43,62%).



- **The reasons of respondents to shop on online shop**

Respondents chose to shop at online stores because they could easily get the opportunity to research and compare products or sellers before they bought those (50 percent).



- **Factors influencing consumers to decide in shopping**

Respondents prefer to shop online because they can make purchases of products faster and they can easily compare similar products or similar products from different sellers at the lowest prices (average 4.10).

Descriptive Analysis					
	N	Min.	Max.	Mean	Std. Deviation
Compare product with the lowest price	94	1	5	4.10	.791
Easy and good quality	94	1	5	3.95	.884
Product and freight cost	94	1	5	3.78	1.069
Socialmedia interaction	94	1	5	3.55	1.023
Valid N (listwise)	94				

Consumer Value Dimensions

The value dimension is the power that influences consumers to make decisions about the channel of purchase they choose and it will be determined by:

- **Economic value – monetary value**

Based on data obtained from the survey results, 24.7 percent of respondents gave loyalty points and special offers or discounts from offline stores and 50.0 percent of respondents chose to buy through online because it was easier to find, get and compare the prices of the products they wanted. The majority of respondents agree that buying products online will get cheaper or competitive prices and they have more product choices.

- **Technical value**

Based on the survey results, 54 percent of respondents are still considering going and shopping at the store because it is very important for consumers to ensure the quality of the product before making a purchase. The priority of the respondent who has the most or 50 percent chooses to buy online because the quality of the product is clear and has the opportunity to compare products before they buy it.

- **Service value**

Based on survey data, 38 percent of respondents are felt that it was important to buy products in an offline store because they could get the product directly and did not need time to wait for the product to be processed, 23 percent of respondents still preferred to shop at the offline store because it was important to them to have product information directly from sellers and 22 percent of respondents feel that they can get more special offers from related offline stores.

- **Social value**

Based on the survey results it was found that only 5 percent of respondents felt it was important that they purchase goods at the seller that were the same as those recommended by their friends or relatives and 22 percent of respondents felt that they could read directly about the reviews and recommendations made by other customers and they can even interact directly to gather additional information needed. Survey results also show that 43 percent of respondents felt it was important for buyers to have interacted with other buyers through social media.

The results of this study reveal that employees as consumers prefer online channels to purchase goods or services because they can save a lot of time, get better price quotes, get opportunities to do research and make purchases or get related goods or services more easily.

There are interesting things from the results of the survey and evaluation that we did, where the respondents' references to offline shopping are still significant. 47.5 percent of respondents still want to gain experience by touching and seeing the items they want to buy and trusting the seller or shop owner of the related product. Another thing that interested from the survey results is that discount factors and payments with instalments are not the main thing for respondents to buy goods online or offline while the main factor is the ease for respondents to find and compare same product from different seller.

The dimensions of time, price, and convenience is an important role in motivating consumer buying behavior, especially for office employees who are respondents in this study, in determining what channels they want to use to purchase products and services.

CONCLUSION

Basically our research examine the two core problems related to consumer behavior in purchasing channels online and offline. First, we try to examine factors that will influence consumer behavior in making purchases. Second, we find out which value dimensions are optimal determinants and motivate consumers to have choice between online or offline channels in making purchases.

Channel evolution

The internet changes the way and habit of consumers shop and buy products or services. This is rapidly becoming a trend, especially for segment of young consumer, where they have the potential to connect to the internet for “twenty-four seven”. Consumers using internet not only to buy products through online but also to make comparisons regarding features of the product, facilities for after-sales service that they will receive and the rewards they will get if they buy products or services from related stores. High internet and cellophane penetration will increase online payment and receipt transactions and benefit eCommerce to get the opportunity to connect directly with customers.

According to the survey results, consumers tend to explore before buying products through online channels because it will greatly save their time, related to their activities as employees and the demographics of their office locations, and even data that 89 percent of respondents prefer to shop online by using their cellophane.

Factors that influence consumers in choosing channel purchase behavior

Today's consumers can easily switch between offline to online channels or vice versa and this will greatly influence consumer channel buying behavior. Ease, simple and secure are key factors for consumers in making purchases online.

According to the results of this study, consumers still prefer to shop at the store or through offline because they can examine products physically by looking directly at, touching and trying out products before setting their final choice based on what they see and feel even though the activity will spend their time. But for most young consumers, they are

more likely to make their decisions based on the results of their research or exploration through online channels before making product purchases.

Consumer value dimensions

Based on survey results which show that the value dimension greatly influences consumer buying behavior online and offline. In the purchasing behavior of offline channels, the majority of consumers consider the dimension of service value to be very important because consumers can choose and directly get the product to be purchased.

The majority of consumers choose the economic value as a very important choice when buying products or services through online channels, where consumers can research various products, brands, sellers, prices before they set the best buying choices based on their financial aspects. Consumers who use online purchasing channels tend to be more sensitive to the prices offered by the seller before deciding to buy, and this is supported by the income level of the respondents concerned.

The value of service is the dominant aspect in purchasing consumer products through offline and the dimensions of economic value are the dominant aspects of consumers' online buying behavior.

Today the world is getting closer to digital and the tend of consumer consumption are also change from static to dynamic. The influence and limitation of value motivates consumers to make their purchases through offline or online channels. Based on the results of the study revealed that sellers need focused on strengthening their performance in online channels to build and get consumer trust and experiences similar to those shopping offline. The value dimension is become a very important determinant role in the behavior of the buying channel to be chosen.

Some of the findings in this study help us in understanding consumer choices in making purchases through online or offline channels and their impact on the journey of consumer purchasing experience and the role of the value dimension. In addition, this study also revealed that organizations need to pay attention so that online channels together with offline channels can function smoothly as an integrated ecosystem.

Now consumers want a shorter, smarter and more efficient purchasing experience so that they can carry out their activities more easily. Building relationships through this journey is an ongoing process and organizations must continue to regulate their marketing strategies to their consumers. And finally, the value dimension plays a very important role in directing consumer behavior in establishing channels to make purchases as well as important determinants of the specific use of their channels.

Future research implication

In this study we tried to study consumer purchasing behavior based on the channels used by consumers, especially office employees. The problem of consumer channel purchasing behavior is very broad and complex and in this study covers four dimensions of value and studies the impact on consumers, as individuals, on the behavior of choosing the purchasing channel to be used. To complement this research in the future, it needs to be identified more deeply on the same topic from different angles and by considering value constraints and finding relationships between the dimensions of value and managing them to a broader group of respondents, such as students, entrepreneurs, or housewives.

References

[1].Anderson, J. C., Narus, J. A., & Narayandas, D. (2009). Business Market Management: Understanding, Creating, and Delivering Value (3rd ed.). New Jersey: Pearson Prentice Hall.

[2].Bachrach, D. G., Ogilvie, J., Rapp, A., & IV, J. C. (2016). More than a show-room: Strategies for winning back on-line shoppers (1st Ed.). United States: Palgrave McMillian.

[3].Baubonienė, Ž. & Gulevičiūtė, G. (2015). E-commerce Factors Influencing Consumers' Online Shopping Decision. Social Technologies Research Journal, 74-81. Retrieved from Social Technologies Research Journal.

[4].Boediono, L. (2017, December 4). Indonesia's Middle Class Vital for the Country's Future. Retrieved from The World Bank: https://www.worldbank.org/en/news/pressrelease/2017/12/04/indonesia-middle-class-vital-for-the-country-future

[5].Court, D., Elzinga, D., Mulder, S., & Vetvik, O. J. (2009). The Consumer Decision Journey. Retrieved from Mc Kinsey & Company.

[6].De, D. (2016). Mobile Cloud Computing: Architectures, Algorithms and Applications. New York: CRC Press, Taylor and Francis Group.

[7].eMarketer. (2018, November 7). Retail Ecommerce Sales Penetration in Select Countries, 2018. Retrieved from eMarketer.

[8]. George, J. F. (2013). The theory of planned behavior and Internet purchasing. Emerald Insight.

[9]. Gupta, P. (2015, May). Comparative Study of Online and Offline Shopping: A Case Study of Rourkela in Odisha. Retrieved from Ethesis: http://ethesis.nitrkl.ac.in/6738/1/Comparative__Gupta_2015.pdf

[10]. Hootsuite, & Social, W. A. (2018). Indonesia Digital Landscape 2018. Retrieved from Slide Share: https://www.slideshare.net/rumahide/indonesia-digital-landscape-2018

[11]. Hopkins, J., & Turner, J. (2012). Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business (1st ed.). New Jersey: Wiley.
[12]. Indonesia, A. P. (2017). Hasil Survei Penetrasi dan Perilaku Pengguna Internet Indonesia 2017. Retrieved from Asosiasi Penyelenggara Jasa Internet Indonesia.
[13]. Kruh, W. (2017). The Truth about Online Consumers, Global Online Consumer Report. Retrieved from KPMG International: https://assets.kpmg.com/content/dam/kpmg/xx/pdf/2017/01/the-truth-about-onlineconsumers.pdf
[14]. Lalwani, D. (2016). Young Consumers Online and Offline Channel Purchase Behavior. Retrieved from Arcada. Mathewson, J., & Moran, M. (2016). Outside-In Marketing: Using Big Data to guide your content (1st ed.). USA: IBM Press. Retrieved from IBM Press.
[15]. Piotrowicz, W., & Cuthbertson, R. (2014, December 6). Introduction to the Special Issue Information Technology in Retail: Toward Omnichannel Retailing. Retrieved from Taylor&Francis Online.
[16]. Sekaran, U., & Bougie, R. (2016). Research Methods for Business: A Skill Building Approach. United States: John Wiley & Sons.
[17]. Statista. (2016). Internet Usage in Indonesia. Retrieved from Statista: https://www.statista.com/topics/2431/internet-usage-in-indonesia/
[18]. Ternstrand, C. (2015, February). Omni-channel Retail - A Deloitte Point of View. Retrieved from Deloitte: https://www2.deloitte.com/content/dam/Deloitte/se/Documents/technology/Omnichannel-2015.pdf
[19]. Trenz, M. (2015). Multichannel Commerce: A Consumer Perspective on the Integration of Physical and Electronic Channels (1st ed.). Switzerland: Springer.
[20]. Verhoef, P., Kannan, P., & Inman, J. (2015). From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing. Journal of Retailing, 174-181.