

**FAKTOR-FAKTOR YANG MEMPENGARUHI SIKAP KONSUMEN
TERHADAP *E – MARKETING***

Skripsi

Untuk Memenuhi Persyaratan Mencapai Derajat Sarjana (S1)

Pada Program Studi Manajemen

Fakultas Bisnis Dan Ekonomika Universitas Atma Jaya Yogyakarta



Disusun oleh :

Berton Aditya Pangaribuan

NPM: 150322310

**FAKULTAS BISNIS DAN EKONOMIKA
UNIVERSITAS ATMA JAYA YOGYAKARTA**

2020

Skripsi

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TERHADAP *E – MARKETING*



Disusun oleh :

Berton Aditya Pangaribuan

NPM: 15 03 22310

Telah dibaca dan disetujui oleh:

Pembimbing,

Drs. C. Jarot Priyogutomo, MBA.



UNIVERSITAS ATMA JAYA YOGYAKARTA
Fakultas Bisnis dan Ekonomika

SURAT KETERANGAN

No. 093/J/I

Berdasarkan dari Ujian Pendadaran yang diselenggarakan pada hari Senin, 11 Januari 2021 dengan susunan penguji sebagai berikut:

- | | |
|--|-----------------|
| 1. W. Mahestu N. Krisjanti, SE., M.Sc.IB., Ph.D. | (Ketua Penguji) |
| 2. Drs. C. Jarot Priyogutomo, MBA. | (Anggota) |
| 3. Nadia Nila Sari, SE., MBA. | (Anggota) |

Tim Penguji Pendadaran Program Studi Manajemen Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta telah memutuskan bahwa:

Nama : Berton Aditya Pangaribuan
NPM : 150322310

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Drs. Buci Suprpto, MBA., Ph.D.
FAKULTAS BISNIS DAN EKONOMIKA

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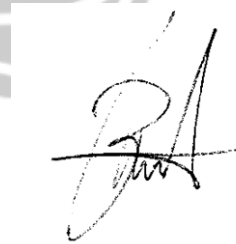
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MOTTO DAN PERSEMBAHAN

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Skripsi ini saya persembahkan untuk kedua orang tua saya dan adik saya. Terima kasih atas dukungan dan doa yang selalu diberikan.

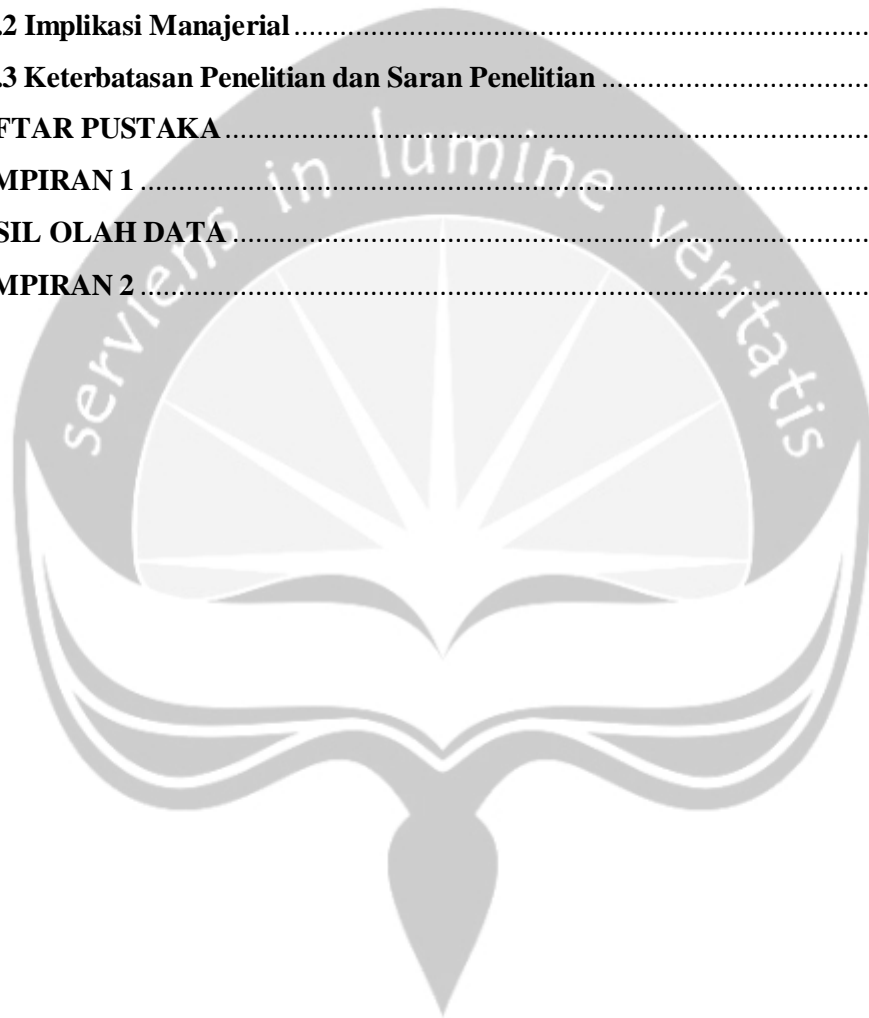
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**FAKTOR-FAKTOR YANG MEMPENGARUHI SIKAP KONSUMEN
TERHADAP *E-MARKETING***

Berton Aditya Pangaribuan

C. Jarot Priyogutomo

**Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas
Atma Jaya Yogyakarta, Jalan Babarsari No.43-44, DI Yogyakarta**

Abstrak

Penelitian ini dibuat untuk mengetahui faktor-faktor yang mempengaruhi sikap konsumen terhadap *e-marketing*. dengan menggunakan metodologi penelitian berjenis deskriptif, serta menggunakan sebanyak 150 dengan metode kuisioner. penelitian ini menggunakan analisis regresi linear berganda dengan menggunakan *software* IBM SPSS Statistic. hasil penelitian ini menunjuka faktor manfaat dan kenyamanan berpengaruh signifikan terhadap *e-marketing* pada aplikasi By.U.

Kata kunci: sikap konsumen, manfaat, kenyamanan, *e-marketing*, By.U.

BAB I

PENDAHULUAN

1.1.Latar Belakang Masalah

Dalam era globalisasi pada saat ini, perkembangan teknologi menjadi kebutuhan yang sangat penting. Aktivitas-aktivitas dengan cara manual mulai tergeser dan beralih ke arah digital yaitu *E-marketing* merupakan bentuk usaha perusaan dalam memasarkan produk atau jasa serta dapat membangun komunikasi dengan konsumen melalui internet. *E-marketing* mengalami perkembangan yang cukup pesat karena kebutuhan yang semakin meningkat dan di tuntut lebih cepat dapat di akses oleh orang-orang atau di sebut konsumen. Salah satu perusaan besar yang memperebutkan pasar *E-marketing* adalah Telkomsel melahirkan By.U sebagai salah satu staretegi untuk bersaing . Aplikasi By.U adalah provider digital pertama yang membebaskan penggunaanya dalam memilih kuota,nomor ponsel dan semua di lakukan melalu aplikasi saja, By.U merupan pendatang baru hadir di tahun 2019, tepat nya 10 oktober 2019. Dalam perkembangannya mengalami pertumbuhan pelanggan yang cukup besar.

By.U didesain secara khusus dengan menyesuaikan karakter Gen Z yang mandiri, kreatif, selalu online dan sangat mengutamakan kebebasan. Karakteristik-karakteristik inilah yang mendasari tiga nilai utama pengembangan By.U yaitu digitalisasi, personalisasi, dan transparansi. Hal

tersebut menjadi kesempatan bagi By.U untuk dapat meningkatkan pasar *E-marketing*. Namun yang menjadi perhatian beberapa faktor yang mempengaruhi sikap konsumen terhadap aplikasi tersebut sehingga dapat berguna untuk meningkatkan pasar By.U.

Menurut American Marketing Association yang dikutip oleh Kleindl dan Burrow (2005) *E-marketing* adalah proses perencanaan dan pelaksanaan dari ide atau pemikiran konsep, harga, promosi dan distribusi. Penggunaan *E-marketing* sebagai salah satu media untuk membangun komunikasi dengan konsumen dipengaruhi oleh perkembangan teknologi komunikasi secara pesat terutama internet. Internet telah banyak mengubah berbagai kegiatan didunia, terutama dalam kegiatan pemasaran suatu perusahaan dan menjadi bagian paling penting dalam kehidupan. Dengan bantuan internet manusia dapat terhubung dengan apapun kegiatan bisnis yang dilakukan perusahaan melalui internet. Perkembangan internet telah banyak menghasilkan sesuatu yang baru, yakni mampu menggeser cara manual menuju cara-cara yang serba digital.

Semakin berkembangnya kebutuhan yang semakin meningkat membuat iklim usaha dunia internet semakin menantang. Telkomsel adalah salah satu perusahaan yang bergerak di bidang telekomunikasi yang menyediakan layanan operator telekomunikasi di Indonesia. Telkomsel juga tidak lepas dari persaingan yang semakin ketat karena banyaknya perusahaan-perusahaan yang menghasilkan produk sejenis. Oleh karena itu dalam

melaksanakan aktivitas pemasaran, perusahaan harus dapat merancang strategi pemasaran yang diarahkan untuk mencapai tujuan perusahaan dalam menciptakan dan meningkatkan pembelian terhadap produk yang disediakan Telkomsel, sehingga Telkomsel menciptakan aplikasi By.U sebagai salah satu strategi untuk bersaing dalam bidang telekomunikasi.

Di Indonesia sendiri iklim persaingan dalam dunia telekomunikasi semakin menantang. Perkembangan alat telekomunikasi semakin meningkat seiring perubahan pada tingkat pendapatan, gaya hidup dan kualitas pendidikan. Semakin banyaknya merek yang beredar di pasaran Indonesia semakin banyak pula pilihan konsumen dalam membeli produk layanan operator telekomunikasi. Pertumbuhan ini menuntut para perusahaan telekomunikasi untuk selalu memperhatikan faktor apa saja yang mempengaruhi sikap konsumen terhadap *E-marketing* perusahaan. Beberapa faktor yang mempengaruhi sikap konsumen terhadap *E-marketing* adalah manfaat, informasi, kenyamanan, kualitas, kenikmatan, privasi dan keamanan.

By.U sering mempromosikan produk nya melalui berbagai media untuk melakukan *E-marketing*, akan tetapi By.U harus mengetahui faktor-faktor apa saja yang mempengaruhi sikap konsumen terhadap *E-marketing* By.U. Hal ini menunjukkan mengapa penelitian ini perlu dilakukan. Dilihat dari beberapa uraian diatas, maka penulis tertarik untuk melakukan penelitian dengan judul “FAKTOR-FAKTOR YANG MEMPENGARUHI SIKAP KONSUMEN TERHADAP *E-MARKETING* PADA APLIKASI By.U “

1.2. Rumusan Masalah

Berdasarkan uraian dari latar belakang diatas, maka dalam penelitian ini dirumuskan masalah sebagai berikut:

1. Bagaimana pengaruh Manfaat yang dirasakan konsumen terhadap *E-marketing* pada aplikasi By.U?
2. Bagaimana pengaruh Kenyamanan yang di rasakan konsumen terhadap *E-marketing* pada aplikasi By.U?
3. Bagaimana pengaruh Informasi yang di dapatkan konsumen terhadap *E-marketing* pada aplikasi By.U?
4. Bagaimana pengaruh Kualitas yang dirasakan konsumen terhadap *E-marketing* pada aplikasi By.U?
5. Bagaimana pengaruh Kenikmatan yang di rasakan konsumen terhadap *E-marketing* pada aplikasi By.U?
6. Bagaimana pengaruh Keamanan dan Privasi yang di rasakan konsumen terhadap *E-marketing* pada aplikasi By.U?

1.3. Tujuan Penelitian

2. Mengidentifikasi beberapa faktor berikut (Manfaat Yang Dirasakan, Kenyamanan Yang Dirasakan, Kenikmatan Yang Dirasakan, Informasi, Kualitas, Keamanan Dan Privasi) pada sikap konsumen terhadap *E-marketing* By.U.
3. Memeriksa apakah ada perbedaan yang signifikan secara statistik antara variabel independen (Maanfaat Yang Dirasakan, Kenikmataan Yang Dirasakan, Kenyamanan Yang Yang

Dirasakan, Informasi, Keamanan, Kualitas, Keamanan Dan Privasi) dan variabel dependen (*E-marketing*) pada aplikasi By.U.

1.4. Manfaat Penelitian

1. Bagi penulis

Penelitian ini menambah ilmu pengetahuan penulis, dan khususnya tentang ilmu pemasaran tentang faktor apa saja yang mempengaruhi sikap konsumen *E-marketing* melalui pengolahan data dan informasi yang di gunakan dalam penelitian

2. Bagi perusahaan

Hasil dari penelitian ini dapat diharapkan sangat bermanfaat bagi By.U mengenai peran *E-marketing* dalam meningkatkan dan mempertahankan kepuasan konsumen.

1.5. Batasan Penelitian

1. Sampel dalam penelitian ini adalah seluruh mahasiswa di kota yogyakarta yang menggunakan atau pernah menggunakan aplikasi By.u
2. Objek penelitian adalah faktor faktor independen (Maanfaat, Kenyamanan, Kenikmatan, Informasi, Keamanan Dan Privasi, Kualiatas) terhadap variabel dependen (*E-marketing*) dan variabel demografi.

1.6. Sistematika Penulisan

Sistematika penulisan tugas akhir skripsi dijabarkan sebagai berikut:

BAB I : PENDAHULUAN

Pada bab ini akan diuraikan hal-hal sebagai berikut: latar belakang masalah, rumusan masalah, batasan masalah, tujuan penelitian, manfaat penelitian, dan sistematika penulisan.

BAB II : TINJAUAN PUSTAKA

Pada bab ini berisi tentang teori yang menjadi landasan dalam melakukan penelitian, dan penelitian terdahulu.

BAB III : METODOLOGI PENELITIAN

Pada bab ini diuraikan hal-hal sebagai berikut: jenis penelitian, populasi dan sampel penelitian, teknik pengumpulan data, dan teknik analisis data.

BAB IV : HASIL PENELITIAN DAN PEMBAHASAN

Pada bab ini berisi hasil analisis penelitian dan pembahasan penelitian yang dilakukan oleh peneliti.

BAB V : PENUTUP

Pada bab ini berisi tentang kesimpulan dan hasil penelitian yang diperoleh, kemudian pada bab ini juga diuraikan mengenai keterbatasan dalam penelitian, serta saran untuk penelitian selanjutnya.

BAB V

PENUTUP

Bab ini berisi kesimpulan dan implikasi manajerial dari penelitian yang telah dibahas dalam bab sebelumnya. Mulai dari keterbatasan penelitian hingga saran untuk mengatasi keterbatasan penelitian.

5.1 Kesimpulan

Berdasarkan hasil penelitian yang telah dijelaskan sebelumnya, maka peneliti menyimpulkan bahwa:

1. Faktor manfaat berpengaruh signifikan terhadap E-Marketing pada aplikasi By.U.
2. Faktor kenyamanan memiliki pengaruh signifikan terhadap E-Marketing pada aplikasi By.U.
3. Faktor kenikmatan tidak berpengaruh signifikan terhadap E-Marketing pada aplikasi By.U.
4. Faktor informasi berpengaruh signifikan terhadap E-Marketing pada aplikasi By.U.
5. Faktor keamanan dan privasi berpengaruh signifikan terhadap E-Marketing pada aplikasi By.U.
6. Faktor kualitas berpengaruh signifikan terhadap E-Marketing pada aplikasi By.U.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian, dapat dirumuskan beberapa saran antara lain sebagai berikut:

1. Manfaat yang dirasakan konsumen terbukti memiliki pengaruh signifikan dan positif terhadap E-Marketing pada aplikasi By.U. Oleh karena itu aplikasi By.U hendaknya dapat tetap meningkatkan hal-hal yang bermanfaat atau berguna bagi konsumen, seperti meningkatkan layanan lebih baik lagi kedepannya dan menjalin layanan dengan sistem online terbaik dan dapat mengalahkan pembelian *provider* lain, meningkatkan informasi produk agar konsumen tetap mengetahui segala hal terkait produk yang ada, meningkatkan prosedur pembayaran yang aman agar konsumen merasakan manfaat yang lebih baik lagi, selalu memberikan harga yang rendah dan terjangkau dan promo yang menarik agar lebih menarik pelanggan atau konsumen.
2. Kenyamanan yang dirasakan konsumen terbukti memiliki pengaruh signifikan dan positif terhadap E-Marketing pada aplikasi By.U. Oleh karena itu aplikasi By.U hendaknya dapat tetap meningkatkan hal-hal yang menyangkut kenyamanan yang dirasakan konsumen, misalnya penyediaan saran dan informasi yang cepat dan akurat. Diharapkan aplikasi By.U dapat menggunakan fitur call center 24 jam yang bersedia untuk memberikan informasi secara aktual melalui chatting didalam

aplikasi. Dengan hal itu diharapkan konsumen merasakan kenyamanan dalam menggunakan aplikasi By.U.

3. Informasi yang dirasakan konsumen terbukti memiliki pengaruh signifikan dan positif terhadap E-Marketing pada aplikasi By.U. Oleh karena itu informasi adalah hal yang sangat perlu diakses dengan cepat oleh konsumen. Aplikasi By.U, memungkinkan mendapat informasi produk dengan baik. Namun, hal tersebut harus lebih ditingkatkan misalnya, informasi dengan pulsa yang dimiliki dapat rekomendasi untuk membeli produk paket data yang paling terjangkau, atau dengan poin reward yang dimiliki ada informasi mengenai rekomendasi terkait promo atau deal yang menarik. Dengan demikian, konsumen tidak perlu repot mencari informasi, tetapi By.U yang mencarikan rekomendasi informasi yang terbaik bagi konsumen.
4. Keamanan terbukti memiliki pengaruh signifikan dan positif terhadap E-Marketing pada aplikasi By.U. Oleh karena itu keamanan menjadi faktor yang sangat penting bagi konsumen. Sangat disarankan agar aplikasi By.U menjaga kerahasiaan agar konsumen merasa nyaman. Ketika mengetahui kerahasiaan konsumen dapat terjaga, dengan cara menambahkan pemindai sidik jari sebagai pilihan utama disamping menempatkan pin atau password lainnya. Ketika login kedalam aplikasi By.U. Konsumen tidak perlu khawatir atau resah. Ketika harus membuka aplikasi di depan umum, karena pindai sidik jari berguna untuk

melindungi data diri dan uang konsumen dari para hacker, jadi keamanan akan lebih susah ditembus

5. Kualitas yang dirasakan konsumen terbukti memiliki pengaruh signifikan dan positif terhadap E-Marketing pada aplikasi By.U. Oleh karena itu aplikasi By.U hendaknya terus meningkatkan kualitas aplikasi dengan desain yang memberikan kesan tambahan dan meningkatkan kualitas dimata konsumen, By.U juga dapat mengandalkan desain dan tampilan yang elegan, By.U juga harus mengikuti perkembangan jaman atau tren yang di gemari konsumen agar selalu dapat menjadi daya pikat terhadap konsumen untuk selalu menggunakan aplikasi By.U.

5.3 Keterbatasan Penelitian dan Saran Penelitian

Peneliti menyadari bahwa dalam penelitian ini tidak luput dari kelemahan, kesalahan dan keterbatasan. Penulis mengemukakan keterbatasan dalam penelitian ini adalah:

1. Penelitian ini telah diusahakan dan dilaksanakan sesuai dengan prosedur ilmiah, namun demikian masih memiliki keterbatasan yaitu: Faktor-faktor yang mempengaruhi sikap konsumen terhadap E-Marketing dalam penelitian ini hanya terdiri dari 6 variabel yaitu:
 - Manfaat
 - Kenyamanan
 - Kenikmatan
 - Informasi

- Keamanan dan Privasi
- Kualitas

2. Pada penelitian ini terdapat 1 variabel yang tidak signifikan yaitu kenikmatan. Faktor kenikmatan tersebut digunakan sebagai variabel independen. Hal ini dipengaruhi oleh responden dan wilayah yang berbeda dengan penelitian terdahulu.



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LAMPIRAN 1
HASIL OLAH DATA

UJI VALIDITAS
VARIABEL MANFAAT
Correlations

	X1.1	X1.2	X1.3	X1.4	X1.5	X1	
X1.1	Pearson Correlation	1	.524**	.304**	.464**	.400**	.746**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
X1.2	Pearson Correlation	.524**	1	.304**	.367**	.402**	.725**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
X1.3	Pearson Correlation	.304**	.304**	1	.327**	.406**	.626**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
X1.4	Pearson Correlation	.464**	.367**	.327**	1	.524**	.757**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
X1.5	Pearson Correlation	.400**	.402**	.406**	.524**	1	.757**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
X1	Pearson Correlation	.746**	.725**	.626**	.757**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

VARIABEL KENYAMANAN

Correlations

	X2.1	X2.2	X2.3	X2.4	X2	
X2.1	Pearson Correlation	1	.371**	.422**	.483**	.743**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
X2.2	Pearson Correlation	.371**	1	.393**	.407**	.724**

	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
X2.3	Pearson Correlation	.422**	.393**	1	.594**	.774**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
X2.4	Pearson Correlation	.483**	.407**	.594**	1	.814**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
X2	Pearson Correlation	.743**	.724**	.774**	.814**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

VARIABEL KENIKMATAN

Correlations

	X3.1	X3.2	X3.3	X3.4	X3	
X3.1	Pearson Correlation	1	.430**	.598**	.298**	.772**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
X3.2	Pearson Correlation	.430**	1	.592**	.328**	.746**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
X3.3	Pearson Correlation	.598**	.592**	1	.343**	.826**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
X3.4	Pearson Correlation	.298**	.328**	.343**	1	.680**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
X3	Pearson Correlation	.772**	.746**	.826**	.680**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

VARIABEL INFORMASI

Correlations

		X4.1	X4.2	X4.3	X4.4	X4
X4.1	Pearson Correlation	1	.643**	.432**	.573**	.832**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
X4.2	Pearson Correlation	.643**	1	.416**	.556**	.820**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
X4.3	Pearson Correlation	.432**	.416**	1	.489**	.733**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
X4.4	Pearson Correlation	.573**	.556**	.489**	1	.811**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
X4	Pearson Correlation	.832**	.820**	.733**	.811**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

VARIABEL KEAMANAN dan PRIVASI

Correlations

		X5.1	X5.2	X5.3	X5.4	X5
X5.1	Pearson Correlation	1	.380**	.553**	.270**	.729**
	Sig. (2-tailed)		.000	.000	.001	.000
	N	150	150	150	150	150
X5.2	Pearson Correlation	.380**	1	.507**	.447**	.776**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
X5.3	Pearson Correlation	.553**	.507**	1	.422**	.831**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
X5.4	Pearson Correlation	.270**	.447**	.422**	1	.688**
	Sig. (2-tailed)	.001	.000	.000		.000
	N	150	150	150	150	150

	N	150	150	150	150	150
	Pearson Correlation	.729**	.776**	.831**	.688**	1
X5	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

VARIABEL KUALITAS

Correlations

		X6.1	X6.2	X6.3	X6.4	X6
	Pearson Correlation	1	.540**	.615**	.504**	.829**
X6.1	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
	Pearson Correlation	.540**	1	.603**	.447**	.806**
X6.2	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
	Pearson Correlation	.615**	.603**	1	.499**	.845**
X6.3	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
	Pearson Correlation	.504**	.447**	.499**	1	.747**
X6.4	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
	Pearson Correlation	.829**	.806**	.845**	.747**	1
X6	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

VARIABEL E-MARKETING

Correlations

	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y	
Y.										
1	Pearson	1	.564**	.528**	.422**	.405**	.424**	.501**	.538**	.724**
	Correlation									
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
2	Pearson	.564**	1	.597**	.570**	.394**	.453**	.561**	.547**	.764**
	Correlation									
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
3	Pearson	.528**	.597**	1	.516**	.593**	.472**	.566**	.540**	.788**
	Correlation									
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
4	Pearson	.422**	.570**	.516**	1	.571**	.567**	.594**	.576**	.785**
	Correlation									
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
5	Pearson	.405**	.394**	.593**	.571**	1	.603**	.473**	.494**	.746**
	Correlation									
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
6	Pearson	.424**	.453**	.472**	.567**	.603**	1	.455**	.559**	.744**
	Correlation									
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
7	Pearson	.501**	.561**	.566**	.594**	.473**	.455**	1	.525**	.765**
	Correlation									
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150	150	150	150
8	Pearson	.538**	.547**	.540**	.576**	.494**	.559**	.525**	1	.784**
	Correlation									
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150	150	150	150
Y	Pearson	.724**	.764**	.788**	.785**	.746**	.744**	.765**	.784**	1
	Correlation									

Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	150	150	150	150	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

UJI RELIABILITAS VARIABEL MANFAAT

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.772	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	16.07	4.935	.580	.717
X1.2	15.93	4.922	.537	.732
X1.3	15.63	5.549	.438	.763
X1.4	16.07	4.686	.572	.720
X1.5	15.97	4.858	.593	.713

VARIABEL KENYAMANAN

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.760	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	11.71	3.347	.531	.717
X2.2	11.99	3.309	.478	.749
X2.3	11.65	3.356	.599	.684
X2.4	11.82	3.034	.634	.659

VARIABEL KENIKMATAN

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items

.741	4
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Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	11.56	3.214	.558	.669
X3.2	11.27	3.609	.571	.670
X3.3	11.40	3.128	.666	.607
X3.4	11.71	3.470	.386	.776

VARIABEL INFORMASI

Case Processing Summary

	N	%
Valid	150	100.0
Cases Excluded ^a	0	.0
Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.811	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	12.17	3.079	.677	.738
X4.2	12.26	3.147	.661	.746
X4.3	12.18	3.437	.521	.813
X4.4	12.19	3.298	.662	.748

VARIABEL KEAMANAN dan PRIVASI

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.753	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X5.1	11.70	3.755	.510	.717
X5.2	11.33	3.483	.569	.685
X5.3	11.57	3.187	.652	.634
X5.4	11.25	4.026	.473	.735

VARIABEL KUALITAS

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.822	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X6.1	11.91	3.320	.673	.763
X6.2	11.80	3.436	.639	.779
X6.3	11.83	3.299	.704	.748
X6.4	11.75	3.788	.568	.809

VARIABEL E-MARKETING

Case Processing Summary

	N	%
Valid	150	100.0
Cases Excluded ^a	0	.0
Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.896	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	28.59	13.318	.622	.889
Y.2	28.53	13.513	.686	.883
Y.3	28.49	13.258	.713	.880
Y.4	28.58	13.373	.712	.880
Y.5	28.45	13.296	.654	.886
Y.6	28.51	13.433	.655	.885
Y.7	28.56	13.362	.683	.883
Y.8	28.59	13.223	.706	.881



KARAKTERISTIK RESPONDEN

jenis kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
laki-laki	85	56.7	56.7	56.7
Valid perempuan	65	43.3	43.3	100.0
Total	150	100.0	100.0	

usia

	Frequency	Percent	Valid Percent	Cumulative Percent
18 - 22 tahun	53	35.3	35.3	35.3
Valid 23-27 tahun	86	57.3	57.3	92.7
28-33 tahun	11	7.3	7.3	100.0
Total	150	100.0	100.0	

pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
pelajar / mahasiswa	87	58.0	58.0	58.0
Valid Sarjana (S1-S3)	63	42.0	42.0	100.0
Total	150	100.0	100.0	

STATISTIK DESKRIPTIF

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Manfaat	150	2.20	5.00	3.9840	.54318
Kenyamanan	150	2.50	5.00	3.9317	.57921
Kenikmatan	150	1.75	5.00	3.8283	.58586
Informasi	150	2.50	5.00	4.0667	.58193
Keamanan dan Privasi	150	1.75	5.00	3.8200	.60902
Kualitas	150	1.75	5.00	3.9400	.60248
E-marketing	150	2.38	5.00	4.0767	.51808
Valid N (listwise)	150				

UJI REGRESI BERGANDA

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 ^a	.748	.738	.26536

a. Predictors: (Constant), Kualitas , Keamanan dan Privasi , Manfaat , Informasi , Kenikmatan , Kenyamanan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.924	6	4.987	70.826	.000 ^b
	Residual	10.070	143	.070		
	Total	39.993	149			

a. Dependent Variable: E-marketing

b. Predictors: (Constant), Kualitas , Keamanan dan Privasi , Manfaat , Informasi , Kenikmatan , Kenyamanan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.615	.173		3.545	.001
	Manfaat	.156	.072	.163	2.167	.032
	Kenyamanan	.194	.072	.217	2.700	.008
	Kenikmatan	.020	.067	.022	.295	.769
	Informasi	.152	.065	.171	2.335	.021
	Keamanan dan Privasi	.107	.051	.126	2.116	.036
	Kualitas	.248	.065	.289	3.803	.000

a. Dependent Variable: E-marketing



Factors Influencing E-Marketing in Jordanian Telecommunication Companies

Faisal Al-Madi, Abdelghafour Al-Zawahreh and Suha Al-Qawasmi

Abstract

This study aimed at examining the factors influencing consumer's attitudes toward electronic marketing. A convenient sample of 400 consumers was selected from four communication companies operating in Jordan. Results of the study revealed that there are statistically significant relationships between the factors influencing consumer attitudes (perceived usefulness, information on e-marketing, perceived convenience, perceived enjoyment, privacy and security) and website quality towards the e-marketing of the four Jordanian communication companies. In addition, there are no statistically significant relationships due to demographic variables (gender and educational qualification). Furthermore, there are statistically significant relationships in the affect of influencing factors on consumer attitudes toward e-marketing of the four Jordanian communication companies due to demographic variables.

Keywords: Consumers' attitudes, E-marketing, mobile communication

INTRODUCTION

Technology in general and Information Technology (IT) in particular, have touched every aspect of people's life at home, school and work place. While IT has provided both companies and consumers with useful means to handle their decision making problems, among other things, efficiently internet can be easily accessed by users in order to obtain information about anything they want including various products of vendors. Thus, information affects people's purchasing decisions. In the mean time, companies collect information about consumers and their purchasing patterns and habits in order to articulate better strategies

accompanied by better decisions (Lin and Hong, 2006). The internet benefits do not stop here, rather companies use the internet for many purposes such as to improve their products and services to consumers. Matter of fact, companies can establish a wide variety of businesses online. This type of business is called e-commerce and the marketing online is called e-marketing.

The aforementioned electronic-based activities (perceived usefulness, information on e-marketing, perceived convenience, perceived enjoyment, privacy and security, and website quality)must be integrated with the overall marketing strategy in order to support the corporate objectives of the e-marketing (Reedly, Schullo and Zimmerman, 2000). It is known about marketers that they rely on manipulating the various principles of marketing; for instance, choosing products and services to market along with brands to use, while ignoring the products, services and brands which do not serve their profitable purpose (Richarme, 2001). In regard to consumer's behavior on the internet, it

Faisal Al-Madi
Abdelghafour Al-Zawahreh
Suha Al-Qawasmi

The Hashemite University
Department of Business Administration
Zarqua, Jordan 13115

can be noticed that consumers focus on product purchasing and information gathering (Joon Moon, 2004) and search for online services such as: e-marketing, online banking, investing and e-payment (Lain and Lin, 2007).

There are many factors that influence consumer purchasing decision making whether online or other wise. Consequently, consumer decision making in e-marketing is influenced by societal factors in particular (Joon Moon, 2004), Personal and impersonal information (Senecal and Nantel, 2004). Alsmadi, who conducted research to examine e-shopping behavior among Jordanian consumers, concluded that the use of e-marketing was not pace with global trends, as many consumers did not care much to market a good use of electronic buying. According to Alsmadi (2002) there are no previous studies on consumer attitudes towards e-marketing in Jordan. Doubts are raised on relevant issues such as knowledge and skills of e-marketing, accessing the internet services, online companies promotions, security measures in protecting e-marketing. In fact, this phenomenon raises serious concerns in e-consumer behavior. Therefore, the researcher hopes that this study will contribute to the literature of e-marketing in general and online consumer behavior in particular through identifying factors that affect the use of e-marketing in Jordan.

LITERATURE REVIEW

Several studies have discussed e-marketing and the key factors that influence consumer attitudes towards it. Kim, Williams and Lee (2003) identified the attitude toward e-marketing as an individual characteristic that may play a role in developing perceptions of a specific website. Yoon (2007) examined attitudes toward the web in terms of cultural differences and consumer's web behavior. In particular, based on data collected from Koreans and Americans through an experimental study between Nike.com and Niketown.com websites. Results indicate that cultural dimensions and two different consumer's web behavior influence attitudes toward the web when engaging in e-marketing.

Chen and Chang (2006) found that the critical role of trust as an enabler, especially in a relationship in which the consumer did not have direct control over the actions of a seller and in which marketers seek long-term relations with their consumers. These issues had been widely recognized in both academia and industry. Based on previous studies in multiple disciplines, this study developed a model representing the determinants of consumer trust in an online travel site and reports the results of an empirical investigation for this model. Theoretically, the study advanced the understanding of consumer trust in e-marketing by proposing a model and providing evidence for the major elements contributing to the formation of this construct. From a managerial perspective, the study provided practitioners with practical insights on how to design e-marketing strategies that can initiate, develop, and maintain consumer trust.

Morimoto and Chang (2006) sought to understand consumer attitudes towards two major direct marketing techniques: unsolicited commercial e-mail and postal direct mail. The results indicated that recipients perceived unsolicited e-mails as more intrusive and irritating than postal direct mail. Elliott and Speck (2005) evaluated the effects of six web site factors and two individual difference variables on attitude toward a retail web site. Results indicated that five web site factors (ease of use, product information, entertainment, trust, and currency) affect consumer attitude toward a retail web site. Shergill and Chen (2005) focused on factors, which online New Zealand buyers keep in mind while e-marketing. The study found that website design, website reliability/fulfillment, website consumer service and website security/privacy are the four dominant factors which influence consumer perceptions of e-marketing.

Parissa and Maria (2005) based their study on the fact that marketing offers great opportunities for businesses. Marketing activities supported by mobile devices allow companies to directly communicate with their consumers without time or location barriers. The results indicated that advertising value and advertising message content have the largest impact on attitude toward

advertising via mobile devices. Adam, Mulye, Deans and Palihawadana (2005) discussed the findings of a study designed to increase the generalisability, validity and reliability of earlier studies concerning the relationships between attitude toward the advertising and aspects of the advertising hierarchy of effects model in the e-marketing context. The findings suggested that the traditional advertising hierarchy of effects model is relevant in the e-marketing environment, and that investment in e-marketing communication can be evaluated using this stable and reliable method.

Yang and Lester (2004) in a survey of 11 positive features and 10 discouraging features of e-marketing was carried out on 180 students and identified certain behavioral patterns for online shoppers versus non-shoppers. It was found that online shoppers have consistently stronger positive feelings about e-marketing than do non-shoppers. Lee, Eustacem, Fellows, Bytheway and Irving (2005) aimed to examine if and how attitude toward the Web Site affects consumer brand choice. The study found that attitude toward the web site is a good predictor of consumer brand choice.

Joon moon (2004) provided an exploratory model to understand the factors that influence consumers to adopt the internet instead of traditional channels for information search and product purchase. Tseng, Johnson, Mckenzie, Oster, Hill and Brandon (2004) investigated consumer attitudes toward mobile advertising and the relationship between attitude and behavior. The results of a survey indicated that consumers generally have negative attitudes toward mobile advertising unless they have specifically consented to it, and there is a direct relationship between consumer attitudes and consumer behavior.

Jayawardhena (2004) applied a value-attitude-behavior model to investigate the roles of personal values in e-marketing consumer behavior. Individual attitudes toward e-marketing were a direct predicator of e-marketing behavior and mediated the relationship between personal values and behavior. Smith (2004) reported that e-

marketing phenomena are governed by a number of factors such as consumer acceptance, behavior, purchasing characteristics, patterns and power. Furthermore, there are several factors that affect what we buy, when we buy and why we buy. Georgiades, Dupreez, Downald and Simintiras (2000) used a sample of 316 Internet users to analyze attitudes toward buying online. The findings indicated that gender and occupation had an influence only on attitudes concerning perceptions of the competitiveness of the Internet and its impersonal nature. Bhatnagar, Misra and Raom (2000) measured how demographics, vender/service/ product characteristics, and website quality influence the consumers' attitude towards e-marketing and consequently their e-marketing behavior. They reported that the convenience the internet affords and the risk perceived by the consumers are related to the two dependent variables (attitudes and behavior) positively and negatively, respectively.

Bellman and Lohs (2000) examined the relationship among demographics, personal characteristics, and attitudes towards e-marketing. These authors find that people who have a more wired life-style, and who are more time constrained tend to buy online more frequently. Alsmadi (2002) investigated possible factors that influence consumer attitudes towards e-marketing behavior in Irbid, the second largest city in Jordan. The study showed that most Jordanian consumers are likely to have enough knowledge and skills in using the computer and dealing with the Internet, and have reasonable access to Internet services, with a positive impression about the current presentation and promotion of companies' web sites on the internet. However, the issue of security of online transactions seems to be a major factor that restricts the willingness to make a better use of e-marketing. Analysis of variance showed no significant differences in consumer attitudes due to demographic variables, with the exception of income.

From the previous mentioned studies, it is to be noted that e-marketing has the potential to offer business companies both short-term and long-term

benefits. Not only it can open new markets, enable the companies to reach new consumers, but also make it easier and faster to do business, reduce inventory cost through more direct and efficient interaction with a range of suppliers and trading partners, and facilitate new way of doing business with consumers. Generally, research work on consumer attitudes towards using the Internet for shopping has not received sufficient attention worldwide yet, though much research work has focused on other several technical issues. While In Jordan, thus far, there are no previous research studies on consumer attitudes towards e-marketing except Al-Smadi study which was conducted on 500 consumers living in the city of Irbid. Thus, the current study will be the first of its nature to shed light on this issue.

It is worth to be mentioned that there have been intensive studies of e-marketing attitudes and behavior in recent years. Most of them have attempted to identify factors influencing or contributing to e-marketing attitudes and behavior. The researchers seem to take different perspectives and focus on different factors in different ways. For example, Ho and Wu (1999) discovered that there are positive relationships between e-marketing behavior and five categories of factors, which include e-stores, logistical support, product characteristics, websites, technological characteristics, information characteristics, and homepage presentation. Schubert and Selz (1999) examine the quality factors of e-marketing sites in terms of information, agreement, and settlement phases. They also review those factors related to e-marketing community. This study will examine the most important factors as mentioned in the previous literature that influence consumers attitudes toward e-marketing at mobiles telecommunication sector in Jordan.

PROBLEM

The current study will mainly try to answer the following main question: What are the factors influencing consumers attitudes toward e-marketing at the mobiles telecommunication sector in Jordan?

IMPORTANCE OF THE STUDY

The importance of this study stems from the fact that there is a growing use of internet in Jordan which provides a developing prospect for e-marketing, and the relationships between these factors and the type of online buyers, from which they can further develop their marketing strategies to convert potential consumers into active ones, while retaining existent online consumers. Thus the importance of this study stems from the following reasons:

1. Improving the understanding of e-marketing and factors that influence consumer's attitude toward it.
2. Increasing awareness of the importance of e-marketing, and its role in maintaining consumer satisfaction.
3. Results from this research are expected to be of great benefit to the Jordanian mobiles telecommunication sector regarding the role of e-marketing in improving and maintaining consumer satisfaction.
4. Since little is written about the factors influencing consumer attitudes towards e-marketing in Jordan, the current study provides a state of the art revision in this subject.

OBJECTIVES

The study aims to achieve the following objectives:

1. Identify the affect of the following factors (Perceived usefulness, Perceived convenience, Perceived enjoyment, Information on e-marketing, Security and privacy, Website quality) on consumer attitudes toward e-marketing in the mobile telecommunication sector in Jordan.
2. Examine whether there are statistically significant differences between the dependent variables (perceived usefulness, information on e-marketing, perceived convenience, perceived enjoyment, privacy and security,

and website quality) and the dependent variables (e-marketing) in Jordan mobiles telecommunication sector due to demographic variables.

3. Providing relevant recommendations for Jordanian marketers to improve their

performance online.

RESEARCH METHODOLOGY

Study Model: It consists of two types of variables (independent and dependent variables) as shown below.

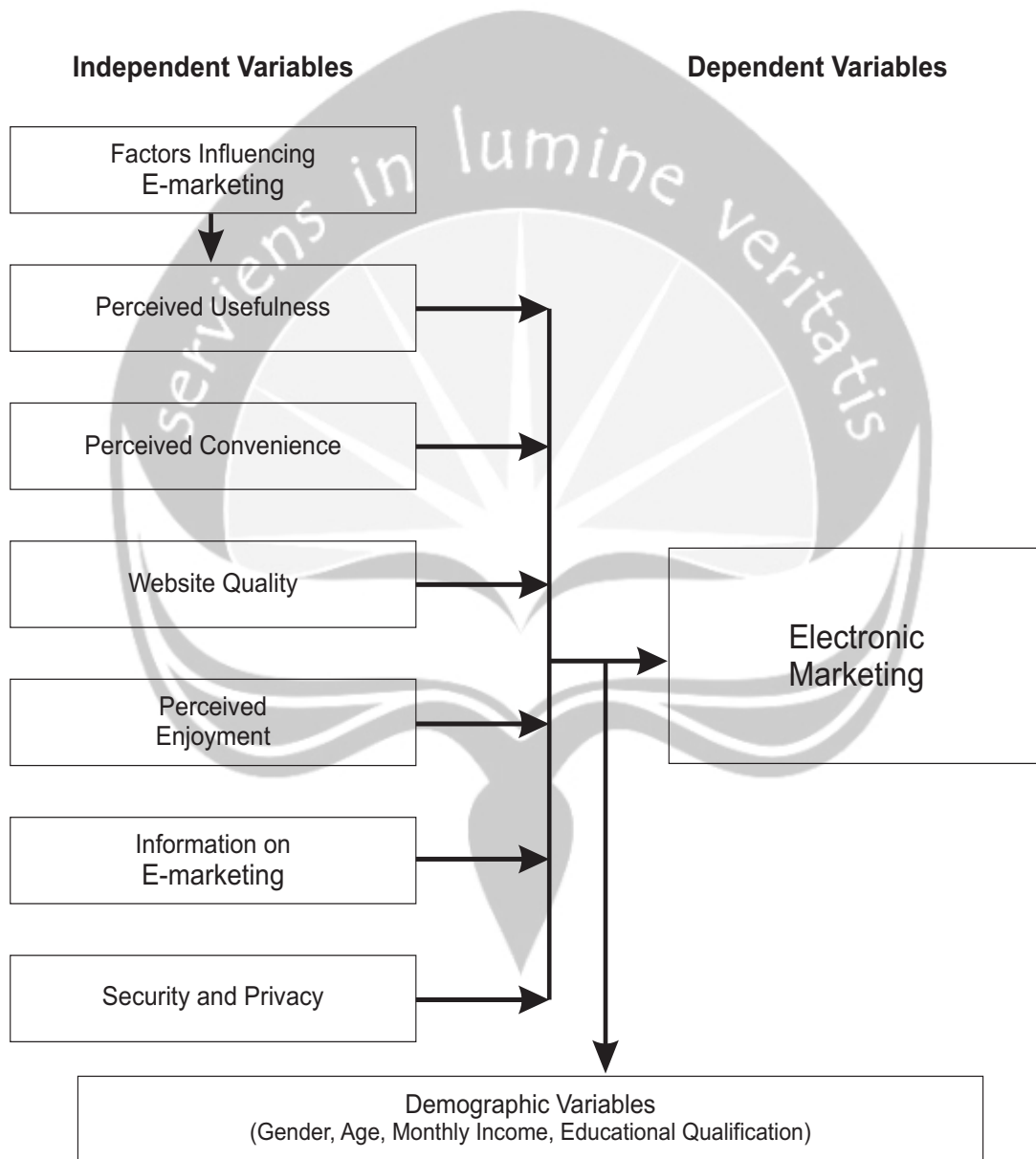


Figure 1

Hypotheses of the Study

The study is designed to test the following hypotheses:

The First Main Hypothesis

H01: There is no statistically significant affect for the influencing factors on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

Sub-Hypotheses

H01-1: There is no statistically significant affect of the Perceived usefulness on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

H01-2: There is no statistically significant affect of the Perceived convenience on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

H01-3: There is no statistically significant affect of the Perceived enjoyment on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

H01-4: There is no statistically significant affect of the Information on e-marketing on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

H01-5: There is no statistically significant affect of the security and privacy on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

H01-6: There is no statistically significant affect for the Website quality on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

The Second Main Hypothesis:

H02: Consumers' demographic characteristics (gender, age, educational qualification, and monthly income) do not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

Sub-Hypotheses

H02-1: Consumers' gender does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

H02-2: Consumers' age does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

H02-3: Consumers' educational qualification does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

H02-4: Consumers' monthly income does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

POPULATION AND SAMPLE

The population of the study consists of all consumers in the Jordanian telecommunication sector. Hence the majority of the Jordanians own telephone sets, it would be appropriate to select convenience sample to collect the required data. The sample of the study consists of (400) consumers divided among four telecommunication firms in Jordan: *Zain*, *Orange*, *Umniah*, *X-press*. One hundred consumers were selected from users of each company thus 400 consumers were contacted. Questionnaires were hand delivered to sample members and personally collected. The usable sample was 386.

Data Collection Methods

This study depends on two main sources of data:

Secondary data, these data included theoretical review which are related to the subject of the study, and gathered to build theoretical base of the study. The resources of data were textbooks, previous research, Internet, and other available resources. The second source was primary data. Those were collected specifically for the purpose of this study, by designing a questionnaire to collect the necessary data.

Instrument Design and Variable Measurement

In order to achieve the study objectives, the researchers develop a questionnaire, which measures the following characteristics and variables:

Section one: measure the study demographic variables — Gender, Age, Monthly income, and Educational Qualification.

Section two: measure the study independent variables, utilizing a five point Likert scale ranging from “1 = strongly disagree” to “5 = strongly agree”. And this part was as follows:

Data Analysis Methods

For data analysis, the study used correlation and descriptive statistical analysis to describe the sample and test hypothesis by using SPSS software, which summarizes the following: Descriptive statistical analyses are based on frequencies and standard deviations. Cronbach’s Alpha test is used to test the reliability of the questionnaire. Multi regression is used to identify the relationship between dependent variable and independent variable and to identify the relationship between variable with each of independent variable. t- Test and F-Test each hypotheses (ANOVA), and to determine the level of significant for each independent variable. Pearson correlation is used to find the correlation between independent and dependent variables.

RESULTS

Instrument Validity and Reliability

Validity: the survey instrument was evaluated for validity. The items used in the questionnaire have been assessed and tested by panel experts in different Arab Universities whose knowledge and experiences were sufficient in this field. There remarks and directions were taken into consideration in drafting the final version.

Reliability: To insure the reliability of the questionnaire, reliability coefficients were measured by conducting Cronbach-alpha. The reliability value gained was greater than 70% for all dimensions

Study Sample Characteristics

Table 1 shows the distribution of sample’s units according to their demographic characteristics, including gender, age, monthly income and education qualification.

Descriptive Statistics

To get the general results of the study, the means and the standard deviations of different responses to the statements were calculated using Statistical Package for Social Sciences (SPSS). While the standard mean of all statements is (3), and the response below is considered negative.

Table 2 shows that item (5), which states: “I expect less prices and discounts through e-marketing”, with a mean of (4.57) and standard deviation of (0.71) has the highest mean. This result may be due to the discounts and less prices of services, which provided by the telecommunication mobiles companies. The result also reveals that there are positive attitudes towards all of statements related to this variable because the means of statements and total mean are more than the standard mean. Item (1), which states: “I expect to get a better service than the ordinary buying through internet”, got the lowest mean of (4.28) and standard deviation of (0.90).

Table (3) reveals that there are positive attitudes towards all of statements related to perceived convenience variable because the means of statements and total mean are more than the standard mean, the table also shows that the highest mean score was for item (10), which states: "The perceived usefulness for me as consumer encourages me to buy the product again", with a mean of (4.54) and standard deviation of (0.78). This is due to the high quality of the provided service, which makes the consumer repeat purchasing this service again and again. Items (6, 8, 9), which state Respectively: "I am more convinced with the product through the methods that pull my attention like advertising tapes"; "I get the new product by using multiple methods of payment like credit cards through internet" and "The Company seeks to keep the new consumers by communicating with them and listening to their suggestions", came at the last rank, with a mean of (4.37) and standard deviation of (0.80; 0.87 and 0.85) respectively. This result shows that the communication companies have a weak consumer care centers, which make the communication between the company and the consumer weak.

Table (4) shows that item (11) which states: "I do shopping through internet because of the credibility", rank the first with mean of (4.69) and standard deviation of (0.52). This result may be explained by companies' credibility between their consumers, when consumers shopping through the internet. The table also shows a positive attitude towards perceived enjoyment variable. According table (6) the distribution of respondent's has positive attitudes towards information on e-marketing because the means of statements and total mean are more than the standard mean. The result in table (6) shows that item (20) has the highest mean, which states: "I can get the product through the knowledge of searching engines (Google, Alta Vista)", with a mean of (4.23) and standard deviation of (1.00), This result can be explained by the fact that searching engines do not have enough speed to get the needed service with little time.

In reviewing items (17-20) in table (5), it shows that

item (20) which indicates "I can get the product through the knowledge of searching engines like Google and Alta Vista" has the highest mean of (4.23) and standard deviation of (1.00). This result indicates that consumers in Jordan are in need of more knowledge in searching engines to be able to find the needed sources. Item (17) "I could do e-marketing better if I had the ability to properly handle the computer" had come in the last place with a mean of (3.28) and standard deviation of (1.22). This result points to the importance of knowledge dealing with computer and the internet in order to obtain most benefits and needed services.

In regard to item (23) in table (6) which states "Financial data of the company or consumers may be used in constitute or theft." Occupied first place with a mean of (4.43) and a standard deviation of (0.78) this indicated that Jordanian consumers have a low level of trust in the security involved with their information in online companies. In regard with item (22) which states that "The secrecy and privacy of the exchanged information between the company and consumers is considered as a vital issue in success of e-marketing." came in the last place with a mean of (3.37) and a standard deviation of (1.29), thus, this means that security and privacy are irrelevant to the success of companies as long as the companies provide good products and/or services.

Table (7) shows that best perceptions were for item (23) which states: "Financial data of the company or consumers may be used in constitute or theft", with a mean of (4.43) and standard deviation of (0.78) While the total mean for security and privacy variable is (4.10) and that shows positive attitudes towards security and privacy variable. The result of descriptive statistic for website quality variable in table (7) reveals that there are positive attitudes towards website quality variable because the means of statements and total mean are more than the standard mean, the total mean is (4.46), item (26), which states: "Different marketing methods must be used through the new site", came at the highest rank, with a mean of (4.63) and standard deviation of (0.58).

Table (8) shows the distribution of respondent's scores according to their answers on the statements related to e- marketing variable. Table (8) reveals that there are positive attitudes towards e-marketing variable, because total mean is (4.27). The highest value been represented by item (37), which states: "The company uses e-advertising for

the new products", with a mean of (4.69), while the lowest mean value presented by item (30), which states: "The Company analyzes and studies my needs and desires to satisfy it better than the competitors", came at the last rank, with a mean of (3.37).

Table 1: Distribution of Study Sample by Demographic Variables

	Frequency	Percentage
Gender		
Male	216	55.1%
Female	170	44.9%
Total	386	100.0%
Age		
Less than 25 years	167	43.5%
25-35 years	99	25.7%
36-50 years	74	19.3%
More than 50 years	46	11.5%
Total	386	100.0%
Monthly Income		
Less than 300 JD	134	34.7%
300-400 JD	124	32.4%
401-500 JD	86	22.5%
More than 500 JD	42	10.4%
Total	386	100.0%
Educational Qualification		
Secondary School and less	129	33.6%
Diploma	154	39.4%
Bachelor	75	19.4%
Higher Education	28	7.6%
Total	386	100.0%

Table 2: Descriptive Statistic for Perceived Usefulness Variable

No.	Item	Means	SD	Rank
1.	I expect to get a better service than the ordinary buying through internet	4.28	0.90	5
2.	I buy things by internet after I know everything about the product	4.40	0.75	4
3.	The payment of the product should be through secured channels	4.44	0.67	2
4.	I do e-marketing through multiple channels on the internet	4.43	0.78	3
5.	I expect less prices and discounts through e-marketing	4.57	0.71	1
Total Mean		4.42	0.76	-

Table 3: Descriptive Statistic for Perceived Convenience Variable

No.	Item	Means	SD	Rank
6.	I am more convinced in the product through the methods that pulls my attention like advertising tapes	4.37	0.80	3
7.	The company provides all the information about the new product for us as a consumer	4.40	0.77	2
8.	I get the new product by using multiple methods of payment like credit cards through internet	4.37	0.87	4
9.	The company seeks to keep the new consumers by communicating with them and listening to their suggestions	4.37	0.85	5
10.	The perceived usefulness for me as consumer encourages me to buy the product again	4.54	0.78	1
Total Mean		4.41	0.81	-

Table 4: Descriptive Statistic for Perceived Enjoyment Variable

No.	Item	Means	SD	Rank
11.	I do shopping through internet because of the credibility.	4.69	0.52	1
12.	Attractive and appropriate colors are used to display the products at the internet	4.27	0.83	2
13.	Attractive and appropriate backgrounds are used in the pages of e-marketing to increase the aesthetic aspects on displaying process	3.08	1.12	6
14.	The company displays interrelated and complementary products to seduce me to by a collection of the products	3.54	1.06	4
15.	I repeat e-marketing many times	3.11	1.36	5
16.	Extras (accessories) are added in displaying process to increase the aesthetic of the site, which increase the enjoyment of shopping	4.20	0.94	3
Total Mean		3.81	0.97	-

Table 5: Descriptive Statistic for Information on E-marketing Variable

No.	Item	Means	SD	Rank
17.	I can do e-marketing better if I had the ability to properly handle the computer	3.28	1.22	4
18.	I can do e-marketing through my skills in using e-mail models	3.49	1.05	3
19.	My perception of different technological methods facilitate doing e-marketing	3.66	0.98	2
20.	I can get the product through the knowledge of searching engines (Google, Alta Vista)	4.23	1.00	1
Total Mean		3.66	1.06	-

Table 6: Descriptive Statistic for Security and Privacy Variable

No.	Item	Means	SD	Rank
21.	It is difficult to find affective solutions to the secrecy and privacy of personnel information	4.40	0.75	2
22.	The secrecy and privacy of the exchanged information between the company and consumers is considered as a vital issue in success of e-marketing	3.37	1.29	4
23.	Financial data of the company or consumers may be used in constitute or theft	4.43	0.78	1
24.	The company makes grate efforts to support the security of financial and commercial dealings at the internet.	4.23	1.00	3
Total Mean		4.10	0.95	-

Table 7: Descriptive Statistic for Website Quality Variable

No.	Item	Means	SD	Rank
25.	E-Marketing through the internet requires setting up an appropriate website	4.59	0.59	2
26.	Different marketing methods must be used through the new site	4.63	0.58	1
27.	I can purchase better by the new websites	4.28	0.90	4
28.	The company keeps on updating the design of the website continuously to sell its products	4.37	0.77	3
Total Mean		4.46	0.71	-

Table 8: Descriptive Statistic for E-Marketing Variables

No.	Item	Means	SD	Rank
29.	The company keeps on achieving the discrimination through e-marketing for its products	4.45	0.73	6
30.	The company analyzes and studies my needs and desires to satisfy them better than the competitors	3.37	1.29	10
31.	The company tries to gain new consumers through its different marketing activities	3.98	0.96	8
32.	The company aims to increase the selling of the products by different marketing activities	4.30	0.79	7
33.	The company communicates with me by e-mail and personnel-group conversation	4.59	0.59	3
34.	The company produces the goods and e-services that meet my needs and desires and satisfy my sense	4.63	0.58	2
35.	The company provides consumer care service after selling or buying through the internet	4.54	0.57	4
36.	The company exchanges the data and information through internet continuously and provides the needed facilities to achieve this	4.54	0.64	5
37.	The company uses e-advertising for the new products	4.69	0.52	1
38.	The company seeks to control the level of consumers' satisfaction about the provided e-products	3.64	1.22	9
Total Mean		4.27	0.78	-

TESTING HYPOTHESES

Multiple regression was used to test the main and sub hypothesis, and according to statistical decision rule we reject the null hypothesis when the calculated value of test (F/ T test) is greater than the tabulated value and accept the null hypothesis when the calculated value of test (F/ T test) is great than tabulated value

The First Main Hypothesis

Ho1: There is no statistically significant affect for the influencing factors on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

Ha1: There is statistically significant affect for the influencing factors on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

Table (9) shows the results of the F-test between the influencing factors on consumers' attitudes and e-marketing in order to test the first main hypothesis. It was found that F-calculated (22.31) is more than F-tabulated (1.96) with significance value of $F=0.000$ at 95 percent level of confidence. H_0 was rejected and H_a was accepted,

consequently we conclude that the influencing factors on consumers' attitudes has statistically significant on e-marketing at Jordan mobiles telecommunication sector

The First sub – Hypothesis

Ho1-1: There is no statistically significant affect of the Perceived usefulness on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

Ha1-1: There is statistically significant affect of the Perceived usefulness on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

T-test was used to test the first sub hypothesis, and it was found that (calculated $t = 18.52$) is greater than (tabulated $t = 1.96$), and the significant of "t" value is (.000) when ($\alpha \leq 0.05$), this finding seems to provide evidence to reject the first sub hypothesis in its null form and accept the alternative hypothesis that states: "There is statistically significant affect of the Perceived usefulness on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector."

Table 9: Results of Testing Hypotheses H 1

Calculated F	Tabulated F	R ² value	F SIG	Results of Hypotheses Ho	Arithmetic Mean	df
22.31	1.96	66	0.000**	Rejected	4.000	3.86

Table 10: Results of Testing Hypotheses H 1-1

Calculated T	Tabulated T	T SIG	Results of Hypotheses Ho	Arithmetic Mean	r	R ² Value	df
18.52	1.96	0.00	Rejected	3.80	0.68	0.59	3.85

Table 11: Results of Hypotheses Testing H 1-2

Calculated T	Tabulated T	T SIG	Results of Hypotheses Ho	Arithmetic Mean	r	R ² Value	df
17.52	1.96	0.000**	Rejected	3.50	0.72	0.68	3.85

** Statistical Significance at (0.01)

The Second Sub – Hypothesis

Ho1-2: There is no statistically significant affect of the Perceived convenience on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

Ha1-2: There is statistically significant affect of the Perceived convenience on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

According to sub hypothesis it was found that (calculated $t = 17.52$) is greater than (tabulated $t = 1.96$), and the significance of “t” value is (.000) when ($\alpha \leq 0.05$). According to this result in table (11), the null hypothesis is rejected and the alternative hypothesis that states: “There is statistically significant affect of the Perceived convenience on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication

sector” is accepted.

The Third Sub – Hypothesis

Ho1-3: There is no statistically significant affect of the Perceived enjoyment on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

Ha1-3: There is statistically significant affect of the Perceived enjoyment on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

Table (12) shows that (calculated $t = 12.52$) is greater than (tabulated $t = 1.96$) therefore the study reject null hypothesis and accept the alternative hypothesis that states: “There is statistically significant affect of the Perceived enjoyment on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector”.

Table 12: Results of Testing Hypotheses H 1-3

Calculated T	Tabulated T	T SIG	Results of Hypotheses Ho	Arithmetic Mean	r	R ² Value	df
12.52	1.96	0.000**	Rejected	3.70	0.66	0.60	3.85

Table 13: Results of Testing Hypotheses H 1-4

Calculated T	Tabulated T	T SIG	Results of Hypotheses Ho	Arithmetic Mean	r	R ² Value	df
17.89	1.96	0.000**	Rejected	3.89	0.53	0.49	3.85

Table 14: Results of Testing Hypotheses H 1-5

Calculated T	Tabulated T	T SIG	Results of Hypotheses Ho	Arithmetic Mean	r	R ² Value	df
15.64	1.96	0.000**	Rejected	4.60	0.82	0.71	3.85

Table 15: Results of Testing Hypotheses H 1-6

Calculated T	Tabulated T	T SIG	Results of Hypotheses Ho	Arithmetic Mean	r	R ² Value	df
18.27	1.96	0.000**	Rejected	3.94	0.76	0.65	3.85

** Statistical Significance at (0.01)

The Fourth Sub – Hypothesis

Ho1-4: There is no statistically significant affect of the Information on e-marketing on consumers' attitudes toward e- marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

Ha1-4: There is statistically significant affect of the Information on e-marketing on consumers' attitudes toward e- marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

The result of t-test in Table 13 shows that (calculated $t = 17.89$) is greater than (tabulated $t = 1.96$), and the significant of "t" value is (.000) the result indicates that the null hypothesis is rejected and the alternative hypothesis that states: "There is statistically significant affect of the Information on e-marketing on consumers' attitudes toward e- marketing at Jordan mobiles telecommunication sector" is accepted.

The Fifth Sub–Hypothesis

Ho1-5: There is no statistically significant affect of the security and privacy on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

Ha1-5: There is statistically significant affect of the security and privacy on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

The t-value of ($\alpha \leq 0.05$) in the sample's rating in table (14) indicates that security and privacy had significant statistical relationship with e-marketing. t-test was found that (calculated $t = 15.64$) is greater than (tabulated $t = 1.96$), and the significant of "t" value is (.000). This finding seems to provide evidence to reject the null hypothesis and accept the alternative hypothesis that states "There is statistically significant affect of the security and privacy on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector".

The Sixth Sub – Hypothesis

Ho1-6: There is no statistically significant affect for the Website quality on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

Ha1-6: There is statistically significant affect for the Website quality on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\alpha \leq 0.05$).

Table (15) shows that (calculated $t = 18.27$) is greater than (tabulated $t = 1.96$) therefore the study reject null hypothesis and accept the alternative hypothesis that states: "There is statistically significant affect for the website quality on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector"

RESULTS OF MULTIPLE REGRESSIONS

The value of R^2 revealed the affect of e-marketing factors (Perceived usefulness, Perceived convenience, Perceived enjoyment, Information on e-marketing, Security and privacy, Website quality) on consumers' attitudes toward e-marketing. The highest affect on consumers' attitudes toward e-marketing was security and privacy with R^2 equal (0.71) as shown in table (16) which means that security and privacy explained 71% of the change in the consumers' attitudes toward e-marketing, and the lowest affect indicated by information on e-marketing with R^2 equal (0.49) which explained only 49% of the change in consumers' attitudes toward e-marketing.

Table 16: R^2 of Independent Variables

Variables	R^2 Value
Perceived usefulness	0.59
Perceived convenience	0.68
Perceived enjoyment	0.60
Information on e-marketing	0.49
Security and privacy	0.71
Website quality	0.65

RESULTS OF PEARSON CORRELATION

Table 17 shows the Pearson correlation for independent variables, the result shows that there is a statistical significant at ($\alpha \leq 0.01$) between the fields of e-marketing (Perceived usefulness, Perceived convenience, Perceived enjoyment, Information on e-marketing, Security and privacy, Website quality), thus all coefficient correlation value were significant, and it ranged between value (0.61-0.77).

The Second Main Hypothesis

Ho2: Consumers' demographic characteristics (gender, age, educational qualification, and monthly income) do not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\infty \leq 0.05$).

Ha2: Consumers' demographic characteristics (gender, age, educational qualification, and

monthly income) affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\infty \leq 0.05$).

Sub – Hypotheses

H02-1: Consumers' gender does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\infty \leq 0.05$).

H02-2: Consumers' age does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\infty \leq 0.05$).

H02-3: Consumers' educational qualification does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\infty \leq 0.05$).

H02-4: Consumers' monthly income does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\infty \leq 0.05$).

Table 17: Pearson Correlation Matrix for Independent Variables

No. of Filed	Filed	1	2	3	4	5	6
1.	Perceived usefulness	1					
2.	Perceived convenience	0.64**	1				
3.	Perceived enjoyment	0.74**	0.61**	1			
4.	Information on e-marketing	0.72**	0.66**	0.68**	1		
5.	Security and privacy	0.73**	0.70**	0.67**	0.77**	1	
6.	Website quality	0.68**	0.71**	0.69**	0.74**	0.72**	1

** Significant at ($\alpha \leq 0.01$)

Table 18: Results of Testing the First Sub-Hypothesis of the Second Main Hypothesis

Gender	Percent	SD	Calculated T	Tabulated T	Significance	Result of H0
Male	55.1%	0.58	1.20	2.21	0.28	Accepted
Female	44.9%	0.79				

*Statistical Significance at (0.05)

As shown in Table 18 the calculated t value (1.20) for gender was smaller than the tabulated F value (2.21). H0 was accepted and Ha was rejected, consequently we conclude that consumers' gender does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector.

Table 19 shows that calculated F value (2.42) for age was greater than the tabulated F value (2.21). H0 was rejected and Ha was accepted, consequently we conclude that consumers' age affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector.

Table 19: Results of Testing the Second Sub-Hypothesis of the Second Main Hypothesis

Age	Percent	SD	Calculated F	Tabulated F	Significance	Result of H0
Less than 25 years	43.5%	0.53	2.42	2.21	0.01*	Rejected
25-35 years	25.7%	0.59				
36-50 years	19.3%	0.89				
More than 50 years	11.5%	1.29				

* Statistical Significance at (0.05)

Table 20: Result of Scheffe Test for Comparisons of the Age to All Factors

More than 50 Years	36-50 Years	25-30 Years	Less than 25 Years	Groups	Groups
3.52	3.44	3.39	3.35	Mean	
			0.58	3.35	Less than 25 years
			0.90	3.39	25-35 years
			0.28	3.44	36-50 years
			0.80	3.52	More than 50 years
3.50	3.37	3.11	3.01	Mean	
			0.70	3.01	Less than 25 years
			0.80	3.11	25-35 years
			0.55	3.37	36-50 years
			0.19	3.50	More than 50 years
3.47	3.36	3.33	3.31	Mean	
			0.22	3.31	Less than 25 years
			0.80	3.33	25-35 years
			0.68	3.36	36-50 years
			0.15	3.47	More than 50 years
3.58	3.28	3.17	3.08	Mean	
			0.62	3.08	Less than 25 years
			0.13	3.17	25-35 years
			0.71	3.28	36-50 years
			0.64	3.58	More than 50 years

The results of Scheffe test show the presence of statistically significant differences at $\alpha=0.05$ in regard to all factors (Perceived convenience, Perceived usefulness, Perceived enjoyment, Information on e-marketing, Security and privacy and Website quality) between age Less than 25 years with an average (3.41), for 25-35 years (3.24), for 36-50 years (3.36) and for more than 50 years, a average is(3.27) in favor of those with age of less than 25 years.

As shown in table (21) the F-calculated for educational qualification (0.154) was smaller than F-tabulated (2.21). H0 was accepted and Ha was rejected, consequently we conclude that educational qualification does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector.

Table 22 shows the F-calculated for monthly income (3.14) was greater than F-tabulated (2.21) H0 was rejected and Ha was accepted, consequently we conclude that consumers' monthly

income affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector.

The results of Scheffe test show the presence of statistically significant differences at $\alpha=0.05$ in regard to website quality between monthly income means (3.95) in favor of those with income of JD 500 and more.

The null hypotheses related to the age and monthly income was rejected and the following alternative hypotheses were accepted:

Ha2-1: Consumers' gender affects the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\infty \leq 0.05$).

Ha2-4: Consumers' monthly incomes affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ($\infty \leq 0.05$).

Table 21: Results of Testing the Third Sub-Hypothesis of the Second Main Hypothesis

Educational Qualification	Percent	SD	Calculated F	Tabulated F	Significance	Result of H0
Secondary school and less	33.6%	0.93	0.154	2.21	0.85	Accepted
Diploma	39.4%	0.85				
Bachelor	19.4%	0.66				
Higher education	7.6%	0.71				

*Statistical Significance at (0.05)

Table 22: Results of Testing the Fourth Sub-Hypothesis of the Second Main Hypothesis

Monthly Income	Percent	SD	Calculated F	Tabulated F	Significance	Result of H0
Less than 300 JD	34.7%	1.13	3.14	2.21	0.001*	Rejected
300-400 JD	32.4%	0.38				
401-500 JD	22.5%	0.96				
More than 500 JD	10.4%	0.75				

*Statistical Significance at (0.05)

Table 23: Result of Scheffe Test for Comparisons of the Monthly Income to All Factors

More than 500 JD	401-500 JD	300-400 JD	Less than 400 JD	Groups	Groups
2.54	3.53	3.14	3.43	Mean	
			0.184	3.43	Less than 300 JD
			0.24*	3.14	300-400 JD
		0.18*	0.42	3.53	401-500 JD
			0.878	3.54	More than 500 JD
3.76	3.45	3.30	3.20	Mean	
				3.20	Less than 300 JD
				3.30	300-400 JD
			0.42*	3.54	401-500 JD
		0.09*	0.195*	3.76	More than 500 JD
3.80	3.40	3.32	3.27	Mean	
			0.17*	3.27	Less than 300 JD
			0.10*	3.232	300-400 JD
		0.30*	0.70*	3.40	401-500 JD
			0.17*	3.80	More than 500 JD
3.73	3.20	3.04	3.0	Mean	
			0.731	3.0	Less than 300 JD
			0.209	3.04	300-400 JD
			0.04	3.20	401-500 JD
			0.525	3.95	More than 500 JD

CONCLUSIONS

Although the traditional way of purchasing by Jordanian consumer is the dominated way, however, there are apposite attitudes toward e-marketing. Whereas, study shows that there is statistically significant relation between all the factors that influencing consumer attitudes as (Perceived usefulness, Perceived convenience, Perceived enjoyment, Information on e-marketing, Security and privacy, Website quality) and e-marketing. This is due to the consumer's appreciation toward e-marketing and their knowledge in using computers and accessing internet and websites to do research for product and services, conducting comprising and search for product characteristics. However, Jordanian

consumer still hesitant and has doubt in regard to safety and privacy issued when conducting e-marketing, Jordanian consumer is afraid to have his/her personal information falls into the wrong hands or their credit card numbers be stolen by hackers.

Also the study conducted demographic analyses which are four factors "Gender, Age, Monthly and Educational qualification", and their affect on consumer attitudes towards e-marketing at mobiles telecommunication sector in Jordan. The study revealed that there is statistically significant relationship due age and monthly income towards consumer attitudes towards e-marketing at mobiles telecommunication sector in Jordan. Scheffe analysis that the monthly income 500 JD and more

has great affect on the monthly income hypothesis, and age 25 and less has great affect on the age hypothesis. Also, this study revealed that is no statistically significant relationship due gender and education qualification towards consumer attitudes towards e-marketing at mobiles telecommunication sector in Jordan.

RECOMMENDATIONS

Based upon the study's results researcher put forward several recommendations such as:

1. Telecommunication companies should provide an incentive program which includes a package of motivators for the purpose of attract consumers through the internet while taking in to consideration to have the cost to be affordable.
2. Provide a competent and trained personal to work online in the communication sector, so as do fulfill the needs and wants of consumers rapidly and to response

electronically to consumer enquiries for 24 hours day, while providing information about new product and service continually.

3. To work on providing a safe and adequate infrastructure for communication and provide for internet service, at the same time, have special software's to maintain privacy.
4. To provide e-payment through websites that belongs to telecommunication companies in Jordan. Companies must provide means to product and service delivery to consumer whether he/she is in the kingdom or out of it.
This would lead to increase the number of consumers which ultimately causes the increase is sales and more profit.
5. Finally, the study recommends to the conduct of further studies to cover other factors that influencing consumer attitude toward e-marketing in mobiles telecommunication sector in general and other sectors in Jordan.

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KUESIONER PENELITIAN

Penelitian Faktor-Faktor Yang Mempengaruhi E-Marketing Produk By.U

Responden yang terhormat, Saya Berton Aditya Pangaribuan Mahasiswa Perodi Manajemen Atmajaya Yogsaya memohon kerjasama dari saudara untuk berpartisipasi dalam penelitian ini sebagai responden dari kuesioner ini, Untuk itu diharapkan saudara/saudari memberikan jawaban yang sebenar-benarnya guna membantu penelitian ini. Atas perhatian dan kesediaanya, saya ucapkan terimakasih dan semoga penelitian ini dapat bermanfaat bagi kita semua.yakarta, Kuesioner ini bertujuan untuk meneliti faktor-faktor yang mempengaruhi E-marketing produk By.U. Pada kesempatan ini,

Hormat Saya,

Berton Aditya Pangaribuan

1. Jenis Kelamin
 - Laki-laki
 - Perempuan
2. Usia (Tahun)
 - 18-22
 - 23-27
 - 28-33
3. Pendidikan
 - (Pelajar/Mahasiswa)
 - Sarjana (S1-S3)

Variabel X1

Variabel Manfaat

1. Saya mendapatkan layanan yang lebih baik daripada pembelian biasa.
 - Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
2. Saya membeli produk melalui aplikasi By.U setelah saya tahu segalanya tentang produk.
 - Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
3. Pembayaran produk harus melalui prosedur yang aman
 - Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
4. Saya mendapatkan harga rendah melalui aplikasi By.U
 - Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju

5. Saya mendapatkan promo melalui aplikasi By.U
- Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju

Variabel X2

Variabel Kenyamanan

6. Saya membeli produk melalui metode pembayaran yang mudah
- Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
7. Saya mendapatkan produk baru dengan menggunakan beberapa metode pembayaran seperti kredit kartu melalui aplikasi By.U
- Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
8. Perusahaan berupaya mempertahankan konsumen dengan membangun komunikasi
- Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju

- Sangat Setuju
- 9. Manfaat yang saya rasakan sebagai konsumen mendorong saya untuk membeli produk lagi
 - Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju

Variabel X3

Variabel Kenikmatan

- 10. Saya berbelanja melalui aplikasi By.U karena Kredibilitasnya.
 - Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
- 11. Desain menarik digunakan untuk menampilkan produk di aplikasi By.U
 - Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
- 12. Aplikasi By.U menampilkan produk yang saling terkait dan saling melengkapi untuk menarik perhatian saya membeli produk lainnya
 - Sangat Tidak Setuju
 - Tidak Setuju
 - Netral

- Setuju
- Sangat Setuju

13. Saya sering membuka aplikasi By.U

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

Variabel X4

Variabel Informasi

14. Saya dapat menggunakan aplikasi By.U dengan baik (paham)

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

15. Pengetahuan saya tentang berbagai metode teknologi memudahkan saya menggunakan Aplikasi By.U

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

16. Saya bisa mendapatkan informasi produk melalui mesin pencari (Google, Yahoo,dll)

- Sangat Tidak Setuju
- Tidak Setuju

- Netral
- Setuju
- Sangat Setuju

17. Saya bisa mendapatkan informasi produk melalui aplikasi By.U dengan baik.

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

Variabel X5

Variabel Keamanan dan Privasi

18. Sulit untuk menemukan solusi efektif untuk keamanan dan privasi informasi pribadi

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

19. Keamanan dan privasi dari informasi antara perusahaan dan konsumen dianggap sebagai masalah vital

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

20. Data keuangan atau pribadi konsumen dapat digunakan dalam praktek pencurian/penipuan

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

21. Perusahaan melakukan upaya keras untuk mendukung keamanan bertransaksi di Aplikasi By.U

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

Variabel X6

Variabel Kualitas

22. Aplikasi By.U merupakan pemasaran digital yang tepat

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

23. Metode pemasaran yang digunakan aplikasi By.U sudah baik

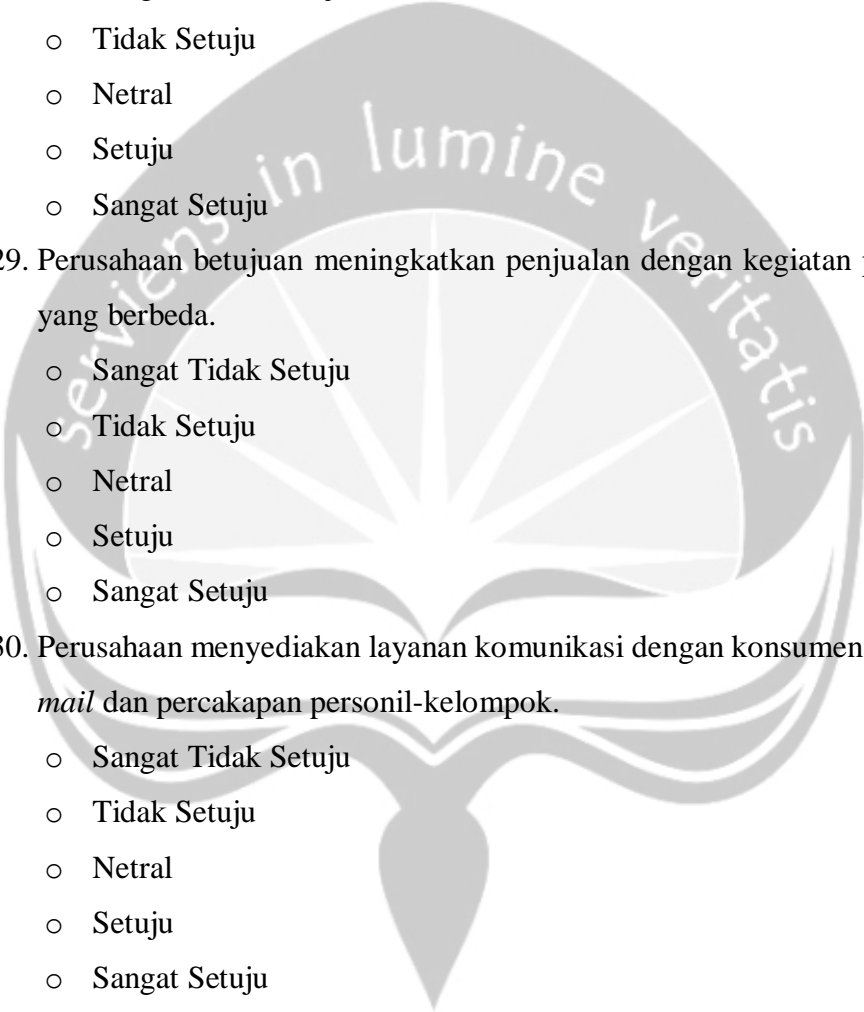
- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju

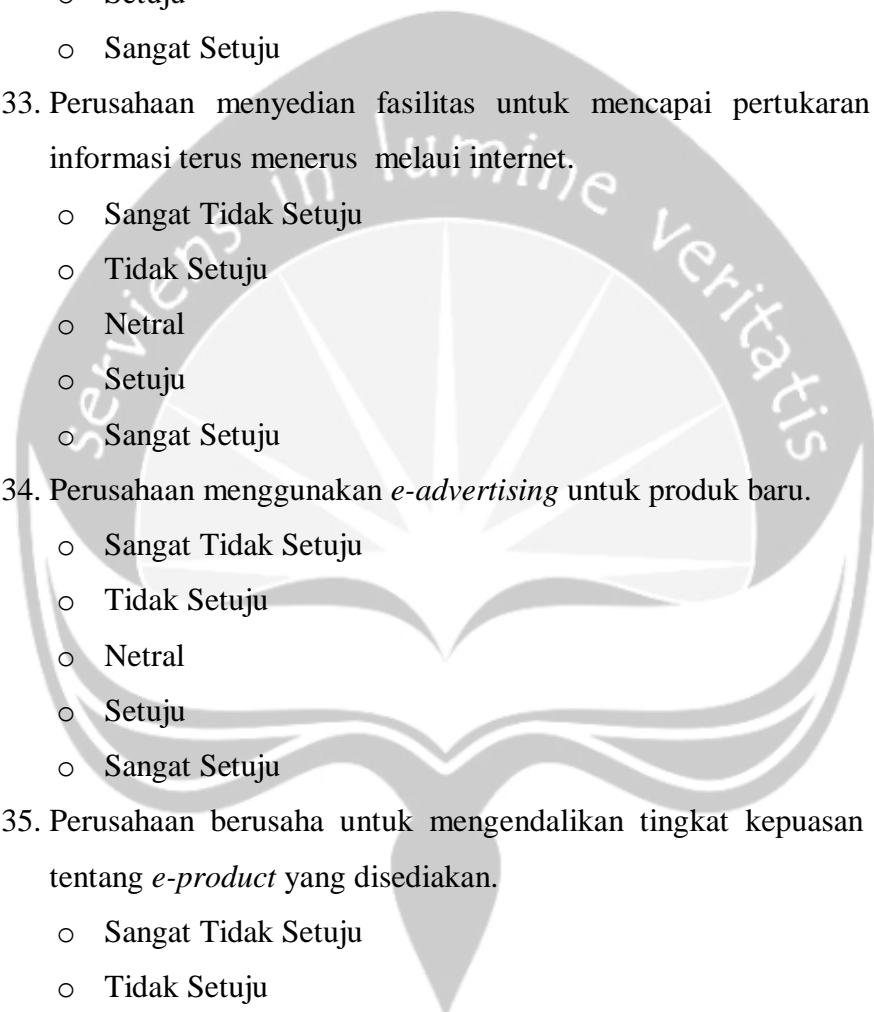
- Sangat Setuju
24. Saya dapat membeli dengan lebih baik dari aplikasi By.U
- Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
25. Perusahaan terus memperbarui desain aplikasi By.U secara terus menerus untuk menjual produknya
- Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju

Variabel Y

Variabel *E-Marketing*

26. Perusahaan terus mencapai diskriminasi melalui *E-marketing* untuk produk-produknya.
- Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
27. Perusahaan analisis dan pelajari kebutuhan dan keinginan konsumen untuk kepuasan konsumen lebih dari kompetitornya.
- Sangat Tidak Setuju
 - Tidak Setuju

- Netral
 - Setuju
 - Sangat Setuju
28. Perusahaan mencoba untuk mendapatkan konsumen baru melalui kegiatan pemasaran yang berbeda.
- Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
29. Perusahaan bertujuan meningkatkan penjualan dengan kegiatan pemasaran yang berbeda.
- Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
30. Perusahaan menyediakan layanan komunikasi dengan konsumen melalui *e-mail* dan percakapan personil-kelompok.
- Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
31. Perusahaan memproduksi barang dan *e-service* yang memenuhi kebutuhan dan keinginan konsumen.
- Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
- 

- 
32. Perusahaan menyediakan *care service* setelah konsumen membeli aplikasi By.U melalui internet.
- Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
33. Perusahaan menyediakan fasilitas untuk mencapai pertukaran data dan informasi terus menerus melalui internet.
- Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
34. Perusahaan menggunakan *e-advertising* untuk produk baru.
- Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju
35. Perusahaan berusaha untuk mengendalikan tingkat kepuasan konsumen tentang *e-product* yang disediakan.
- Sangat Tidak Setuju
 - Tidak Setuju
 - Netral
 - Setuju
 - Sangat Setuju