



Print ISSN: 1738-3110 / Online ISSN 2093-7717
JDS website: <http://www.jds.or.kr/>
<http://dx.doi.org/10.15722/jds.20.05.202205.13>

Does Distribution Capability Have an Influence on Attitudes and Intentions Toward Online Purchasing?

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Received: February 23, 2022. Revised: April 07, 2022. Accepted: May 05, 2022.

Abstract

Purpose: This study aimed to identify factors affecting attitudes and intentions toward online purchasing of millennials and gen z in Indonesia by considering distribution capabilities factors. **Research design, data and methodology:** This study used a non-probability sampling technique. The questionnaire was distributed through an online platform and obtained 225 respondents. The data acquired from the respondents used SPSS 23 and AMOSS 21 to process the Structural Equation Model (SEM). **Results:** The results of this study stated that attitudes and intentions toward online purchases were influenced by delivery speed and trust. The results also stated that the perception of web quality positively influenced trust. On the other hand, shipping tracking, people's importance to consumers, and online reviews had no significant effects on online purchasing attitudes. **Conclusions:** This research has made an essential contribution to increasing and expanding our understanding of factors that affect attitudes and intentions toward online shopping in a developing market, Indonesia. From a practical perspective, this research examined the integrated consumer model of millennials and Gen Z online shopping in Indonesia that considers distribution capability, trust, and perceived website quality factors. Therefore, e-commerce business actors can design e-marketing strategies and programs to achieve the company's long-term goals.

Keywords : E-commerce, Distribution Company, Distribution Capability , Perceived Web Quality, Purchase Intention, Indonesia

JEL Classification Code: D12, M31, N35

1. Introduction

Information Technology (IT) has penetrated various fields of human life, including the business field. IT is also considered a crucial tool in increasing the competitiveness of a country's economy. With the advancement of IT, more and more people are using the internet. Currently, the role of the internet is not only used as a means of communicating and seeking information but also for economic activities

(Yoga & Triami, 2020). Buying and selling transactions, which initially required buyers and sellers to meet, are changing. The process of buying and selling goods and services can be done through electronic networks or e-commerce. E-commerce is the buying or selling goods or services made over a network. E-commerce facilitates sellers and buyers to make buying and selling transactions (Bilgihan, Kandampully, & Zhang, 2016). From the seller's perspective, e-commerce can expand its market reach.

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Information about products sold online can be disseminated widely and quickly. It has shifted the pattern and way of people's consumption and has even become a lifestyle.

The number of internet users in Indonesia has a trend that continues to grow (Mardhatillah, 2020). Indonesia's internet users in 2016 amounted to 132.7 million people (Amanah, Harahap, & Lisnawati, 2017). This number (132.7 million people) is predicted to continuously rise (Dewi, Mohaidin, & Murshid, 2020). Meanwhile, in 2020, the number increased to 190.9 million people and is predicted to be up to 233 million people in 2025. The income of the retail sector engaged in e-commerce has also experienced a significant increase. The utilization of purchasing through the internet (online shopping) in Indonesia has also significantly improved (Mardhatillah, 2020). Indonesia is envisioned to become the third biggest e-commerce market in South Asia. In 2017, the e-commerce retail sector revenue reached 8.5 million USD. Then, it rose 3.5 times in 2020 to 30.3 million USD (Amanah & Harahap, 2018). Both data show that Indonesian people are actively increasing in using the internet and conducting transactions using e-commerce. Previous research asserted that groups dominating online transactions in Indonesia are millennials and gen z (Handoko, 2021; Lestari, 2019). Millennials and Gen z contribute to 85% (49% millennials and 36% gen z) of total e-commerce transactions in Indonesia.

Each generation significantly impacts the buying experience, both offline and online. The two generations that have the most influence on online purchases are the youngest generation, i.e., millennials and Gen Z (Baykal, 2020; Dabija & Lung, 2018; Dash, Kiefer, & Paul, 2021). These two generations have things in common: digital absorption, a focus on sustainability, and an interest in the experience. Millennials were born from 1980 to 1995. Meanwhile, Gen Z was born from 1996 to 2015 (Baykal, 2020). Millennials and Gen Z introduce various new shopping behaviors because both generations adapt to changes more quickly than others (Baykal, 2020; Syahdan, 2021).

Many e-commerce companies develop online sales systems to have an impact on consumers' attitudes and purchase intentions. One of the things developed by e-commerce is advanced distribution capabilities. It allows companies to ship quickly, track orders in real-time, and provide a specific time when goods arrive at consumers (Fairchild, 2016). A previous study stated that one thing determining the success of e-commerce is the development of complementary service capabilities, including those provided by logistics companies as third-party logistics (3PL) (Cohen, 2018). The company's distribution capabilities comprise shipment tracking and delivery speed (Riley & Klein, 2019).

Previous research revealed several advantages and benefits of online shopping compared to conventional shopping (Akroush & Al-Debei, 2015). First, online shopping can be done anytime and anywhere. Second, online shopping allows consumers to save resources (cost, time, and effort) when buying products. Third, online shopping has a high level of transparency, and consumers can search and collect as much information as possible to evaluate the product or service to be purchased. However, conversely, one of the disadvantages of online shopping is that consumers cannot see, touch, or smell the products to be purchased. Therefore, e-commerce websites must be able to provide an authentic experience to consumers. The higher quality of the e-commerce website will affect consumers' attitudes toward e-commerce (Mohd Sam & Tahir, 2009; Zhou, 2011). A precedent study stated that the quality of the website is also very critical to building consumer trust and consumer attitudes in developing countries such as Indonesia, where most consumers are classified as risk avoiders (Zhou, 2011).

Many previous studies have examined consumer attitudes and intentions toward online purchasing (Ahmad, Abidin, Othman, & Rahman, 2018; Bilal, Akram, Rasool, Yang, & Tanveer, 2021; Chen & Barnes, 2007; Limbu, Wolf, & Lunsford, 2012; Santo & Marques, 2021; Yang, 2019). These studies examined website quality (Akroush & Al-Debei, 2015; Chen & Barnes, 2007; Limbu et al., 2012; Yuan, Feng, Lai, & Collins, 2018), trust (Akroush & Al-Debei, 2015; Y. H. Chen & Barnes, 2007; Gunawan, Natalia, Febriati, Hartono, Pangendaheng, Irwan, & Andajani, 2021; Limbu et al., 2012), and e-Word of Mouth (Akroush & Al-Debei, 2015; Bilal et al., 2021; Nuseir, 2019) which influence consumer attitudes and intentions toward online purchasing. However, from many studies examining attitudes and intentions toward online purchasing, very few studies examined one of the critical factors that must exist in every online purchase, i.e., e-commerce companies can deliver their products to customers. Previous studies have also examined consumer attitudes and intentions in using logistics/delivery service companies (Fernandes, Moori, & Vitorino Filho, 2018; Mesjasz-Lech, 2015; Rizki, Cahyadi, & Slamet, 2020; Yuan et al., 2018). Only limited studies evaluated the distribution capability variable in distribution companies and third-party logistics that collaborate with e-commerce companies. Therefore, our research aimed to examine the variables of distribution capability, speed delivery, and shipment tracking on the attitude toward online purchasing. We also wanted to conduct a more complex study to discover factors influencing consumer attitudes and intentions in making online purchases by examining the variables of trust, perceived web quality, people's importance to customers, and online reviews.

2. Literature Review

2.1. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a development of The Theory of Reasoned Action (TRA). TPB explains how individual behavior is determined by the individual's intention to perform the behavior. Behavioral beliefs, which refer to beliefs about the consequences of taking a specific action, can influence attitudes toward actual behavior (Ajzen, 1991). Attitude is the best predictor of intention, which is also the best predictor of a person's behavior (Ajzen & Fishbein, 1975). Therefore, a good attitude toward action must be consistent with the behavior, while a negative attitude must hold a person back from carrying out a certain behavior.

2.2. Behavioral Intention

Behavioral intention represents an action plan and a summary of an individual's motivation to engage in a behavior (Ajzen, 1991). Behavioral intention is the possibility of being involved in a particular behavior (Oliver, 2014). From both definitions, it can be concluded that behavioral intention is the degree to which a person intends or is involved in certain behavior.

2.3. Perceived Web Quality

Perceived web quality is the characteristics desired by online shopping websites that consumers perceive. Perceived web quality refers to online shopping websites' overall quality and performance and includes a simple, smooth, reliable, and effective design process (Akroush & Al-Debei, 2015). Perceived web quality is the extent to which consumers can feel the features and characteristics of a website to meet their needs (Hsiao, Lin, Wang, Lu, & Yu, 2010). An online website is created to manage information and the online shopping process, in which there is an information system developed using network technology.

Researchers showed that website quality which includes reliability, responsiveness, or service empathy, has a significant effect on trust. Previous research (Akroush & Al-Debei, 2015; Hsiao et al., 2010) stated that the higher the level of perceived web quality, the higher the level of consumer trust in e-commerce companies. Based on this description, the proposed hypothesis is as follows:

H1: Perceived web quality has a positive effect on trust.

If an e-commerce website has a high level of interactivity and usability, consumers will have a more positive attitude. Previous research has stated that perceived

web quality has a vital role in shaping consumers' positive attitudes (Akroush & Al-Debei, 2015; Zhou, 2011). Based on this description, the proposed hypothesis is as follows:

H2: Perceived web quality has a positive effect on attitude toward online purchasing.

2.4. Shipment Tracking

Shipment Tracking refers to the ability to track or monitor the movement of packages from one organization to another to their end destination (Chen & Lin, 2005). When e-commerce delivers products to consumers, third-party logistics (3PL) manages the tracking of the information of the shipped products. The information is managed periodically via the internet, email, or other digitally-enabled notifications (Riley & Klein, 2019).

Previous research suggested that e-commerce websites' ability to track package movements can affect the online shopping experience because consumers may feel anxious (Blut, 2016). This anxiety arises since consumers cannot directly see or feel the products sold by the company by shopping online. Therefore, with tracking, consumers believe that the company (e-commerce) has validated the products that have been shipped. Tracking reduces the potential for the uncertainty associated with online purchases (Riley & Klein, 2019). Consumers aware of tracking services are likely to have less anxiety and a more positive attitude toward purchasing products online. Based on this description, the proposed hypothesis is as follows:

H3: Shipment Tracking has positive effect on attitude toward online purchasing.

2.5. Delivery Speed

Delivery Speed refers to the time gap between consumer orders and goods arriving at the destination or consumer (Riley & Klein, 2019). Delivery speed is the main component of the services provided by the company to consumers (Rushton, Croucher, & Baker, 2022). The delivery speed range includes delivery on the same day (same day), next day (next day), or an agreed level of service.

Many online consumers perceive delivery speed as an important added value so that products can get to consumers' hands as quickly as possible. Today, many companies accelerate delivery times to improve their fulfillment and distribution capabilities (Riley & Klein, 2019). After consumers see the products offered by e-commerce, then consumers will feel the ability of e-commerce to complete online transactions, including information about delivery speed adequately. Information on delivery speed is an added value for e-commerce. Hence, with information about the

delivery speed, consumers strengthen their attitudes toward the company. Based on this description, the proposed hypothesis is as follows:

H4: Delivery speed has positive effect on attitude toward online purchasing.

2.6. Trust

Trust is a condition when one party believes that the other party can fulfill their needs (Liu, Guo, & Lee, 2011). In the context of e-commerce, trust is the willingness of consumers to accept the fact that online transactions have weaknesses based on what consumers expect positively about future e-commerce behavior.

Trust is one of the determinants of consumer attitudes in making purchases (Chen & Barnes, 2007). When consumers believe in e-commerce, consumer anxiety about online purchases gets lower (McKnight, Choudhury, & Kacmar, 2002). Previous research has stated that the more consumers trust e-commerce, the more positive attitudes toward online purchases are (McKnight et al., 2002; Riley & Klein, 2019). Based on this description, the proposed hypothesis is as follows:

H5: Trust has positive effect on attitude toward online purchasing.

2.7. People Importance to Consumer

People of importance to consumers are those critical to consumers and can influence consumers' references and social pressures on whether to perform certain behaviors (Ajzen, 2001). People of importance to consumers include friends, family, co-workers, etc.

People important to individuals (family and friends) affect attitudes and behavioral intentions (Fishbein & Ajzen, 2011). The subjective influence of individuals on consumers will provide consumer references to encourage or prevent consumers from buying online. Due to the potential for bias in making online purchases, consumers will tend to ask for references to people of importance to customers (Riley & Klein, 2019). Based on this description, the proposed hypothesis is as follows:

H6: People importance to customer has positive effect on attitude toward online purchasing

2.8. Online Reviews

Online reviews are positive or negative comments about products, brands, services offered, or companies from the evaluations of consumers who have experienced the product

or service (Vermeulen & Seegers, 2009; Zablocki, Schlegelmilch, & Houston, 2019).

One lack of online purchases is that consumers cannot see or feel the product to be purchased (Akroush & Al-Debei, 2015). It challenges consumers to predict the quality of the product. Therefore, consumers seek additional information about the product to be purchased through online reviews. From online reviews, potential consumers can uncover the experiences felt by other consumers who have bought a product. The quality of the information contained in the review will impact consumer attitudes (Filiari & McLeay, 2014). Based on this description, the proposed hypothesis is as follows:

H7: Online reviews has positive effect on attitude toward online purchasing.

2.9. Attitude toward

Attitude is one of the main components of TPB. Attitude is the evaluation, emotional feelings, and tendencies of a person's actions toward an object or idea (Kotler & Keller, 2012). Everyone can have a certain attitude toward almost anything like politics, clothes, music, drinks, food, religion, etc. Attitude shapes the individual into a frame of mind (framework): likes or dislikes an object, toward or away from an object. Attitudes lead individuals to behave in fairly consistent ways toward similar objects. Attitude is a tendency to act obtained from consistent learning outcomes that show a sense of liking or disliking an existing object (Kanuk, 2010).

According to TPB, an individual's attitude reflects a positive and negative evaluation of the intention to take action (Ajzen, 2001). Previous studies also show similarities, i.e., attitude is the best predictor of intention and can be used to predict behavior (Cesareo & Pastore, 2014; Yoo & Lee, 2009). A good attitude toward a certain action should be consistent with that behavior, whereas a negative attitude holds the individual from that behavior. Based on this description, the proposed hypothesis is as follows:

H8: Attitude toward online purchasing has positive effect on online purchasing intention.

2.10. Research Framework

Based on the hypothesis development, figure 1 shows the research framework of this study.

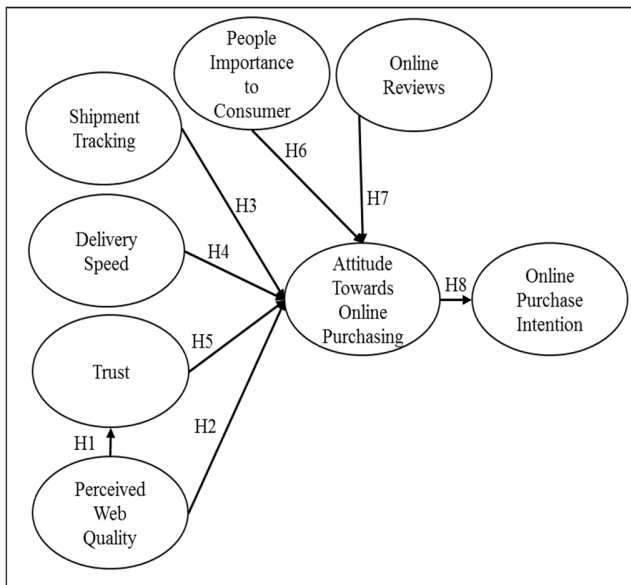


Figure 1: Research Framework

3. Research Methods and Materials

This research used a positivism (quantitative) approach. This research will produce a mapping to provide an overview in the form of numbers and statistics. Based on the objectives, this research is a causal research because this research tries to find the causes and reasons for the occurrence of a phenomenon.

In this study, the selected population is Gen Z and millennials who know and/or have made online purchases through e-commerce websites in Indonesia. The sample used in this study were consumers who knew about e-commerce websites such as Shopee, Tokopedia, Bukalapak, Lazada, and JDID and knew distribution companies that worked with e-commerce such as JNE, JNT, Sicepat, AnterAja, Lion Parcel, Indah Cargo, Wahana, etc. Shopee, Tokopedia, Bukalapak, Lazada, and JDID were chosen because this 5 e-commerce are e-commerce with the largest market share in Indonesia. The questionnaire was distributed through an online platform and obtained as many as 225 respondents. The data obtained from the respondents were processed using SPSS 23 and AMOSS 21 to process the Structural Equation Model (SEM).

Table 1: Constructs and Measurement

Variables	Measurement
Perceived Web Quality (PWQ)	Catalogs on e-commerce websites meet my needs
	The process of buying goods on an e-commerce website is simple
	E-commerce websites contain informative pages

Variables	Measurement
	Search capabilities on e-commerce websites meet my needs
	I find it easy to find the product/information I need on the e-commerce website
	In general, e-commerce websites have a good design
Shipment Tracking (SHT)	I regularly track my online orders
	I can track products from delivery to product to delivery
	Product tracking is important to me
Delivery Speed (DLS)	Speed of delivery is the most important thing in making an online purchase
	I want the product I bought to arrive as soon as possible
	I feel happy if the delivery of goods arrives faster
Trust (TRT)	E-commerce has the competence to serve me and fulfill my needs
	The e-commerce party will help me if I need help
	I feel comfortable doing online transactions.
People importance To customer (PIC)	Important people in my life (parents, siblings, and friends) will recommend me to make online purchases.
	I ask the opinions of important people around me regarding online purchases
	I became more selective toward online purchases because of suggestions from important people around me
Online Review (ONR)	Before making an online purchase, I always read online reviews first
	Before I make an online purchase, I often collect information from online reviews first
	I look at online reviews to help me choose the right product/brand
Attitude toward Online Purchasing (AOP)	The idea of making an online purchase is an interesting one
	I like the idea of making online purchases from e-commerce
	Using e-commerce to buy products or services is a good idea
Online purchase intention (OPI)	I will make online purchases on e-commerce in the future
	It is very likely that I will buy the product online
	I look forward to making online purchases in the future

Non-probability sampling is used in this study, which is a sampling technique that provides equal opportunities for each member of the population to be a sample. The type of non-probability sampling used is convenience sampling. The selected respondents must have the ability to understand the questionnaire. Table 1 shows the measurement questions of this study.

4. Results and Discussion

4.1. Respondent's Profile

Table 2: Respondent's Profile

Criteria	Demographics	n	%
Gender	Male	66	29,33
	Female	159	70,67
Age	12-25 (millennials)	164	72,89
	26-41 (gen z)	61	27,11
Occupation	Student	143	63,56
	Private employees	48	21,33
	Government employees	11	4,89
	Entrepreneur	11	4,89
	Professional	5	2,22
	Other	7	3,11
Last Education	Postgraduate	23	10,22
	Undergraduate	75	33,33
	Diploma	8	3,56
	Senior High School	116	51,56
	Junior High School	3	1,33

Table 2 shows the demographics of the respondents. Respondents who participated in this study consisted of 29,33% men and 70,67% women, and the majority were millennials (72,89%), worked as students for 63,56%, and had a bachelor's degree in education.

4.2. Model Fit Test

As shown in Table 3, the measurement model match test results showed that two indexes were classified as a good fit, and three were classified as a marginal fit.

Table 3: Model Fit Summary

No.	Match Testing	Criteria	Results	Description
1	CMIN/DF	CMIN/DF \leq 5	2,162	Marginal fit
2	GFI	GFI \geq 0,90	0,848	Marginal fit
3	RMSEA	RMSEA \leq 0,08	0,072	Good fit
4	TLI/NNFI	TLI \geq 0,90	0,886	Marginal fit
5	CFI	CFI \geq 0,90	0,903	Good fit

4.3. Measurement Model Analysis

Table 4 shows the Average Variance Extracted (AVE) and Construct Reliability (CR) values. However, before calculating the AVE and CR, it is necessary to evaluate the standard loading value, where the standard loading value must have a value $> 0,5$. After the evaluation, it turned out that several indicators had standard loading values of less than 0,5, which are PIC1, TRT2, and PWQ2. Thus, these

indicators were removed from the model. After removing several indicators, the AVE and CR could be calculated. The AVE value must be $> 0,5$ and table 4 shows that all constructs from this study met these requirements.

Table 4: AVE and CR of the Construct

Constructs	AVE*	CR*
Shipment Tracking	0,546	0,781
Delivery Speed	0,565	0,795
Trust	0,540	0,702
Perceived Web Quality	0,510	0,838
Attitude toward Online Purchasing	0,647	0,845
Online Purchase Intention	0,693	0,871
People Importance to Consumer	0,609	0,756
Online Reviews	0,692	0,870

*AVE: Average Variance Extracted; CR: Construct Reliability

4.4. Hypothesis Test Results

Table 5: Summary of Hypothesis Test Results

Hypothesis	Relationship between constructs	Estimate Value	P	Significance	Supported Hypothesis
H1	PWQ \rightarrow TRT	0,841	***	Yes	Yes
H2	PWQ \rightarrow AOP	-0,149	0,626	Yes	No
H3	SHT \rightarrow AOP	0,055	0,621	No	No
H4	DLS \rightarrow AOP	0,284	0,027	Yes	Yes
H5	TRT \rightarrow AOP	0,980	0,005	Yes	Yes
H6	PIC \rightarrow AOP	0,007	0,884	No	No
H7	ONR \rightarrow AOP	0,003	0,963	No	No
H8	AOP \rightarrow OPI	0,810	***	Yes	Yes

***: less than 0,01

Table 5 summarizes the hypothesis testing results of the proposed model. The results demonstrated that not all hypotheses were supported and significant. A hypothesis is supported and has a significant value if the p-value is less than 0,05. There were four supported hypotheses, i.e., H1, H4, H5, and H8.

4.5. Discussion

This study indicated that the higher the consumer's perceived web quality for e-commerce, the higher the consumer's trust in e-commerce. It is in line with several previous studies (Akroush & Al-Debei, 2015; Hsiao et al., 2010; McKnight et al., 2002; Zhou, 2011). A predecessor study stated that trust in e-commerce websites is influenced by factors related to the website, which is perceived web

quality (Hsiao et al., 2010). A previous study also expressed that the features of perceived web quality, which are information and the quality of the interface of a website, can increase consumer trust (Pavlou, 2003).

Furthermore, the results of this study also revealed that perceived web quality insignificantly affected attitudes toward online purchasing. This result aligns with the previous research (Akroush & Al-Debei, 2015). Despite having an insignificant effect, perceived web quality indirectly affected attitudes toward online purchasing mediated by trust. Trust was found to be a factor influencing attitude toward online purchasing. Based on empirical results, trust is one of the most substantial factors in predicting attitudes toward online purchasing in Indonesia. The stronger the level of trust from online consumers, the better consumer attitudes toward online purchasing. It follows the findings of previous studies (Akroush & Al-Debei, 2015; Becerra & Korgaonkar, 2011; Limbu et al., 2012). Therefore, e-commerce must consider the performance and quality of the overall online shopping site. E-commerce must ensure that the design and processes contained in the website are reliable, simple, and effective so that consumers have trust and a good attitude toward online purchasing.

We evaluated that the relationship between shipment tracking and attitude toward online purchasing had no significant effect, although several studies have shown that consumers consider shipment tracking for online shopping (Riley & Klein, 2019). However, we discovered that shipment tracking is not a consumer distribution capability factor when making online purchases (Cherrett, Dickinson, McLeod, Sit, Bailey, & Whittle, 2017). We believe that the insignificant results of our study have several interpretations. First, we assumed that Millennials and Gen Z do not value shipment tracking as an important factor in online purchasing. We could also state that millennials and Gen Z do not feel anxious nor require validation from e-commerce regarding products that have been sent, although consumers cannot see or experience the products sold by the company directly. Therefore, e-commerce that targets millennials and Gen Z needs to focus on other distribution capabilities such as delivery speed before shipment tracking.

This study suggested that the faster the goods purchased by consumers arrive (delivery speed), the more positive the attitude toward online purchasing will be. These results align with the previous research, showing that delivery speed is one of the value-added services of online purchasing (Momani, Jamous, & Yafouz, 2017). From the results of this study, we stated that e-commerce needs to collaborate with distribution service companies with express or regular services faster than other distribution service companies. E-commerce also must promote or advertise

delivery capabilities or offer express delivery before the consumer makes a transaction.

The results of this study asserted that people's importance to consumers did not significantly influence attitudes toward online purchasing. The results are in line with previous research, demonstrating that people's norms around consumers did not significantly influence a person's attitude (Yang, 2019). It indicates that millennials and Gen Z do not need recommendations or approval from parents, friends, and/or relatives when purchasing online. In the context of online buying, millennials and Gen Z may be already familiar with e-commerce. Therefore, they are familiar with e-commerce and do not need recommendations or approval from others.

The results of hypothesis testing stated that online reviews had an insignificant effect on attitudes toward online purchasing. These results follow previous research where negative and positive reviews did not affect attitudes toward shopping at e-tailers (Filieri & McLeay, 2014). From the results of this study, we could imply that millennials and Gen Z do not consider the information found in online reviews since they do not evaluate certain products and services with added values. It may happen because millennials and Gen Z consumers suppose that the information quality received by viewing online reviews is irrelevant to the information needed and feels that the information displayed by e-commerce has met their needs.

Ultimately, the study result revealed that attitudes toward online purchasing significantly influenced online purchase intention. It follows precedent studies, suggesting that the higher consumer attitudes toward online purchases from what consumers see on e-commerce websites, the more likely consumers are to complete the online buying process (Cavazos-Arroyo & Máynez-Guaderrama, 2022; Riley & Klein, 2019). It also follows previous literature, stating that a person's attitude about something will influence someone to do such a thing (Ajzen, 1991). If a person's attitude is positive, then that person will do it, and if someone has a negative attitude toward something, that person will leave it (Ajzen, 2001). This research concluded that when millennial and Gen Z consumers develop positive attitudes toward e-commerce based on what consumers see on websites, the more likely consumers are to complete online purchases.

4.6. Implication

This research contributes both academically and practically to consumer behavior, especially in online shopping behavior. Academically, our study has responded to several important calls and limitations from previous studies. This research has fulfilled an important call that prompted research on the factors that drive consumers to shop online in emerging markets (Akroush & Al-Debei,

2015; Al-Maghrabi & Dennis, 2011; Aladwani, 2006). This study also examined some e-commerce, following a previous study's suggestion to examine more e-commerce websites to generalize the findings (Akroush & Al-Debei, 2015).

This study enriches the academic literature by focusing on combining models of distribution capability and perceived web quality factors to determine consumer attitudes and intentions toward online purchases. Furthermore, this study employed a population and sample of the millennials and gen z, which are the groups closest to technology and willing to experiment with technology (Daniel Jr, Crawford Jackson, & Westerman, 2018). Our empirical findings are consistent with the findings of previous studies and further enrich the previously identified gaps. This research has made an essential contribution to increasing and expanding our understanding of the role of perceived web quality, shipment tracking, delivery speed, trust, people of importance to the consumer, and online reviews on attitudes and intentions toward online shopping in the context of a developing market, which is Indonesia.

From a practical perspective, this research investigated the integrated consumer model of millennials and Gen Z online shopping in Indonesia that considers distribution capability, trust, and perceived website quality factors. Therefore, e-commerce business actors can design e-marketing strategies and programs to achieve the company's long-term goals. Following the research results, perceived web quality influenced trust, and trust influenced attitudes toward online purchasing. Thus, e-commerce must focus on perceived web quality, one of the main driving factors for online shopping attitudes and intentions. E-commerce must ensure that the website should have features, designs, and processes that are simple, smooth, reliable, and effective to meet consumer needs. Some of the ways that e-commerce can be used to improve website quality are that the catalog on the e-commerce website must meet consumer needs, the buying process on an e-commerce website must be simple, and the website must contain informative pages. The ability to search on the website must meet consumer needs, and the design and process on the website must be simple to facilitate consumers to search or make the purchase process. Regarding delivery speed, millennials and Gen Z believe that delivery speed is one of the factors that can increase attitudes and intentions toward online shopping. Therefore, e-commerce can promote and advertise its delivery capabilities to attract consumers' shopping interest. E-commerce can also collaborate with distribution companies with short delivery speeds and offer express services. This research has added value for new e-commerce that will enter the market in Indonesia both domestically and internationally. The results of this study can assist new e-

commerce in making the right e-marketing and managerial decisions to achieve long-term success.

5. Conclusions

This study examined the attitudes of online consumers in Indonesia toward online shopping using the five largest e-commerce sites in Indonesia, i.e., Shopee, Tokopedia, Bukalapak, Lazada, and JDID, partnering with distribution companies such as JNE, JNT, Sicepat, AnterAja, Lion Parcel, Indah Cargo, Wahana, etc. This study developed factors affecting the attitudes and intentions of millennials and Gen Z by considering the distribution capability and perceived website quality factors. The results of this study stated that attitudes toward online purchasing positively influenced consumer intentions to buy products online. The results also illustrated that attitudes toward online shopping in Indonesia were positively influenced by delivery speed and trust. The results showed that perceived web quality had a positive effect on trust but did not significantly affect attitudes toward online purchasing. Therefore, the trust factor is a factor that mediates the relationship between perceived website quality and attitude toward online purchasing.

5.1. Limitations and future research

Following previous academic studies, this study also has limitations and suggestions for future research. The sample and population in this study were limited to millennials and Gen Z in Indonesia. Repeating this study using a more comprehensive (multinational) population will further generalize the study results. Another intriguing thing to carry out in future research is examining and comparing the differences in findings among demographic factors such as age, gender, education level, etc. This research also focused on one particular time (cross-sectional) and did not show how consumer attitudes can change from one time to another. We suggest that future research use longitudinal research to discover whether there are differences in consumer attitudes toward online purchases over time. This study focused more on distribution capability without considering the logistics cost factor. Subsequent research can add the cost factor to bear the logistics burden because the faster the delivery of goods, the greater the costs that consumers must incur.

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