



## The Influence of E-Consumers' Motivation toward Attitude and Satisfaction: The Uses and Gratifications Approach

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### ABSTRACT

This study examines influences of entertainment, informativeness, and Web irritation on attitude toward online shopping and satisfaction in online shopping. Particularly, satisfaction in online shopping is explored as the consequences of attitude toward online shopping, while informativeness, entertainment, and irritation are the antecedents of attitude toward online shopping. Data were collected through a quantitative study applying an online questionnaire carried out in 2020, using a representative sample. Findings showed that attitude toward online shopping is determined by entertainment, while informativeness does not significantly affect consumers' attitude toward online shopping. Web irritation was also found to be of equal importance in influencing the formation of consumers' attitudes toward online shopping but in a negative manner. This suggests that Web irritation on online shopping sites has a significant influence on consumers. If online shopping sites are irritating, then consumers form negative attitudes toward online shopping. This study also found that consumers' satisfaction to shop online is determined by their attitude toward online shopping. The findings contribute to the evolution of the Uses and Gratification Theory, particularly in online shopping in developing countries like Indonesia. This study provides implications to e-business, marketers, and website system developers of online shopping sites dealing with products.

### Keywords

Entertainment, informativeness, web irritation, e-satisfaction, e-shopping

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### INTRODUCTION

The Internet represents a globally linked network of computers providing people, businesses and corporations, educational institutions, governmental agencies, and even countries the ability to communicate electronically (Kim, 2004). The Internet not only facilitates transactions between buyers and sellers from anywhere at any time but also provides a wide range of product choices and a platform for exchanging ideas for customers at low costs (Mao, 2010). In other words, the Internet is used as a medium for communication and electronic commerce. It is to increase or improve in value, quality, and attractiveness of delivering customer benefits and better satisfaction.

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The adoption of the Internet as a way to purchase goods and services has seen an increasing trend during a short period of time. The Internet has grown in the number of users and has increased the number of businesses. The Internet also has become a viable communication application for marketers to gain a competitive advantage in the modern globalized economy. Many studies have investigated the use of the Internet used for information searching, product searching, shopping, sending e-cards, online banking, paying bills, email and chatting, listening to music, and playing games, etc.

There are many reasons for the rapid development of internet shopping. First of all, the internet offers a different kind of convenience to consumers and consumers do not need to go out looking for product information as the internet can help them to search from online sites. Second, the internet can enhance consumer use of the product more efficiently and effectively to satisfy their needs. Third, Consumers can save time to access consumption-related information for learning and choosing the most suitable product (Zheng, 2006). This is the reason why online shopping is more convenient and day by day increasing its popularity

No doubt using the Internet can increase the number of people is participating. As of the first quarter of 2019, about 171 million people had access to the internet in Indonesia and from 2000 to 2020, the number of Internet users grew by 8,560 percent ("Top 20 countries", 2019). While January 2019, there are almost 4.4 billion active internet users, equivalent to 57% of the global population (Pensworth, 2020). Indonesia ranked fourth with the highest number of Internet users in the world. Notably, Indonesia, the world's fourth most populous country, is currently the last of Asia's top five e-commerce markets by sales (Kuo, 2014).

Although much of the current literature acknowledges the capabilities of the Internet as a marketing tool or medium that offers great potentials and advantages, less is known about the motivations for using the Web and associated online consumer behaviors (Luo, 2013). One of the successful theoretical frameworks to examine motivations for using media to satisfy individual needs has been the Uses and Gratifications (U&G) Theory.

Hasan (2015) claimed the Uses and Gratifications Theory provides a sound theoretical basis for explaining users' gratifications, attitudes, and behavioral intentions. The application of the Uses & Gratifications theory provides a theoretical grounding and an avenue to further understand consumers' attitudes and intention of using the Internet as a shopping channel from a media perspective.

Although it has been quite successful in understanding consumers' motivations and behaviors in the context of traditional media, only several researchers have applied the Uses & Gratifications Theory in the framework of new media (Luo, 2013; Flanagin, 2005; Larose *et al.*, 2001). Uses and Gratifications theory may provide novel insights into the meaning and determinants of consumer motivation for and satisfaction in online shopping (Kania & Agatha, 2011).

A previous study by Lim and Ting (2012) has applied uses and gratification theory to analyze e-shopping that provides a theoretical grounding and an avenue to further understand consumers' attitude and intention of using the Internet as a shopping channel from a media perspective. They attempted to explain how consumers form their attitude and online shopping intention based on the uses and gratifications structure to shop online.

McCauley *et al.* (2016) employed the theory Uses and Gratifications", focus on users, to understand how Facebook satisfies the needs of its Vietnamese users. An important component in this theory is the way in which Facebook allows the posting of material related to the enhancement of the "self", which has the potential to satisfy ego-driven needs in the form of narcissism. They have produced many interrelated constructs (e.g. socializing, social enhancement, entertainment) that provide a baseline or foundation from which a longer-term program of empirical research can be conducted on Facebook use in Vietnam.

Wang (2014) investigate the relationships between motivations of using video-sharing websites, online reputation management, innovation orientation, and video-sharing website usage behaviors, and how these factors affect gratification obtained from video-sharing website usage. She found that the higher the interpersonal media-related motivations, such as participating or sharing, the higher the level of involvement of video-sharing website usage behaviors is; the higher level of user

involvement, the higher level of gratifications acquired from using user-generated video-sharing websites is.

Cho and Ha (2011) have applied uses and gratification theory to explain users' attitudes toward movie-related websites and e-satisfaction. They found that online users' positive attitudes towards websites impact their satisfaction, while their positive attitudes do not significantly lead to the actual online purchase. According to Lou (2013), the Internet users who perceive the Web as entertaining and informative generally show a positive attitude toward the Web. In contrast, those who perceive the Web as irritating indicate a negative attitude toward the Web.

Even though, Khodabandelou *et al.* (2014) noted the uses and gratifications of social network sites are determined by the cultural differences of each country. This statement was based on the results of their study of Gratification Sought and the Gratification Obtained from using Social Networking Sites among different cultures of higher education students (Iranian, Malaysian, British, and South African) (See also Siekpe & Kamssu, 2005).

This paper is intended to understand what motivated consumers to use the Internet and the gratifications received from ongoing use. Specifically, this study, from the Uses and Gratifications context, investigates influences of informativeness, entertainment, and Web irritation on various online consumer behaviors such as attitude toward online shopping and satisfaction in online shopping.

To address this deficiency in the literature, the research questions are the following:

1. Is there any influence of informativeness on the attitude toward online shopping?
2. Is there any influence of entertainment on the attitude toward online shopping?
3. Is there any influence of the Web irritation to the attitude toward online shopping?
4. Is there any influence of the attitude toward online shopping to satisfaction in online shopping?

In terms of theory, this study provides a theoretical grounding to further understand consumers' motivations and gratifications of using the Internet when shop online. This study also provides an empirical understanding of the influence of the uses and gratifications structure in Indonesian consumers towards online shopping. In terms of practice, this study provides strategic implications and directions for the development of online marketing in Indonesia.

### Hypotheses Development

*Uses and gratifications theory* has been developed from research in the context of traditional media such as TV, magazines, or radio. Katz, Blumler, and Gurevitch (1974) hypothesized that audience members are conscious when selecting media, audience members can identify their reasons for choosing media, and motives for media use are shaped by audiences' particular social and psychological characteristics. There are five major motivations for media uses: cognitive needs, affective needs, personal integrative needs, social integrative needs, and tension release needs (Katz, Haas, & Gurevitch, 1973). The theory suggests that users have certain reasons and motivations for selecting media and intentionally choose a certain message source that best fits their personal needs. Users have numerous media options to choose from and suggest that the reasons and motivations for selecting a specific media will vary from user to user. In other words, a basic assumption of U&G theory is that users are actively involved in media usage and interact highly with the communication media.

Uses and gratification theory in the online context has been applied since the interactive nature of the Web requires high consumer involvement. The application of uses and gratification theory has been extended to improve our understanding of e-consumer behavior (Korgaonkar & Wolin 1999) such as web usage, attitudes toward websites, and satisfaction (Korgaonkar & Wolin 1999; Chen & Wells 1999; Luo, 2013).

In order to understand audiences' motivations and behaviors, the U&G theory has been divided into two major parts. In the first part, researchers have argued the factors that can predict motivations for media usage. When it comes to user behavior and motivation, the U&G theory has been the most common approach, explaining "why" certain media behavior occurs (Khodabandelou *et al.*, 2014). In the second part, researchers focus on understanding the audiences' behavior and motivation are derived from five specific needs: (a) Cognitive needs; (b) Affective needs; (c)

Integrative needs; (d) Social integrative needs; and (e) Escape or tension release needs (Katz, Haas, & Gurevitch, 1973).

According to Luo (2013), the most important and robust dimensions of U&G theory include *entertainment*, *informativeness*, and *irritation*. The *entertainment gratification* construct refers to which the Web is fun and entertaining to media users and fulfills users' needs for escapism, hedonistic pleasure, aesthetic enjoyment, or emotional release. Online shoppers have a desire for these entertainment pleasures when shopping online (Lim & Ting, 2012).

Other major determinants are informativeness gratification and Web irritation. The informativeness gratification construct refers to which the Web provides users with resourceful and helpful information. Web Irritation is defined as the extent to which the Web is messy and irritating to surfers (Lou, 2013).

In addition, Lou (2013) added *consequences of attitude toward the Web*. In this case, consumers who hold a positive attitude toward the Web are believed would spend more time browsing the web for fun or information, and feel satisfied with the convenient and resourceful Web. Therefore, attitude toward the Web of online shopping is the most significant construct in influencing behavioral intention to engage in online shopping (Lim & Ting, 2012).

Following this stream of research, the most important and robust dimensions include entertainment gratification, informativeness gratification, and web irritation. Each of these three factors is discussed in the following sections.

Entertainment refers to the extent to which the web media is fun and entertaining to media users (Luo, 2013), and fulfills users' needs for escapism, hedonistic pleasure, aesthetic enjoyment, or emotional release (Lim & Ting, 2012). Accordingly, the study proposes that:

**H<sub>1</sub>:** Entertainment of online shopping sites will positively influence consumers' attitude towards online shopping websites.

Informativeness refers to which the Web provides users with resourceful and helpful information (Luo, 2013; Chen & Wells, 1999). The most important reason for people to go online is to gather various kinds of information (Lim & Ting, 2012). These arguments lead to the following hypothesis:

**H<sub>2</sub>:** Informativeness of online shopping sites will positively influence consumers' attitudes towards online shopping websites.

The irritation construct refers to the extent to which the web is messy and irritating to media users (Lim & Ting, 2012). Irritating banner ads may exploit human anxiety, distract consumers' attention, and dilute human experiences (Luo, 2013). As such, the following hypothesis is offered:

**H<sub>3</sub>:** Web irritation of online shopping sites will negatively influence consumers' attitudes towards online shopping websites.

Attitude toward the Web is a key determinant of consumer adoption and usage of the Web, and Web marketing effectiveness (Chen & Wells, 1999). Consumers who hold a positive attitude toward the Web would spend more time browsing the web and feel satisfied. Hence, it is expected that:

**H<sub>4</sub>:** Consumers' attitudes towards the website of online shopping will positively influence consumers' satisfaction in online shopping.

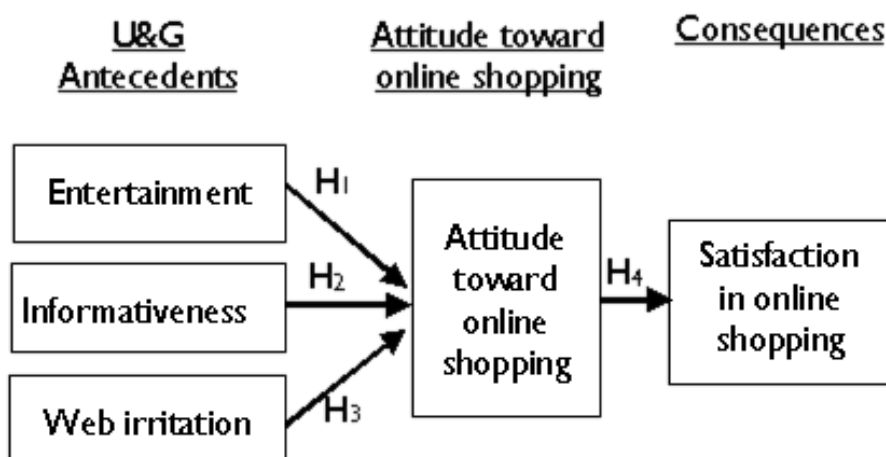


Figure 1. Research Framework

## METHOD

### Population and sample

The target population is individuals who have some knowledge of Internet shopping. Therefore, the target sample should be Internet shoppers who have made purchases on the Internet at least once.

In this research, the researcher has selected a convenience sampling technique. The questionnaire is designed accordingly by an online survey on Google Form. This link was distributed to the members of some WhatsApp groups. Although these groups are in Jakarta and Bandung City of Indonesia, the members of these groups do not necessarily live in these cities. Only respondents who have completed the questionnaire will be accounted as a valid survey. Upon the deadline, there were 71 respondents filled out the questionnaire.

### Questionnaire Items and Sources

The current study uses survey research to examine the influence of the uses and gratifications structure on attitudes and online shopping satisfaction. The survey was divided into four sections with 30 questions distributed to the respondents of the study: demographic information, gratification sought, attitude toward and gratification obtained items.

The first section of the questionnaire identifies the socio-demographic background of the respondents as *gender, age, marital status, income, occupation, and highest academic qualification*. The second section of the questionnaire examined motivations or gratification sought are considered the antecedents of attitude toward online shopping. This section consisted of *Entertainment, Informativeness, and Web Irritation* are measured by the scale suggested by Lim and Ting (2012). The entertainment scale involves four items, and the Informativeness and Web Irritation scales each consisted of five items. The third section of the questionnaire consisted of *attitude toward online shopping* is measured by the scale suggested by Lim & Ting (2012). *Attitude toward online shopping* involved five items. The fourth section of the questionnaire examined gratification obtained or *online shopping satisfaction*, as the consequences of attitude toward online shopping. Satisfaction in online shopping is measured by the scale suggested by Luo (2013). This scale involves five items. All measurement scales are Likert-type with 5-point format, anchoring at "1"--strongly disagree and "5"--strongly agree. The items of these five dimensions are included in one measurement to rigorously test validity and reliability for proving the instrument's validity and reliability.

### Data Processing and Analysis

Quantitative methods, including correlation and regression analysis, were applied to measure, entertainment, informativeness, Web irritation, attitudes toward online shopping, and satisfaction in online shopping. First, a descriptive analysis is conducted to supply information pertaining to the demographic profile of the sample. Second, validity and reliability testing are conducted to ordeal the validity and reliability of the questions employed to measure research variables. Third, a correlation analysis is conducted to test for the existence of multi-collinearity. Fourth, multiple

regression analyses are conducted to test the relationship between the whole set of independent variables and dependent variables in the research framework. Fifth, a normality test is used to determine whether sample data has been drawn from a normally distributed population. Sixth, hypothesis testing is conducted to determine whether hypotheses are supported or not supported. Fifth, the Discussion and Conclusion are presented.

## FINDINGS AND DISCUSSION

### Analysis and Results

#### *Respondent Demographics*

**Table I.** Summary of respondent socio-demographic profile

Socio-demographic variables	Description	Percent
<b>Gender</b>	Male	33.8
	Female	66.2
<b>Age</b>	Below 20	19.7
	21 to 30	18.3
	31 to 40	19.7
	41 to 50	5.7
	51 and above	36.6
	<b>Marital status</b>	Single
	Married	57.7
	Divorced	4.3
<b>Income</b>	Rp. 3.000.000 and below	37.1
	Rp. 3.000.001 to Rp. 6.000.000	30.0
	Rp. 6.000.001-Rp. 9.000.000	11.5
	Rp. 9.000.001-Rp. 12.000.000	4.3
	Rp. 12.000.001-Rp. 15.000.000	5.7
	Rp 15.000.000 and above	11.5
<b>Occupations</b>	Student	27.5
	Full-time employee	36.3
	Part-time employee	15.9
	Unemployed	20.3
<b>Higher academic qualifications</b>	High school	18.6
	Undergraduate	52.8
	Postgraduate	28.6

In the current study, the majority of the respondents who had previously shopped online were females. In particular, the current study found that the majority of online shoppers in Indonesia fall in a combined category of age 51 and above (36.6%). This suggests that online shoppers are older. In terms of marital status, most respondents were married (57.7%) whereas 38.0% were single while only 4.3% of them were divorced. The income levels were not similar across the respondents. Most respondents earned between an income range of Rp. 3.000.000 and below (37.0%), and Rp. 3.000.001 – Rp. 6.000.000 (30%). The majority of the respondents (36.3%) are working full time while 15.9% are working part-time and 20.3% are unemployed. In terms of the highest academic qualification, most respondents have an undergraduate qualification (52.8%), while 28.6% have last studied until postgraduate and only 18.6% hold a high school qualification. In other words, a large majority of respondents had a graduate background.

**Table 2.** Summary of validity testing and Cronbach’s alpha test

Dimension	Item	Validity	Cronbach’s Alpha
<b>Entertainment</b>	I find it entertaining to shop at online retailers.	0.768	<b>0.797</b>
	I find that online shopping sites are fun to use.	0.801	
	I feel excited when I shop online.	0.836	
	Using online shopping sites to purchase products provide me with lots of enjoyment.	0.774	
<b>Informativeness</b>	It is important that online shopping sites are able to give me information that are of interest to me.	0.675	<b>0.847</b>
	Accurate information on online shopping sites improves my shopping effectiveness.	0.820	
	Timely information on online shopping sites improves my shopping performance.	0.855	
	Information in online shopping sites that is useful in aiding my shopping decisions is appreciated.	0.827	
	Information in online shopping sites that makes it easier for me to compare product choices when shopping at online retailers is desirable.	0.754	
<b>Web Irritation</b>	I often feel irritated when shopping online	0.763	<b>0.765</b>
	I feel that most online shopping sites are confusing	0.758	
	I find that most online shopping sites are messy	0.766	
	I am often irritated by unwanted pop-ups on most online shopping sites.	0.625	
	I often feel frustrated when shopping at online stores.	0.725	
<b>Attitude toward online shopping</b>	I am comfortable to shop from online shopping sites.	0.804	<b>0.889</b>
	I like to purchase what I need from online shopping sites.	0.828	
	I like to seek for product information from online shopping sites.	0.797	
	I feel happy when I do my shopping online	0.899	
<b>Satisfaction in online shopping</b>	I feel shopping online is a good idea.	0.863	<b>0.915</b>
	I feel satisfied with the ease of use of the Web.	0.898	
	I am satisfied with the information on the Web.	0.882	
	I am satisfied with online products and services.	0.871	
	I feel satisfied with the prices on the Web.	0.836	
	Overall, I am satisfied with the Web.	0.862	

Description:

Validity ranged from 0.625 to 0.899 were greater than  $r$  table = 0.2335 (N=71-2; sig. 0.05), and each was found valid.

Cronbach’s alpha was calculated for each factor, and each was found reliable ( $\alpha$  = 0.797, 0.847, 0.765, 0.889, and 0.915 respectively).

These five factors were: Entertainment, Informativeness, Web Irritation, Attitude toward online shopping, and Satisfaction in online shopping.

### *Correlation Analysis*

**Table 3.** Summary of correlation analysis

	Entertainment	Informativeness	Irritation	Satisfaction	Attitude
<b>Entertainment</b>	1				
<b>Informativeness</b>	0,434	1			
<b>Irritation</b>	-0,281	-0,138	1		
<b>Satisfaction</b>	0,524	0,189	-0,340	1	
<b>Attitude</b>	0,484	0,188	-0,363	0,869	1

Table 3 indicates that a comparison was made using Pearson’s ( $r$ ) on the relationship between entertainment, informativeness, Web irritation, satisfaction, and attitude scores (significant at the 0.05 level, N = 71). It can be concluded that the correlation between the informativeness variable

and entertainment variable is  $r = 0.434$  which is a moderate positive relationship. The entertainment variable and Web irritation variable is  $r = -0.281$  which is a weak negative relationship, and the informativeness variable and Web irritation variable is  $r = -0.138$  which is no or negligible relationship.

The entertainment variable and attitude toward online shopping variable are  $r = 0.484$  which is a moderate positive relationship which means when the entertainment variable increases, the attitude toward the online shopping variable gets larger. Informativeness variable and attitude toward online shopping variables are  $r = 0.188$  which is no or negligible relationship. Web irritation variable and Attitude toward online shopping variable are  $r = -0.363$  which is a moderate negative relationship which means when Web irritation variable increases, attitude toward online shopping variable gets smaller. Lastly, Attitude toward the online shopping variable and Satisfaction in the online shopping variable is  $r = 0.869$  which is a very strong positive relationship which means when the attitude toward the online shopping variable increases, satisfaction in the online shopping variable is larger.

**Normality Test**

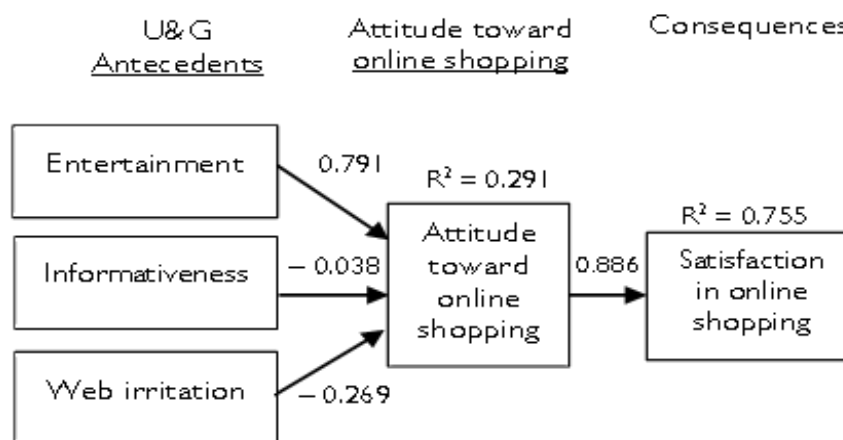
Normality tests were carried out based on the regression analyses. The One-Sample Kolmogorov Smirnov Test for normal distribution showed  $p = 0.493$  is greater than  $p > 0.05$ , and hence, a normal distribution can be assumed.

**Table 4.** Normality Test

	Unstandardized Predicted Value
Kolmogorov-Smirnov Z	,832
Asymp. Sig. (2-tailed)	,493

**Regression Analysis**

Regression analysis is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more independent variables. It can be utilized to assess the strength of the relationship between variables and for modeling the future relationship between them. Figure 3 represents the direction and strength of each independent variable to the dependable variable and it shows that Entertainment and attitude toward online shopping are all positively related at  $p < 0.05$  whereas Informativeness is negatively related at  $p > 0.05$ , and Web irritation is negatively related at  $p < 0.05$ .



**Figure 2.** Research Framework

The general forms of the basic regression test are expressed using the following equation:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Where:  $Y$  = Attitude toward online shopping  
 $X_1$  = Entertainment



$X_2$  = Informativeness

$X_3$  = Web irritation

$\epsilon$  = Error term

$$Y = 10.187 + 0.791X_1 - 0.038X_2 - 0.269X_3 + \epsilon$$

The model shows, if other variables are held constant, attitude toward online shopping will increase by 0.791 Entertainment. The model also shows attitude toward online shopping will decrease by 0.038 Informativeness and by 0.269 Web irritation.

$$Y = \alpha + \beta X$$

Where: Y = Satisfaction in shopping online

X = Attitude toward online shopping

$\epsilon$  = Error term

$$Y = 2.060 + 0.886X$$

The model shows, if other variables are held constant, satisfaction in shopping online will increase by 0.886 attitudes toward online shopping.

### Hypothesis testing

Hypothesis testing is carried out to determine whether hypotheses proposed based upon a review from existing literature are supported or not supported. Table 4 projects the results from the testing of hypotheses. Three proposed hypotheses ( $H_1$ ,  $H_3$ , and  $H_4$ ) that emerged from the literature review are supported and  $H_2$  is not supported based on the results from the multiple regression analyses.

**Hypothesis 1** states that entertainment is positively influencing attitudes toward online shopping. In Table 3, the entertainment is positively influence attitude toward online shopping (b coefficients = 0.791,  $p = 0.001 < 0.05$ ), supporting hypothesis  $H_1$ . Therefore, the entertainment variable is a significant predictor for the attitude toward the online shopping variable.

**Hypothesis 2** states that informativeness is positively influencing attitudes toward online shopping. But in Table 3, it is not expected, informativeness is negatively influencing attitude toward online shopping (b coefficients = -0.038,  $p = 0.776 > 0.05$ ), not supporting hypothesis  $H_2$ . Therefore, the informativeness variable is not a significant predictor for the attitude toward the online shopping variable.

**Hypothesis 3** states that Web irritation is negatively influencing attitude toward online shopping. In Table 3, as predicted, Web irritation leads to a negatively influence attitude toward online shopping (b coefficients = -0.269,  $p = 0.024 < 0.05$ ), supporting hypothesis  $H_3$ . Therefore, the Web irritation variable is a significant predictor for attitude toward online shopping variable.

**Hypothesis 4** states that attitude towards the website of online shopping is positively related to consumers' satisfaction in online shopping. In Table 3, the attitude towards online shopping variable is positively influencing attitude toward satisfaction in online shopping (b coefficients = 0.886,  $p = 0.000 < 0.05$ ), supporting hypothesis  $H_4$ . Therefore, attitude towards online shopping variable is a significant predictor for satisfaction in online shopping.

Overall, entertainment, informativeness, and irritation explain 29.1% of the variance of attitude toward online shopping. This finding doesn't lend strong support for the nomological validity of U&G theory and attitude toward the Web scale. The final hypothesis states that attitude toward online shopping is positively related to consumer satisfaction in online shopping. A comparison of the estimated coefficients of all independent variables shows that entertainment is the most important determinant for consumers' attitudes toward online shopping.

**Table 5.** Results of Uses and Gratifications Measurement Model

Hypothesis	Regression Weights	$\beta$ Coefficients	P-value	Supported/Not Supported
H <sub>1</sub>	Entertainment → Attitude	0.791	0.001	Supported
H <sub>2</sub>	Informativeness → Attitude	-0.038	0.776	Not Supported
H <sub>3</sub>	Irritation → Attitude	-0.269	0.024	Supported
H <sub>4</sub>	Attitude → Satisfaction	0.886	0.000	Supported

## Discussion

Applying the *uses and gratification theory* (Korgaonkar & Wolin 1999; Chen & Wells 1999; Luo, 2013), this study attempted to explore the influences of informativeness, entertainment, and Web irritation on attitude toward online shopping, and online shopping satisfaction. Particularly, satisfaction was explored as the consequences of attitude toward online shopping, while informativeness, entertainment, and irritation are the antecedents of attitude toward online shopping.

This study found that attitude toward online shopping is determined by entertainment, while informativeness does not significantly affect consumers' attitude toward online shopping. In other words, informativeness does not significantly affect consumers' attitudes toward online shopping. Therefore, information seeking emerges as a key difference of Indonesian consumers in using the online shop.

What result shows is in the same direction as the Khodabandelou *et al.* (2014) findings when examining Gratification Sought and the Gratification Obtained from using Social Networking Sites among different cultures, which noted uses and gratifications of social network sites are determined by cultural differences of each country. This is in line with Siekpe & Kamssu (2005) that stated from the Uses and Gratifications Theory perspective, culture moderates the effect of instrumental and ritualized needs on attitude toward online shopping. But the results are in contrast with the findings of Lou (2013) which reported that entertaining and informative generally show a positive attitude toward the Web. Lou (2013) noted the Internet users perceived the Web as entertaining and informative.

On the other hand, this study found that Web irritation was of equal importance in influencing the formation of consumers' attitudes towards online shopping but in a negative manner. This result is similar to Lou's (2013) findings which noted that the Web Irritation indicates a negative attitude toward the Web.

Next, statistical tests prove that consumers' satisfaction to shop online is determined by their attitude toward online shopping. This result is in the same direction as Cho and Ha (2011) who have applied uses and gratification theory to explain users' attitudes toward movie-related websites and e-satisfaction. They found that online users' positive attitudes towards websites impact their satisfaction. This study also is in direction with Wang (2014) who has noted the interpersonal media-related motivations is positively influence the involvement of website usage behaviors, and user involvement is positively influencing gratifications acquired from using websites.

## CONCLUSION

This study provides insights for e-business, marketers, and website system developers of online shopping sites dealing with products and services. First, electronic marketers should provide useful information to online shopping consumers. Second, e-marketers should entertain online shopping consumers, because entertainment value was found to be the most important determinant of users' attitude toward online shopping, which may lead to more satisfied consumers and repeated use of online shopping. Third, e-marketers should avoid confusing or irritating surfers by such practices as too flashy and big-size graphics, messy presentation of the information, or even deceptive content on the online shopping sites, to e-businesses will not find it difficult to get consumers back to their websites in the future.

Theoretically, the present study contributed to the literature to the best of our knowledge. This study, intended to investigate antecedents and consequences of attitude toward online shopping simultaneously, shows the Uses and Gratifications Theory explains well consumer online behaviors in a couple of ways. First, from the Uses and Gratifications context, this study can provide

an empirical understanding of influences of online shopping motivation on satisfaction in online shopping. Second, from the cultural context, this study has contributed to the evolution of the Uses and Gratification Theory, particularly in online shopping in developing countries like Indonesia.

As a whole, the results of this study imply new directions for further research that should include a cultural dimension to produce better contexts for results. Future research can evaluate and analyze the literature on Internet Uses and Gratification Theory from cultural differences. Hence, it is suggested that future research can be replicated in other Asian countries or other populations to see if the proposed relationships still hold and to identify cultural differences that may impact the formation of consumer attitudes and intention towards online shopping. The author, based on the results, also suggests that facilitating entertainment and free from irritation in online shopping sites for creating a favorable shopping environment are important.

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