THE EFFECT OF COLOR SCHEME ON PURCHASE INTENTION WITH ATTITUDE TOWARDS WEBSITE AS MEDIATION VARIABLE (STUDY CASE ON LAZADA.CO.ID IN MALANG)

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ABSTRAK

The purpose of this research is to analyze the effect of the color scheme against the intention to buy with the attitude to the website as a mediator on the website Lazada.co.id in Malang. The sample in this research is in the area of site customers Lazada Malang. This research is explanatory research that explains the causal relationships among variables through hypothesis testing. Data collection techniques in the study using questionnaire and the study of the literature. This research using a sample to 100 respondents in Malang Lazada.co.id visitors. Samples were taken using a purposive sampling technique. The test instrument used for testing the validity of a test is a research instrument, test the reliability, and the classical assumptions of the test. Methods of analysis used is the analysis of model line and hypothesis testing is done using SPSS t test with 21. The results of this study indicate that by using the t test concluded that each color scheme effect significant direct attitude towards websites. Therefore, the Color scheme also has a significant effect and directly against the intention to buy. Attitude Toward significant influential website directly against the intention to buy. In addition, the attitude towards the web site has a positive effect as a mediator between the atmosphere of the online store and purchase intent in the study Lazada.co.id.

Key Word: *Color scheme, Attitude toward website, Purchase Intention*

INTRODUCTION

The rapid development of internet in this era of globalization encourages the change of culture in human life. Currently internet connection becomes one of the reliable media to seek information, communication, entertainment, and business. There are various conveniences offered by the internet media, so the internet is a very important human need for now. Indonesia becomes one of the countries that undergoes significant increase in each year for internet users (eMarketer, 2017).

As the development of technology and information in each year, internet users in Indonesia increased significantly. In 2013 internet users in Indonesia reached 72.8%. In 2014 internet users continue to increase by 83.7%, and in 2015 the use of the internet reached 93.4%. Until the year 2016 internet users in Indonesia reached 102.8%. Usage both in the year 2013 and 2016 is a proof of the progress of the digital era in this globalization era. With the increasing use of the internet then it can have both a positive impact and also a negative impact for Internet users themselves. The Internet has an influence on human life. The influence is in the form of positive and negative impact. The Internet also has a positive impact that can facilitate its users to communicate, send and receive information. The positive impact of internet certainly gives a good influence to the pattern of human life, including patterns of interaction in trade. With regard to business transactions, there

are many business actors from small, medium and large are using and utilizing the advancement of internet technology as a means to win and advance their business. This is supported by the fact that internet users in Indonesia often visit the online shop that is 82.2 millionor 62% of the population in Indonesia (APJII, 2016).

The attitude of Internet users in Indonesia shows as much as 62% in which users choose to open a website that is Online Shop. Online Shop as a means of e-commerce is needed in today's era as it can give priority to the convenience of anyone so they can can conduct transactions without having to spend more money, whether transportation or others anywhere.

E-commerce is an electronic business transaction and internal process used by a company to support purchases, sales, leasing, planning and other activities (Stair and Reynolds, 2006). In addition, e-commerce can also be defined as technology-mediated exchange between parties (individuals or organizations) as well as intra- or interorganizational-based electronic activities that facilitate such exchanges (Jeffrey & Bernard,2004).

The e-commerce most visitors in Indonesia According to a study conducted by the Databoks,katadata Indonesia, it was found that Lazada have the biggest amount with the 58,3 million visitors. It becomes an online store that occupied in the first position. the e-commerce site Lazada Indonesia as a market leader has decreased in several aspects. This is an indication that the decreasing consumer interest to make purchases on the site Lazada Indonesia.

The development of websites through the internet is growing rapidly, so the level of competition will be higher. This is because it can easily when a new online store entered. Lazada must be able to know the behavior of consumers in order to meet increasing sales, by forming buying interest through the color scheme, and attitude towards the website, so if the

consumer behavior of these variables can be created on online stores, then can compete with other online stores and create a difference with other online stores.

THEORETICAL FRAMEWORK

Marketing Management and Internet Marketing

Marketing management is the art and science of choosing target markets and acquiring, maintaining and growing customers by creating, delivering and communicating superior customer value (Kotler, 2009).

Internet marketing is web marketing, online marketing, or marketing of products or services over the internet. In this case, Internet marketing offers information and transactions more efficiently but not necessarily produce a more competitive advantage in a sustainable manner. It is very important to note that this is not just about internet-users but about customers (Shukla, 2010).

Internet marketing is traditionally marketing by using the web in developing long-term relationships with customers, thereby creating a competitive edge for the company by allowing it to charge higher prices for products and services than its competitors (Laudon and Traver, 2013).

Internet Marketing has a variety of theories and models. One particular theory that fits this research is the theory of Seven Stage of Internet Marketing (Mohammed, fisher & Jaworski, 2003). Seven Stage of Internet Marketing are:
1. Framing the Market Opportunity
2. Formulating the Market Strategy
3. Designing the Customer Experience
4. Crafting the Customer Interface
5. Designing the Marketing Program
6. Leveraging Customer Information Through Technology
7. Evaluating Marketing Program

Electronic Commerce (E-Commerce)

Electronic commerce is the buying, selling and marketing of goods and services through electronic systems such as radio, television and computer network or internet (Wong, 2010). Then there is another e-commerce understanding of business transactions and internal processes which are electronically used by companies to support

purchases, sales, leasing, planning and other activities (Stair and Reynolds 2006). E-commerce is the use of internet and web for business transactions formally and digitally between organizations and individuals (Loundon and Traver, 2012).

Category of E-Commerce

The four general categories of e-commerce include:
1. Business-to-customer (B2C). In B2C companies sell products or services to individual customers.
2. Business-to-business (B2B). In B2B companies sell products or services to other companies.
3. Consumer-to-consumer (C2C). In this C2C participants in the online market can buy and sell goods. Because one party acts as a seller, thus it is considered as a company. C2C transactions may also fall into the B2C category.
4. Business-to-government (B2G). In B2G companies sell products or services to government and government agencies. Therefore B2G is considered as a part of B2C.

Store Atmosphere

Store Atmosphere is the design of the environment through visual communication, lighting, color, music, and perfume to design an emotional response and customer perception and to influence customers in buying goods (Utami, 2006). Atmosphere is a planned atmosphere that suits the target market and which can attract consumers to buy as store atmosphere causes or affects purchases (Kotler, 2005). Store Atmosphere is a combination of physical characteristics of stores such as architecture, layout, lighting, display, color, temperature, music, aroma as a whole will create the image in the form of consumers (Utami, 2010).

Based on several definitions mentioned above, it can be concluded that store atmosphere is all the aesthetic and emotional effects created through the physical characteristics of the store, where everything is related to the five senses (sight) of consumers and can affect consumer emotions to make a purchase.

Store Online Atmosphere

Store online Atmosphere is an overview of buyers and experience in online store shopping, Store online Atmosphere is the design of the web environment to create positive effects for users to improve responses that benefit both sides (eroglu et al, 2000). web atmospherics can be defined as the conscious designing of web environments to create positive effects (e.g., positive affect, positive cognitions, etc.) in users in order to increase favorable consumer responses (e.g. site revisiting, browsing, etc.). When marketers design web interfaces in order to entice consumers, they are utilizing web atmospherics (Dailey,2002)

Element of Store online Atmosphere

Different with conventional store atmosphere, Store online Atmosphere has different Element, (Manganari, Siomkos and Vrechopoulos, 2008). which consists of several dimensions including:
1. Virtual Atmosphere
   a. Background color
   b. Store online Atmosphere
   c. Percentage of white space
   d. Background music
   e. Fonts
   f. Appeal scent
   g. Touch appeal
2. Virtual Theatrics
   a. Animation techniques
   b. Image
   c. Vividness
3. Virtual social presence.
   a. Web counter
   b. Comment from other visitor
   c. Crowding

Store online Atmosphere is a dynamic, complex and competitive sector where companies provide various products and services to buyers via the internet

(Kilic and Senol, 2010). Unlike conventional store atmosphere, Store online Atmosphere has different dimensions (Manganari, 2008). The measuring tool used in this study was self-developed questionnaire by the researcher with reference to the aspects proposed by Manganari, Siomkos and Vrechopoulos (2008)

The Dimension of Color Scheme in Store online Atmosphere

Manganari, Siomkos and Vrechopoulos (2008). The theory includes the following four dimension:
a. Attractive (Website Color is Attractive-unattractive)
b. Bright (Website Color is Dull-Bright)
c. Lively (Website Color is Unlively-lively)
d. Stimulating (Website Color is Boring-stimulating)

Attitude Toward Website

Attitude is a consumer feeling response that can be a feeling of likes or dislikes towards a particular object (Sangadji and Sopiah, 2013). According to *Kamus Besar Bahasa Indonesia* (KBBI), the consumer is any user of goods and / or services available in the community, whether for self-interest, family, other people or other living beings and not for trading. classify consumers into two kinds of individual consumers and consumer organizations (Schiffman and Kanuk 2008).

The Functions of Consumer Attitude

There are four functions of attitude (Schiffamn and Kanuk cited by Sumarwan, 2011), namely:
1. Utilitarian Functions
2. Maintain Function
3. Value Expression Function
4. Knowledge function

Indicator of Consumer Attitudes

Travers, Gagne and Cronbach agree that attitude involves 3 (three) interconnected components and this opinion seems to be accepted today: cognitive, affective and conative (Azwar, 2007).
1. Cognitive
2. Affective
3. Conative

Consumer Attitudes to the Web

Attitude on the website as an indicator of how effective the use of the website by consumers. Research shows that attitudes toward advertising are positively related to brand and buying interest (Eun and Kim, 2009) and attitudes affect brand selection and brand beliefs when shopping (Lee, et.al, 2004).

Factors that contribute to shaping consumer attitudes toward advertising are entertainment, information, irritation, credibility, interactive, and demographics (Wang et al., 2002). Important factors affecting consumers' attitudes toward the website are ease of use, product information, entertainment, dating, and trust (Elliot and Speck, 2005).
a. Ease of use
b. Information
c. Trust
d. Recency
e. Customer support

Color Scheme and Attitude towards website

Color Scheme plays an important role in affecting customers' attitude toward the website. A website design that is more conductive to users' tasks will generate more positive attitude among users and increase their willingness to revise the website (Hong et al, 2004). In particular, design factors can be viewed as visual elements, such as Ballantine, 2005; Manganari et al., 2009).
H1: Color Scheme affects the attitude of online shoppers

Color Scheme and Purchase Intention

Pelet-Jean Eric (2009) color seems to play a big role. It serves to retain

consumers longer on the e-commerce website according to certain criteria related to their perception of the interface. In particular, pleasure is increased with use of colors whereas the boredom can result from a weak use of them (Lemoine, 2008). This duration can help maintaining user interest in a site (Bucklin and Sismeiro, 2003, Hanson, 2000) and give users more time to consider and complete purchase transactions (Bucklin and Sismeiro, 2003).

H2: Color Scheme has affect to purchase intention

Attitude towards website and purchase intention

Consumers that have a good store experience because of an interesting store atmosphere will have a lot of great shopping experiences (Wan et al, 2013). Attitude toward the website as a predisposition to respond in a consistently favorable or unfavourable manner to the internet (Martı'nez-Lo'pez et al, 2005). In fact, attitude is a multi-component construct of supportive intentions (Farley and Stasson, 2003).

H3: *Attitude toward the website affects consumer's purchase intention.*

Color Scheme, Attitude towards website, and Purchase Intention.

Attitude to website of consumer can mediate the relationship between the Color Scheme and Purchase Intention (Vrechopaolos et al, 2008). The S-O-R framework as a proper model for the investigation of online consumer behavior. Specifically, the stimulus in the online context refers to the qualities of the Color scheme (Vrechopaolos et al, 2008). The organism part of the S-O-R can be called attitude toward website and The behavioral outcomes can be classified as purchase intention (Vrechopaolos, 2008).

H4: *Color scheme affects purchase intention through attitude toward website.*

RESEARCH METHOD

Research Framework
As it has been described previously, the research framework serves as a step or stage of the research process to express a systematic inquiry (Pearce D, 2012). The research design or model is an action plan related to the research (Gupta, 2006). This study uses online shop visitors of Lazada.co.id website. This research was conducted by distributing questionnaires to Indonesian society. This process aims to determine whether Color scheme and Attitudes toward website support Purchase Intention in online shop activities. Thus, the researcher sets up the research framework as follows.

Descriptive Analysis
Descriptive statistics involve transforming raw data into a form that will provide information to illustrate a range of factors in a situation. This is done by ordering and manipulating the raw data collected (now, 2011). In this research, descriptive statistic is done to give description or description of the data that has been collected by looking at the average value, the highest value and the lowest value (Ghozali, 2013).

Path Analysis
Path analysis is used to describe and test the relationship between variables in the form of causation, thus in the relationship model among variables, there are independent and dependent variables (Sugiyono,2012). Path analysis also a model of a tool for testing the existence of statistical analysis of the relationship between variables X and Y variables (Bungin, 2009). Path analysis model is useful to know the causal relationship; furthermore this path aims to find out the direct or indirect relationship of cause of some variables (exogenous) to the variable result (endogenous). Path analysis provides a framework for the researcher to think more carefully about how the X variable is related to the Y as well as the X variable is

related to each other. Moreover, to know the relationship between X variable to Y variable with or without Z variable which a mediator.

THE RESULT OF THE STUDY

Validity Test
A. Validity Test of Color Scheme (X) Variable

Variable	Variable	r-count	r-table	Note
Color Scheme (X)	X_1	0.883	0.296	Valid
	X_2	0.911	0.296	Valid
	X_3	0.895	0.296	Valid
	X_4	0.843	0.296	Valid

It can be seen that the value of r count (Corelation) of Color scheme has a greater value than the r table for a sample of 100 people that is equal to 0.296. Thus, it can be concluded that all statements in the questionnaire of Color scheme variable is said as valid and fit to be used as a research instrument.

B. Validity Test of Attitude Towards Website (Z) Variable

Variable	Variable	r-count	r-table	Note
Attitude Toward Website (Z)	Z_1	0.798	0,296	Valid
	Z_2	0.833	0,296	Valid
	Z_3	0.783	0,296	Valid
	Z_4	0.772	0,296	Valid
	Z_5	0.839	0,296	Valid
	Z_6	0.878	0,296	Valid
	Z_7	0.902	0,296	Valid

It can be seen that the value of r count (Corelation) on the competence variables have greater value than the r table that is equal to 0.296. So, it can be concluded that all statements in the questionnaire of Attitude Toward Website variable is declared valid and fit to be used as research instrument.

C. Validity Test of Purchase Intention (Y)

It can be seen that the value of r count (Corelation) all have greater value

Variable	Variable	Corelation (r-count)	r-table	Note
Purchase Intention (Y)	Y_1	0.885	0.296	Valid
	Y_2	0.768	0.296	Valid
	Y_3	0.807	0.296	Valid
	Y_4	0.821	0.296	Valid

than the r table for a sample that is equal to 0.296. So, it can be concluded that all statements in the questionnaire of purchase intention variable is declared valid and fit for use as a research instrument.

Reliability Test

It shows that the two variables of Color scheme, attitude toward website, and

Variable	Cronbach's Alpha	Alpha	Note
Color Scheme (X)	0.904	0.60	Reliabel
Attitude Toward Website (Z)	0.879	0.60	Reliabel
Purchase Intention (Y)	0.898	0.60	Reliabel

purchase intention are reliable because the value of r alpha> 0.60. This means that the alpha r is greater than the predetermined limit of 0.60 so it can be said that the instrument reliable which means that the instrument has a consistency when used for several times still it will l produce consistent data.

Normality Test

Regression	Sig.Z	Conclusion
Color Scheme (X)	2.178	Normality fulfilled
Attitude Toward Website (Z)	2.856	Normality fulfilled
Purchase Intention (Y)	2.742	Normality fulfilled

From the table it can be seen that all variables have data with sig. Z is

greater than alpha value 0.05 so it can be concluded that all data in each variable is normally distributed.

Path Analysis Test

Path analysis test is a tool to analyze the causal relationship or to find out the direct or indirect effect of caused variables (exogenous) namely Color scheme (X) to the variable result (endogenous) namely Purchase Intention (Y) with or without variable mediation (intervening) namely Attitude Toward Website (Z). The results of calculation using SPSS can be shown in the Table 4.14 below:

The Result of Coefficient Test

Independent Variable	Intervening Variable	Dependent Variable	Standardized Coefficient	t	Sig.
X	Z		0.921	23.463	.000
X		Y	0.472	5.369	.000
Z			0.489	5.570	.000

Based on the Table above 4.19 the path structure coefficients are as follow: $Z = Py1x\, X$ (Substructure 1)
$Z = 0.921X$
$Y2 = Pzx\, X + Py2y1Z$ (Substructure 2) $Y2 = 0.472X + 0.489Z$

Coefficient of Determination Test (Z Variable)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,921[a]	,849	,847	,26756

The path model has a coefficient of determination (Adj. R^2) of 0.849 or 84.9%. This means that the Attitude Towards Website (Z) variable is described by 84.9 % by Color scheme (X) variable. Meanwhile, the rest of 15,1% is explained by other variables outside the path equation or variables which are not examined in this research

Determination Test (Y Variable)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,942[a]	,887	,885	,22786

The regression model has a coefficient of determination (Adj. R^2) of 0.887 or 88.7%. This means that the Purchase Intention (Y) variable is described by 88.7% by Color scheme (X) and Attitude Towards Website variables. Meanwhile, the rest of 11,3% is explained by other variables outside the path equation or variables which are not examined in this research.

DISCUSSION

Based on this research the researcher found that color scheme of Lazada.co.id have a significant influence on buying interest through attitude towards website. For the future Lazada should pay more attention to the color scheme to create a positive consumer attitude in terms of affective, cognitive and buying behavior to create buying interest from visitors. Because one of the electronic marketing strategies that must be done is to make a good combination of the color scheme in order to appealing the visitors of the website Lazada to make purchase in the future.

The results showed that overall the three indicators that exist in the color scheme can affect purchase intention through attitudes toward the website on customers of E-commerce companies. This makes consumers of Lazada feel interested in the features and facilities provided by Lazada. Therefore, the strategy of color scheme can also be applied in e-commerce companies effectively. The research results also proved that the color scheme can be used as effective strategy in commerce aspect to create purchase intention.

Based on the results of the research that has been done, this research can provide insight to the perpetrators of online business or e-commerce especially Lazada to develop the business by knowing the factors that influence the attitude of consumers when shopping online, and can plan and implement marketing strategies that are appropriate and useful for making consumers make purchases of products online. Visitor who dominate as customers in the online website Lazada is women. Women basically like to allocate the money they have to fulfill their secondary needs. One of them through online shopping. Age range of customers at the online website Lazada most at the age of 18-25 years who status as entrepreneurs who domiciled in Malang with the amount of income per month on average Rp 3.100.000 - Rp 5.000.000,00.

The results of the analysis that states color scheme affect the buying interest that is, can be done by improving the quality of websites such as, update the color of the website so that consumers do not feel bored in visiting the website Lazada.co.id structuring the website layout with clear and informative direction can ease consumers to make a purchase.

The results showed that there are components that have low value. One of them is the website design lazada is not very attractive from the side of colors, animations, and images are displayed so that in the assessment of this aspect tend to be less. The implication is that consumers are less interested so that the management must make a policy to add interactive side of the website so as not too monotonous but also not too disturbing. Furthermore, in order to increase competition with other websites the company needs to display some images and animations and put it on a prominent place that contains discount or discount content.

As one of the best e-commerce website in Indonesia , Lazada should be able to make the consumer more feel comfortable when they access the website to get a positive feedback. To create a positive attitude to consumers, Lazada should consider more things to get it, such as the selection of bright colors to create an impression that appeals to consumers, eye catching colors like red, green and blue with contrasting color combinations that create a website not boring. In addition, the right combination of colors can affect affective attitudes (emotions) that can create the mood of consumers for example Lazada can use red on its website design color. Because red color can make consumer feel more stimulating than other color. Beside that, the combination color can make evaluation of likes / dislikes of a product, feelings of satisfaction or dissatisfaction in color combinations, website layouts and informative website shapes and images.

CONCLUSION

After reviewing previous studies, gathering the data, and finding the results, the conclusion are given in this research to point out the important finding and answer the research questions as conducted in the earlier session of this research. Therefore, the significant finding of this research will be useful in creating management strategies in the context of e-commerce industries. The conclusions of this study are stated as follows:

1. Color scheme has an effect on Attitude Toward Website of Lazada.co.id
2. Color scheme has an effect on Purchase Intention of Lazada.co.id.
3. Attitude Toward Website has an effect on Purchase Intention of Lazada.co.id.
4. Color scheme has a positive indirect effect to Purchase Intention through Attitude Toward Website as positive mediator of Lazada.co.id.

SUGGESTION

Based on the research results and conclusions, the researcher has some suggestion for those who are interested in this research, they are:

1. Researchers hope this research can be used as information for Lazada in selling its products and can deliver new experiences to consumers.
2. For further research it is advisable to add or using other potential independent variables contributing to online buying interest on the website Lazada.co.id
3. Website Lazada.co.id provides convenience to consumers about products sold by providing information on a product as well as, providing convenience to make a purchase.
4. For the Lazada.co.id, it is expected to upgrade the website Lazada, especially in the color scheme so that the visitors do not feel bored with the monotone website. The website Lazada has distinctive colors such as navy blue, white and orange which have been presented since Lazada appeared among the public, therefore Lazada must make a more innovative color like red or yellow which is make New Lazada in society, it will affect to create purchase intention for the visitor.
5. Website Lazada should provide an evaluation tools such as quick questionnaire to the visitor about the color scheme for Lazada itself, it will help Lazada to know how Lazada make feel the visitor feel comfortable to spend their time to surfing in Lazada.co.id in the future.
6. For further research to use respondents with sampling techniques and use other methods to see the comparison between one method with other methods.

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