

The Influence of User Interface, User Experience and Digital Marketing toward Purchase Intention

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Abstract – *The objective of this study is to analyze the Effect of User Interface, User Experience and Digital Marketing on Purchase Intention. The population in this study is 877 users, the sample used is as much as 10% of the population and rounded to 100 with incidental sampling. The survey was done by distributing questionnaire. The instrument validity testing is done by correlating the scores on each item with the total score of the respondents' answers. Analysis of the data used is statistical analysis in the form of PLS (Partial Least Square). Research shows that the User Interface (UI) has a negative but significant effect on Purchase Intention, User Experience (UX) has a positive and significant effect on Purchase Intention, and Digital marketing has a positive but not significant effect on Purchase Intention.*

Keywords: *user interface; user experience; digital marketing; purchase intention.*

INTRODUCTION

Sejasa.com is the place to find the most complete and largest professional service provide in Indonesia or can be called an on-demand service. On-demand services that present a variety of service choices to date are still quite a viable business driven in the country. There are Seekmi, Beres.id, Sejasa and Sejasa. Of course, there are many reasons why eventually many startups try to play in this industry, ranging from the issue of the difficulty of getting services in residential and apartment areas, to the potential that exists, especially in big cities in Indonesia.

Indonesia has changed rapidly in disruption era because of the internet users are so high and the actual fact explained that time spent per-day on internet in Indonesia reached 8 hours and 41 minutes (<http://Hootsuite.com> 2018), unconsciously also changed the behavior of consumers from offline to online. This shift affects the growth of business sector, so that will be influencing the acts of Indonesia consumers. Business sector has changing numerous parts of the business and the social life. Website is a paradigm shift influencing both marketers and the user (Ghiffary et.al., 2018).

User Interface is the space where interaction between human and technology itself, in other words is the access point where user can understand the machines. Today, User Interface (UI) is really matter on the digital product which are; website, apps, display screen and others. The most complex UI would trigger bad experience to user. The UI is often talked about in conjunction with user experience (UX), which may include the visual design, micro-interaction, design layout and graphical user interface, it produces information the content that is presented to the user within the context of the user interface (Interaction Design Foundation. 2018) Both terms fall under the concept of human-computer interaction (HCI), which is the field of study focusing on the creation of computer technology and the interaction between humans and all forms of IT design. Specifically, HCI studies areas such as UCD, UI design and UX design (Margaret Rouse. 2017).

Today is the age of modern technology where information is being shared everywhere and this resulted in consumer to use internet more often in order to seek out information about a particular product in interest or a profile of some company which will then causing the emergence of User Interface (UI). Although User Experience also become an important role to develop how customers experience in the e-commerce and recognize that digital marketing also can be trigger to people seeing the website itself or apps then would make users considering their purchase intention. Youm

and Yu (2013) explains the User Experience is a set of complex experiences and the design (UI) in the minds of customer perception, who communicate expectations about the benefits to be derived from a product produced by a particular platform.

LITERATURE REVIEW

Purchase Intention

According to (Kotler, 2005) purchase intention is placed in the phase of evaluation of alternatives in buyer decision process. Purchase intention refers to what a consumer thinks or considers to buy. An individual with intention to purchase a product demonstrates higher actual purchasing rates as compared to customers who have no intention of purchasing. Purchase intentions means, a condition between the customer and seller when the customer is ready to make a deal with a seller (Raza et.al., 2014). Purchase intention is defined as the decision to act or as a mental stage in the decision-making process where the consumer has developed an actual willingness to act towards an object or brand (Wang & Yang, 2008; Wells, Valacich & Hess, 2011).

User Interface

User Interface (UI) in other words User Interface would be the first thing that users meet. User Interface also can be defined as the first impression that user meets (Wonjin, 2017). This variable probably one of the reasons every user to use the product also. In other words, UI toward Purchase Intention is the tendency that determines the acceptance of user feedbacks. Individuals always been speculating that the good design can trigger their Purchase Intention, in order to make Purchase Intention is depending on good User Interface is, that including Visual Design, Micro- Interaction, Design Layout and (Youm & Yu, 2013).

H₁: User Interface has a positive and significant impact to Purchase Intention

User Experience

User Experience (UX) stands for usability and others components that related to the experience using the product. One of the reasons is how people interact with the design itself, includes; how the design communicates with user and how the flow until the user meet their expectation. Meanwhile, if the user experience cannot meet user's expectation, they probably would be gone, because once they feel uncomfortable of using the app or website or other digital product then unsatisfied would be the first thing that come up on their mind. In order words, if the website or app has a good experience the product itself can be stand out so that user would be considering to explore than increasing purchase intention (Vandecandelaere, 2018).

H₂: User Experience has a positive and significant impact to Purchase Intention.

Digital Marketing

Digital marketing has been considered a new form of marketing and provided new opportunities for companies to do businesses. Marketing activities conducted via digital channels enable advertisers to directly communicate with potential customers in a rapid velocity and regardless the geographical location. Digital marketing has been recently referred as one of the best means to cut through the mess and interact directly with the consumer. Social media optimization, search engine optimization, content marketing, search engine marketing, influencer marketing, e-commerce marketing, content automation, campaign marketing, social media marketing, display advertising, e-books, optical disks, e-mail direct marketing and games are part of digital marketing (Bala & Verma, 2018).

H₃: Digital Marketing has a positive impact to Purchase Intention.

Conceptual Framework

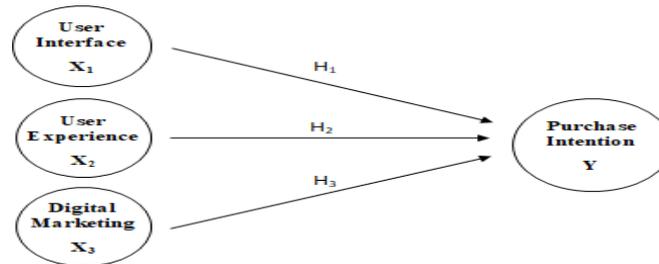


Figure 1. Framework

METHODS

The study was conducted from September 2019 to February 2020. This research is causal research. The population in this study is that all millennial users that has been already using Sejasa 877 users. The population to the number of millennial users by 100 users by calculating the sample size carried out using the Slovin technique.

RESULTS and DISCUSSION

The influence between User Interface and Purchase Intention shows that User Intention has a negative but significant effect on Purchase Intention. Hypothesis test results in this study can be interpreted that if there is no changes in User Interface on Sejasa.com it still be significant toward users' Purchase Intention. The existing User Interface is in accordance with what is desired by consumers. The results of hypothesis testing in this study were supported by research conducted by Interaction Design (2013) found that User Interface has a negative but has significant effect toward purchase intention.

The influence between User Experience and Purchase Intention shows that User Experience has a positive and significant effect on purchase intention. The results of hypothesis testing in this study can be interpreted that if the User Experience increases according to what is felt users, the purchase intention will also increase. The User Experience perceived by consumers is in accordance with what is desired, such as can provide information that is easily understood. It will affect repurchase intention. The results of hypothesis testing in this study are supported by research conducted by Astrid Vandecandelaere (2018) found that User Experience has a positive and significant effect on purchase intention.

The influence between Digital Marketing and Purchase Intention indicates that digital marketing has a positive and significant effect on purchase intention. The results of hypothesis testing in this study can be interpreted that if the digital marketing in Sejasa increases, the purchase intention has effect on it. This shows that if digital marketing has doing upgrade it does effect on users' purchase intention. The results of hypothesis testing in this study are supported by research conducted by Karaduman (2019) found that digital marketing has a positive but insignificant effect on purchase intention.

CONCLUSION

The User Interface has a negative influence but has significant effect on purchase intention. So, if the website does not change the User Interface, it still give an effect on Purchase Intention. The User Experience has a positive influence and significant effect on purchase intention. So, if the website is upgraded the experience, it will improve the Purchase Intention. The digital marketing has a positive influence and significant effect on purchase intention. So, by improving the Digital Marketing on website, it will improve on Purchase Intention.

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