CHAPTER 5
DISCUSSION

5.1   Descriptive Statistics

By looking at the result from chapter 4, it shows that the majority of survey respondents are male. The age of the respondents appear to have variety of range, from under 15 years old, 16-25 years old, and 26-35 years old. There was an option in the questionnaire for those who are above 35 years old, but no respondent appears to fill it. The result shows that the group age for 16-25 years old are the major C2C online shopping users. Based on author's opinion, the age variety is caused by the diversity of respondents who are willing to spend time to fill in the questionnaires about C2C online shopping, rather than the real majority age of C2C online shopping user in Jakarta.

Most of the respondents spend 2-4 hours per day for using the Internet, and the frequency of visiting C2C online shopping website per week is fairly similar in between all options. People who visit C2C online shopping website for less than 2 times per week might visit the C2C online shopping website because they need to buy some product. However, the groups of people who visit C2C online shopping website for more than 2 times per week might just be looking at the listed products on the C2C online shopping website without having any first intention to buy, they maybe if they are attracted by the products, they will consider buying them.

5.2   Inferential Statistics

Before doing the multiple regression tests, first, the author did the reliability and validity test in order to know whether the variables are reliable and valid or not.

Variable	Cronbach's Alpha	Status
Perceived Ease of Use	0.606	**Reliable**
Perceived Usefulness	0.779	**Reliable**
Trust	0.819	**Reliable**
Enjoyment	0.862	**Reliable**
Reputation	0.703	**Reliable**
Fulfillment	0.607	**Reliable**
System Availability	0.611	**Reliable**
Privacy	0.622	**Reliable**
Seller Availability	0.642	**Reliable**

Table 28. Summary of Reliability Test

Based on the table above, the cronbach's alpha of every variable is greater than 0.60, which means all of the variables are reliable. On chapter 4, the result of validity test shows that all of the questionnaire items have the corrected item-total correlation greater than the calculated *r,* which is 0.16, Hence the entire questionnaire items are valid.

Variable	Sig.	Hypothesis Check
Perceived Ease of Use	0.371	Rejected
Perceived Usefulness	0.478	Rejected
Trust	0.023	Accepted
Enjoyment	0.188	Rejected
Fulfillment	0	Accepted
Reputation	0.437	Rejected
System Availability	0.117	Rejected
Privacy	0.026	Accepted
Seller Availability	0.888	Rejected

Table 29. Hypotheses Check Summary

On multiple regression analysis, the hypotheses are checked whether they are significant or not. Perceived ease of use, perceived usefulness, and enjoyment to use C2C online shopping did not really related to customer's repurchase intention because if the customer already trusts the C2C online shopping website and the seller within the website, customer would still want to purchase something else as long as the desired product are listed in the C2C online shopping website. Recent study also highlighted the important role of trust in understanding web site loyalty. Indeed, the inclusion of the trust variable in any theoretical model to predict customer loyalty or repurchase intention is strongly warranted [75]. The salience of trust is much stronger than the other determinants of repurchase intention. This finding supports the contention that trust is a key enabling factor for customer relationship building and loyalty [76, 77]. Prior IT adoption research found that the effect of perceived ease of use will reduce over time as users, through experience, become more familiar with an IT [74]. For example, if a C2C online shopping user wants to buy a product that is not available in Indonesia, there is a possibility that the customer will buy the product via eBay. The customer does not really care if website is not easy to use, the seller is hard to be contacted, or the product will take a long time to be delivered as long the customer will get the product that they desired.

Fulfillment variable have highly positive impacts toward customer trust. The C2C online shopping customer will trust the C2C online shopping seller if the seller delivers the product that is ordered right on time, thus, meet the customer's expectation. This finding supports the contention that the most important aspect of the service quality of the online shopping experience is the delivery of the purchase [62]. Reputations of the seller are not really related the customer trust because whether the seller reputation's is bad or not, if the product delivery successfully meets that customer's expectation, then it is not a problem.

C2C online shopping customer does not really related with the system availability of C2C online shopping website because customers are not really interested in system availability, unless they run into problems while accessing the website. If the website is not available owing to the fact that there is a web maintenance, or an error

occurs, the customer will choose to wait because the website will be back available later. In this case, Kaskus keep the customer informed via twitter. If the website can be accessed already, the Kaskus' representatives will announce it via twitter. On the other hand, if the web site is always accessible and functioning well, then customers would not be interested in the issue of system availability, and hence, whether they think positively or negatively about it, this does not influence their level of trust.

The customer's privacy is related with the customer's trust because if the customer feels that the C2C online shopping seller or C2C online shopping website are not giving customer's personal information to everyone else, then the customer will trust the C2C online shopping seller or website. The seller's availability of C2C online shopping is not related with customer trust because whether the seller promptly responds to the customer inquiries or not, customer knows that the seller will respond later, either it's via cell phone, or via private message if the seller does not provide a telephone number.

From the result of hypotheses testing, it shows the C2C online shopping customers in Jakarta really care about customer fulfillment, customer privacy, and customer trust. They probably will repeat the purchase from C2C online shopping as long as they trust the C2C online shopping website and seller. The customer will trust C2C online shopping website as long as the product that they desired is available & delivered exactly like they desired, which represents the fulfillment variable and protected privacy.