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Attitude and behavior of Indonesian consumers in cross-border online shopping

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Abstract

Digital technology enhancements and the COVID-19 pandemic have accelerated the growth of cross-border e-commerce. Using the theory of planned behavior as the main framework, the present study examines the effect of beliefs on the quality of e-website services, and customer needs for uniqueness, normative beliefs, subjective norms, self-efficacy, and perceived behavioral control on attitude and behavior intention to shop online across national borders. This study provides empirical evidence of Indonesian consumers' attitudes and behavior in cross-border online shopping. Based on the responses of 200 respondents, we analyzed the data by employing Structural Equation Modeling and Mean-Difference tests. The results of this study reveal that the antecedents of e-website service quality have significant effects on attitudes, which in turn affect cross-border online learning behavior intention. However, the consumer's need for uniqueness does not affect their attitudes. This study also shows that marketers should pay attention to the demographic characteristics of consumers, which results in differences in predictors and intention in cross-border online shopping. The research extends the Theory of Planned Behavior by adding consumer characteristics in the context of cross-border online shopping. Global e-business companies must study antecedents in understanding the complexity of Indonesian consumer online shopping behavior across national borders.

Keywords: Consumer characteristics, cross-border online shopping, theory of planned behavior

JEL Classification: M31, L82, L83

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INTRODUCTION

The COVID-19 pandemic has had a significant impact on consumer behavior. As millions of people stayed home during the pandemic to contain the spread of the virus, digital channels have become the most popular alternative for stores to continue to reach their consumers. In 2021, Indonesia had a large-scale e-commerce of US\$43.351 billion, ranked behind only South Korea and China (Anam, 2021)

The COVID-19 pandemic, digital technology enhancement, and regional cooperation have accelerated digital commerce growth, including cross-border e-commerce, in the Asia–Pacific region. Indonesia is considered the most potential market for international e-commerce because of its large population, the development of internet technology, as well as the relatively rapid growth of the middle class, which is 21% of the total population of as many as 57.3 million people in 2020 (Pratama, 2021)

The large population of Asia, including Indonesia, which is the locus of this research, suggests that studies on the development of e-commerce in Asia should be carried out at the individual or Business-to-Consumer (B-to-C) level. As Huang & Chang (2018) stated, studies on cross-border online transactions were conducted in the B-to-B context. In the context of B-to-C, the development of Alibaba.com and other e-commerce shows the importance of studying consumers who make purchases.

However, through the Instruction of the Minister of Finance Number 199/PMK.04/2019, the Government of the Republic of Indonesia officially lowered the import duty and the tax threshold for imported goods. Duty-free goods previously valued at a maximum of US\$ 75 or IDR1,050,000 become a maximum of US\$ 3 or IDR45,000. This new policy triggered the pros and cons of many parties. Local entrepreneurs, especially those selling products through e-commerce, benefit significantly because they avoid competition from foreign products. However, for some local entrepreneurs who need to import raw materials for production, this will be very difficult because of the increased costs. The new policy raises concerns for international e-commerce as an importer of goods to Indonesia and may also affect consumer attitudes and behavior towards cross-border online shopping.

Indonesians are open to foreign products. Indonesian designers state that 60% of Indonesians prefer foreign products (Yulistara, 2018). However, the factors behind consumer attitudes towards foreign products still need to be fully understood. Some factors may include utilitarian motives (e.g., price, quality, technology infrastructure, and service quality) (Kawa & Zdrenka, 2016) and hedonic motives (e.g., fun and prestige) (Dewi & Ang, 2020). Other people's opinions also influence consumers' behavior. This is especially relevant for research on the subjects of Indonesian consumers. Using Hofstede's national culture dimensions (Shi & Wang, 2011), Indonesia's collectivist culture may shape people's attitudes and behavior in cross-border online shopping. Approval from others (i.e., Subjective Norms) becomes a factor in forming certain attitudes and behaviors. However, Wang et al. (2022) state that consumer needs for uniqueness also have implications for the company's strategy. Companies must respond by extending their products. In cross-border online shopping, the product extension strategy can be replaced by foreign buyers who may not find the product domestically.

This study uses the theory of planned behavior (TPB) as the leading theory to study this phenomenon. This study uses the TPB concept to examine the role of attitude, subjective norms, and perceived behavioral control in influencing cross-border online shopping behavior via websites or international e-commerce. Within the broad TPB model, attitude toward behavior (ATB), social norms (SNs), and perceived behavioral controls (PBCs) must be identified based on specific contexts and populations (Ajzen, 2020). This study defined perceived behavioral control as the availability of financial resources and information technology infrastructure. These two factors are the main factors in consumers' considerations of cross-border online shopping (Kawa & Zdrenka, 2016; Stzelecki, 2019).

Further, studies by Makhitha & Ngobeni (2021) on Indian consumers' online shopping behavior, by Akram et al. (2021) on Chinese consumers, and by Nampoothiri & Pravitha (2021) in South Africa showed that research outcomes differed across countries. Research findings of Makhita & Ngobeni (2021) suggested that privacy and security risk factors influence consumer attitudes towards online shopping more. However, gender was found to have no moderating effect on the relationship between risk factors and attitude towards online shopping. Meanwhile, Akram et al. (2021) found that utilitarian and hedonic motivations positively affect online purchase intention. This research investigated the mediating effect of consumer psychographic characteristics (i.e., consumer engagement). Nampoothiri & Pravitha (2021) found that age influences Indian consumers' online shopping habits, where younger generations shop more frequently. Therefore, this study also investigates whether gender and age are relevant for e-commerce in formulating targeting strategies to attract consumers outside their home country.

This study adapted the research model developed by Han et al. (2018) with the contextualized operationalization of variables adapted from multiple sources. Furthermore, we provide Indonesian evidence regarding the adaptation of measurement items and analysis at the segment level based on age and gender. This study shows which factors (quality of e-website service, customer need for uniqueness

/ CNFU), subjective norms, and normative beliefs) are essential in shaping consumer attitudes and shopping via cross-border e-commerce. Originality and contribution are based on the extended TPB model's identification, analyses, and results to adjust to Asian cross-border e-commerce. This study advances our understanding of cross-border online shopping in a business-to-consumer context. The findings can help researchers and practitioners understand the factors affecting cross-border online shopping and devise strategies for developing Asian cross-border e-commerce.

HYPOTHESES DEVELOPMENT

Parasuraman & Malhotra (2005) and Rita et al., (2019) stated that electronic service quality refers to how shopping, purchasing, and delivery are efficiently and effectively facilitated, including all stages of customer interaction with the website. In addition, the quality of electronic services is described as a customer's assessment of the service quality in a virtual market (Fan et al, 2022). The evaluation of website quality is not only during the interaction with the website but also during the interaction after receiving the service. The quality of electronic services is one of the considerations of consumers before cross-border online shopping, and attitudes towards the online shopping experience tend to be based on their satisfaction with the quality of website services (Han, et al., 2018).

Fishbein & Ajzen (1975) suggested that attitudes are the result of a person's socialization process and interaction with their environment, which is the embodiment of one's thoughts, feelings, and an assessment of the object based on knowledge, understanding, income, and belief in the ideas of the object, thereby producing a tendency to act on the object. The object referred to in this study is an international e-website service called e-commerce. The higher the website or e-commerce quality, the more positive the consumer's attitude toward the site (Han et al., 2018; Rita et al., 2019).

H1: Beliefs about the service quality of e-websites positively affect attitudes towards online shopping across national borders.

Perceived emotional value influences consumers' attitudes towards online shopping (Xiao, et al., 2019). Customer need for uniqueness is the nature of pursuing differences relative to others through acquiring, utilizing, and disposing of consumer goods to develop and enhance one's self-image and social image (Schiffman & Wisenblit, 2015). To meet the need for uniqueness, consumers look for and buy objects that they think can distinguish them from others (Wang et al., 2022). One of the main reasons consumers participate in cross-border online shopping is to satisfy their desire for uniqueness. Consumer need for uniqueness is the value consumers seek to perform a behavior. Such perceived values are essential to consumer attitudes and online purchase intentions (Huang & Chang, 2018; Ma et al., 2019; Xiao et al., 2019). Cross-border online shopping can be an attractive option for finding unique items and allows consumers to choose far more unique products from multinational companies unavailable in the local market. In general, it is assumed that highly unique consumers are more attracted to unusual products than non-unique consumers despite the effort required to obtain unique products (Xiao et al., 2019).

H2: Consumers' need for uniqueness positively influences attitudes toward online shopping behavior across national borders.

Fishbein & Ajzen (1975) suggested, "Attitude towards a behavior is defined as an individual's positive or negative feelings about performing the target behavior." This means that attitudes towards behavior are defined as individuals' positive or negative feelings about performing certain behaviors. A positive attitude towards a specific behavior also forms a positive behavioral intention (Ajzen, 2020). In other words, the more positive the attitude towards a behavior, the stronger the individual's intention to perform the behavior. Based on the basic structure of the theory of planned behavior of the

relationship between attitudes and intentions, consumers' positive attitudes towards cross-border online shopping will result in favorable behavioral intentions. Several studies also show a strong and significant relationship between attitudes and behavioral intentions (Akroush & Al-Debei, 2015).

H3: Attitudes towards cross-border online shopping positively affect an individual's intention to shop online across national borders.

Taylor & Todd (1995) suggest that "subjective norm refers to the social pressures individuals perceive to perform or not perform the behavior. This relates to the belief that other people encourage or discourage behavior. Subjective norms refer to the social pressure individuals feel to perform or not perform the behavior. This is related to the belief that other people will encourage or hinder their behavior (Ajzen, 2020; Aji et al., 2021).

Normative beliefs are beliefs that individuals carry out behavior following what other people think from family, life partners, relatives, colleagues at work, and other references related to behavior (Ajzen, 2020). Based on the above understanding, in this case, if cross-border online shopping is seen as a socially desirable behavior based on the expected influence of relevant references, the individual is more likely to make online purchases from international websites across borders and vice versa.

H4: Normative beliefs have a positive effect on individual subjective norms.

The theory of planned behavior states that an individual's behavioral intention is influenced by three factors, one of which is the subjective norm (Ajzen, 1985). Subjective norms are a person's belief in the strength of the influence of norms and social pressure on decisions. The pressure to behave in a certain way will influence the behavioral intention. Several studies have also shown that attitudes positively affect behavioral intentions (Pēna-García, 2020; Sadiq et al., 2021).

H5: Subjective norms positively affect individual behavioral intentions towards online shopping across national borders.

Ajzen (2020) suggests that perceived behavioral control can be interpreted as a person's perception of his ability to display a specific behavior. Perceived behavioral control stems from the theory of self-efficacy (Bandura, et al., 1980; Waddington, 2023). The theory of planned behavior places the construct of self-efficacy in a framework that explains the relationship between beliefs, attitudes, intentions, and behavior (Ajzen, 2020).

Self-efficacy refers to a person's confidence in their ability to perform a behavior. Self-efficacy is an essential antecedent of perceived behavioral control in the Theory of Planned Behavior (Venkatesh & Davis, 2000). Research has shown that a person's beliefs about self-efficacy positively affect perceived behavioral control (Ajzen, 2020). In the context of cross-border online shopping, when someone is confident about online purchases, they are involved in activities related to them. In other words, SE describes consumers' assessment of their ability to buy from international sites.

H6: Self-efficacy positively affects perceived behavioral control when consumers shop online across national border stores.

In addition to attitude and subjective norms, perceived behavioral control is a determining factor of intention (Pena-García, 2020). Several empirical studies have proven the relationship between perceived behavioral control and intention (Aji et al., 2021; Pena-García, 2020; Sadiq et al., 2021; Waddington, 2023). In this study, the greater the control a person feels over cross-border online shopping, the more likely she/he is to perform the behavior.

H7: Beliefs about perceived behavioral control positively affect individual behavioral intentions to shop online across national borders.

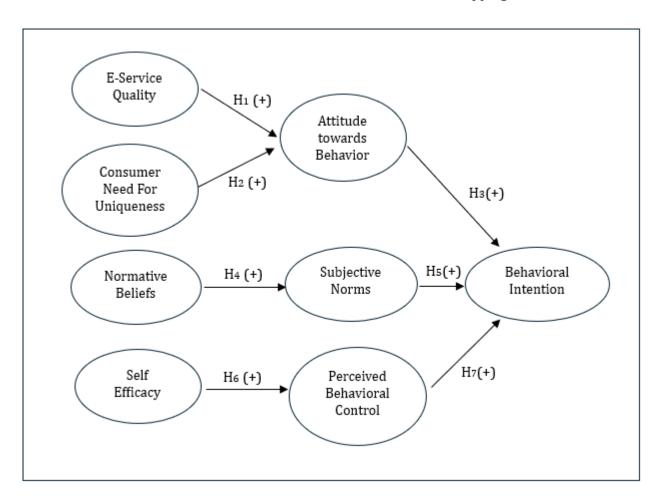


Figure 1 Conceptual Framework

METHOD

This study is quantitative research that tests the hypotheses. The primary data were collected using an online questionnaire. The researcher interpreted the results by processing the numbers using Structural Equation Modeling (SEM). The scale used was a Likert Scale (1 = strongly disagree; 5 = strongly agree). The population in this study is Indonesians who engage in cross-border online shopping. Purposive sampling was employed. The criteria applied were as follows: at least 18 years old, had done cross-border online shopping at least twice, and had done online shopping at least in the last four months. The study included 200 participants.

The study's results comprised the respondents' profiles, descriptive scores for each variable, and the relationship between variables (hypothesis testing). Table 1 depicts the cross-border online shops where the respondents had previously transacted.

A normality test was conducted to determine whether the data were normally distributed. A data set can be normally distributed if the critical value of skewness and kurtosis has a significance value of <1%, namely \pm 2.58 (Hair Jr., et al., 2019. The data are said to be normally distributed or pass the normality test because each indicator has a skewness and kurtosis value greater than -2.58 and less than equal to 2.58 (\pm 2.58). The test results are presented in the Appendix.

Table 1
Cross-border Online Stores to Have Transactions Before

No	Cross-border Online Shops	Number of Respondents	Percentage
1	Amazon	13	6.5
2	Alibaba	19	9.5
3	Walmart	4	2.0
4	Shoppee (Cross-border merchants)	77	38.5
5	E-Bay	23	11.5
6	Saturn.de	10	5.0
7	AliExpress	11	5.5
8	Steam.com	2	1.0
9	Taobao	7	3.5
10	Mercent Idol	8	4.0
11	Others	26	13.0
Total		200	100

The validity and reliability of the instrument were tested to ensure the measurement of valid and reliable variables. The validity and reliability of the items were tested to ensure the quality of the instrument. Table 2 shows the scores for validity and reliability of the measurement items. The results showed low PBC4, BI1, and ESQ4 factor loading scores. The researchers did not immediately remove these items. Substantially, the researchers considered this item an essential item in the respective variable measurement. Statistically, according to the suggestions of Vinzi et al. (2010), researchers should check whether deleting the item significantly improves the reliability score and Average Variance Extracted (AVE). Since deleting the items did not improve the reliability score and AVE, and the existing CR and AVE scores were acceptable, the researchers decided to retain the items. Therefore, the items were included in calculating the mean values of respondents' answers (see Table 2).

Table 2 also depicts the mean values of the responses. The values ranged from 2.94 (for consumer need for uniqueness) to 3.96 (behavior intention). The mean value of consumer need for uniqueness was below the neutral point (i.e., 3 (three) in the 1-to-5 Likert Scale). This provides an interesting profile of Indonesian consumers, where boosting self-image is unimportant.

Table 2
Validity, Reliability, and Mean Values

		Validity		Mean		
Construct	Code	Items	Factor loadings	AVE	Reliability	Values
Attitude	ATT1	Online shopping from online	0.781	0.677	0.912	3.95
toward the		stores outside Indonesia				
behavior		makes it very easy for me to				
(Ijaz & Rhee,		visit several stores in several				
2018)		countries at the same time.				
	ATT2	Online shopping from online stores outside Indonesia is a good idea.	0.804			
	ATT3	I am proud to be able to shop online from online stores outside Indonesia.	0.831			

			Validity			_	Mean
Construc	t	Code	Items	Factor loadings	AVE	Reliability	Values
		ATT4	I like to shop online from stores outside Indonesia.	0.820		-	
		ATT5	I like to shop online from stores outside Indonesia.	0.872			
Subjective norm		SN1	My friends advised me to shop online from outside online	0.789	0.590	0.887	3.93
(Hasbullah al., 2016)	et	SN2	stores in Indonesia. My family agrees that I shop from online stores outside Indonesia.	0.745			
		SN3	Many of my friends have done online shopping from online stores outside of Indonesia	0.713			
		SN4	I often see people closest to me doing shopping from online stores outside Indonesia.	0.723			
		SN5	Online shopping from online stores outside Indonesia has become a habit in my environment.	0.737			
		SN6	I care about what online users say about the online shopping experience from online stores outside Indonesia.	0.812			
Perceived behavioral control (Hasbullah al., 2016	et	PBC1	Online shopping from online stores outside Indonesia requires sources of many (financial) resources because there are additional shipping and customs costs.	0.695	0.540	0.823	3.74
		PBC2	Knowledge and ability to access online stores when shopping online from online stores outside Indonesia are required	0.758			
		PBC3	It is very easy to do online shopping from online stores outside Indonesia, with adequate facilities (mobile phone/ computer, and internet)	0.801			
		PBC4	Poor internet connection is one of the inhibiting factors in online shopping from online stores outside Indonesia.	0.682			

-		Validity		Mean		
Construct	Code	Items	Factor loadings	AVE	Reliability	Values
Behavior intention (Hasbullah et	BI1	I intend to shop online from online stores outside Indonesia.	0.696	0.616	0.864	3.96
al., 2016)	BI2	I intend to recommend to others to do online shopping from online stores outside Indonesia.	0.711			
	BI3	I always follow the latest information about online shopping from online stores outside Indonesia.	0.709			
	BI4	I intend to shop online more often from online stores outside Indonesia.	0.759			
E-SQ (Parasuraman	ESQ1	E-commerce is well-organized	0.805	0.569	0.887	3.81
& Malhotra, 2005)	ESQ2	There is a stock of products claimed by the company.	0.707			
	ESQ3	Funds can be made if the goods are damaged or not as ordered.	0.709			
	ESQ4	Delivery of products according to the promised time.	0.617			
	ESQ5	The online shop protects my personal information	0.759			
	ESQ6	Availability of call center, email, or communication services during 24 hours.	0.723			
CNFU (Abosag, et al., 2019; Zhu	CNFU1	I have to appear different from my friends around me.	0.942	0.822	0.958	2.94
et al, 2015)	CNFU2	I do not like using things that people commonly wear.	0.901			
	CNFU3	I have to stand out in a crowd.	0.897			
	CNFU4	I do not like having the same things with other people.	0.876			
	CNFU5	I do not like wearing the same things at the same time as other people.	0.916			
Normative Beliefs (Pẽna- García, 2020)	NB1	I think that my parents will encourage me to do online shopping from online stores	0.822	0.753	0.923	3.52
	NB2	outside Indonesia. I think that relatives/ my brother will encourage me to do online shopping from	0.827			

		Validity				Mean
Construct	Code	Items	Factor loadings	AVE	Reliability	Values
	NB3	online stores outside Indonesia. I think that my co-workers will encourage me to do online	0.918		-	
	NB4	shopping from online stores outside Indonesia. I think that my friends will encourage me to do shopping online from online stores	0.901			
Self-efficacy (Waddington, 2023)	SE1	outside Indonesia. I have the financial resources to shop from online stores outside Indonesia.	0.884	0.638	0.869	3.74
	SE2	I have adequate information before shopping from online stores outside Indonesia.	0.811			
	SE3	I have the facilities (internet, laptop, smartphone) to shop from online stores outside Indonesia.	0.713			
	SE4	I have the time to shop from online stores outside Indonesia.	0.779			
	SE5	I can shop from online stores outside Indonesia without assistance from others.	0.884			

Source: Data processed (2023)

Table 3
Goodness of Fit

The Goodness of Fit Index	Criteria	Results	Conclusion
Chi-square	Lowest possible	898.112	Acceptable
Chi-square/df	\leq 2.00 or 3.00	1.377	Acceptable
Probability	≥ 0.05	0.203	Acceptable
GFI	≥ 0.90	0.824	Marginal Fit
AGFI	≥ 0.90	0.800	Marginal Fit
CFI	≥ 0.95	0.952	Good Fit
RMSEA	≤ 0.08	0.044	Acceptable

Source: Data processed (2023)

The two GoF values did not meet the GFI (0.824) and AGFI (0.800) requirements. However, this is still acceptable because the number ranges between 0 and 1 (Hair Jr., et al, 2019). Therefore, the overall value of each measurement was still acceptable, with a fit level of 80% and an RMSEA value below 0.08.

RESULTS AND DISCUSSION

Results

The results of the hypothesis testing showed that one out of seven hypotheses were not accepted (see Table 5). The unsupported hypothesis stated that Customer Need for Uniqueness (CNFU) positively influences attitudes toward cross-border online shopping behavior. The other hypotheses were accepted.

Table 5
Hypothesis Testing

Hypothesis	Estimates	P-value	Decision
H1: Beliefs about the service quality of e-websites have a	0.719	0.000	Accepted
positive effect on attitudes towards online shopping across			
national borders.			
H2: Consumers' need for uniqueness positively influences	0.037	0.235	Not accepted
attitudes toward online shopping behavior across national			
borders.			
H3: Attitudes towards cross-border online shopping have a	0.599	0.000	Accepted
positive effect on an individual's intention to shop online			
across national borders.			
H4: Normative beliefs have a positive effect on individual	0.042	0.000	Accepted
subjective norms.			
H5: Subjective norms have a positive effect on individual	0.246	0.000	Accepted
behavioral intentions towards online shopping across			
national borders.			
H6: Self-efficacy has a positive effect on perceived	0.247	0.000	Accepted
behavioral control when consumers shop online across			
national border stores.			
H7: Beliefs about perceived behavioral control have a	0.176	0.006	Accepted
positive effect on individual behavioral intentions to shop			
online across national borders.			

Source: Data processed (2023)

A deeper analysis by dividing respondents into segments based on gender and age. Table 6 shows that in many aspects that determine online purchase intentions, there are significant differences in the perceptions of female consumers compared to men in terms of service quality, attitude, subjective norms, perceived behavioral control, and behavioral intention, where the average scores of female respondents are consistently higher than those of male respondents.

Table 6
Mean Differences Based on Gender

Gender	SQ	CNFU	NS	SE	ATT	SN	PBC	BI
Male	3.55	2.88	3.50	3.74	3.55	3.66	3.50	3.58
Female	4.09	3.01	3.53	3.73	4.37	4.22	3.99	4.36
Mean Difference	-0,54 ***)	-0.12	-0.03	0.01	-0.82***)	-0.56***)	-0.50***)	-0.78***)

Source: Data processed (2023) Note: ***) significant at p≤0.01

This study shows that female respondents have higher scores in the predictors and intention to shop online in cross-border shops. In addition, this study examined the differences in consumer

behavior based on age. Farkas et al. (2021) specifically mention that age predicts online shopping behavior, whereas younger age is more likely to be technology literate. A similar study in South Africa (Makhitha & Ngobeni, 2021) and India (Nampoothiri & Pravitha, 2021) also showed that age is relevant in explaining differences in consumers' attitudes and behavior in online shopping contexts.

The research findings also reveal that the older age group (> 35 years) consistently had lower scores in all variables. However, the highest mean scores were obtained in the 26-35 y.o. age group, not the youngest (18-25 y.o.).

Table 7
Mean Differences Based on Age Groups

Age Group	SQ	CNFU	NS	SE	ATT	SN	PBC	BI
18-25 y.o	3.52	3.19	3.68	3.79	3.57	3.74	3.51	3.68
(Group 1)								
26-35 y.o	4.07	2.89	3.46	3.80	4.33	4.21	3.95	4.38
(Group 2)								
> 35 y.o	3.49	2.90	3.53	3.58	3.95	3.51	3.46	3.30
(Group 3)								
F _(2.197)	26.40***)	1.19	0.71	2.60	54.87***)	33.74***)	18.29***)	123.66***)
A significant	1 vs 2	None	None	None	1 vs 2;	1 vs 2;	1 vs 2; 2	1 vs 2;
difference					1 vs 3; &	2 vs 3	vs 3	1 vs 3; &
between					2 vs 3			2 vs 3
pairs								

Source: Data processed (2023) Note: ***) significant at p≤0.01

Analysis of the demographic factors of age and gender showed insightful findings. So far, the younger generation has always been considered the target market for technology-related products or services. Business strategists must realize that purchasing power is still the main factor in buying decisions in emerging economies. In developed countries, millennials or even Generation Z can be assumed to have purchasing power. However, the generation may have aspirations in emerging economies but still need to purchase power. Therefore, as Pin (2016) suggested, making uniform assumptions for all countries could result in incorrect targeting decisions.

Discussion

Overall, the fitness index of the structural model shows some elements of the fitness index that are still marginal. Therefore, as a model, researchers need to improve the research model to become one that, as a whole, describes the structural relationship between variables in the context of cross-border online trade. The research model proposed by Han et al. (2018) as an extension of the Ajzen & Fishbein (1980) model requires the consideration of other factors. Functional factors such as lowering prices may significantly predict attitudes toward shopping behavior and intentions in online stores across national borders. Kotler & Keller (2016) stated that price is an essential consideration for consumers in behaving and behaving.

The first hypothesis showed that the variable quality of e-website services (E-SQ) positively affected attitudes toward cross-border online shopping behavior. The results of this study support the research of Han et al. (2018), where the results state that the higher the quality of e-website services, the more positive the attitude towards behavior. The effect of e-site service quality on attitudes towards cross-border online shopping behavior was the largest compared to the other variables. This shows that e-website service quality is essential in shaping attitudes toward cross-border online shopping behavior. A good-quality e-website service provides information about the products needed by

consumers and helps consumers with easy steps in the consumption process. These findings support Strzelecki's (2019) results on cross-border online shopping in Europe, where the essential features of e-tailers are service-related, that is, a compatible payment system and ease of delivery. Research on the Chinese market also shows that website quality positively affects users' continuance (Akram et al., 2021; Ma et al., 2019).

The second hypothesis showed customer need for uniqueness does not affect attitudes towards cross-border online shopping. Tian et al. (2001) and Wang et al. (2022) stated that consumers' need for uniqueness is defined as the nature of pursuing differences relative to others through ownership, utilization, and disposition of goods to develop and enhance one's self-image and social image. This insignificant influence provides a plausible explanation for Indonesian consumers' utilitarian motives to purchase products via cross-border online shops. This importance of utilitarian motives is also found in other countries. In the context of the Chinese market (Huang & Chang, 2018), price competitiveness and products positively affect the intention to purchase. Therefore, these factors should be included in the future model to predict cross-border online purchase behavior.

The study results (i.e., supported hypothesis 1 and unsupported hypothesis 2) reveal that the antecedents of e-website service quality significantly affect attitudes, which in turn affect cross-border online shopping behavior intention, but not on consumer need for uniqueness. From this research, we can understand the importance of electronic service quality in shaping attitudes towards the intended behavior. E-commerce seeking to attract consumers across national borders must have excellent service quality, considering technical factors such as delivery facilities, ease of payment, and warranty. However, as previously explained, the NFCU does not affect attitudes towards cross-border online shopping. Thus, utilitarian motives should still be considered. To attract consumers across national borders, especially those from emerging economies, e-commerce must offer price ranges that provide choices for consumers with limited purchasing power.

The third hypothesis provides additional empirical evidence for the theory of planned behavior. As argued by the TPB, three main factors form behavior intention, namely, attitude, subjective norms, and perceived behavior control gain empirical support. Attitude towards behavior had a positive effect on cross-border online shopping intentions. This shows that the more a person likes cross-border online shopping, the higher their intention to engage in cross-border online shopping. This is in line with the theory of Fishbein & Ajzen (1975), who stated that "Attitude towards a behavior is defined as an individual's positive or negative feelings about performing the target behavior." Attitude influences intention toward objects (Han et al., 2018). The second factor, subjective norms, positively affects individual behavioral intentions toward cross-border online shopping. This shows that the higher the individual's subjective norms, the higher the person's intention to engage in cross-border online shopping. Several studies have also demonstrated that attitudes positively affect behavioral intentions (Monteiro & Giuliani, 2017; Pēna-García, 2020).

The fourth hypothesis showed normative beliefs have a positive effect on subjective norms. The higher a person's belief in what other relevant people think about cross-border online shopping, the higher the individual's subjective norm. In this regard, cross-border online shopping is seen as socially desirable behavior. Based on the expected effects of relevant references, individuals are more likely to make online purchases from international websites across national borders. This also aligns with previous research (Han et al., 2018), showing that the more confident a person is of what other relevant people think about cross-border online shopping, the higher the individual's subjective norm.

The research results provide empirical support for hypotheses 6 and 7. Self-efficacy had a positive effect on perceived behavioral control. This indicates that the more confident a person is in his or her ability to engage in cross-border online shopping, the greater the individual's power of cross-border online shopping. Self-efficacy is an essential antecedent of perceived behavioral control in most Theories of Planned Behavior and Technology Acceptance Models (Duarte & Pinho, 2010; Venkatesh & Davis, 2000). Furthermore, perceived behavior control, as a belief about the presence or absence of

factors that facilitate and hinder individuals from carrying out a behavior, has a positive effect on behavioral intention. Therefore, hypothesis 7's test result provides additional empirical evidence for the Theory of Planned Behavior (Han et al., 2018).

CONCLUSION

This study provides empirical evidence about the attitudes and behaviors of Indonesians in cross-border online shopping. In a collectivist society like Indonesia, the role of subjective norms and subjective norms in shaping attitudes and intentions to behave is crucial. However, this study provides empirical evidence that e-services are essential in shaping attitudes and behavior. Therefore, e-commerce infrastructure and superstructure are the main agendas for the increasing e-commerce traffic in Asia.

The results of this study also show that the consumer need for uniqueness does not affect consumer attitudes. If consumers' need for uniqueness can be categorized as a hedonic motive, it is plausible to assume that Indonesian consumers have a stronger utilitarian motive in cross-border online shopping. Further investigations into various motives held by Indonesian consumers and consumers in other countries will undoubtedly help policy and strategy formulation in increasing e-commerce traffic and the average transaction value in the Asian region.

This research provides several recommendations for formulating strategy and policy in general. Data shows that Indonesian consumers tend to shop for affordable products, with an average transaction value of US\$ 36, lower than that of Malaysians (US\$ 54) and Singaporeans (US\$ 91) (Eastspring Investment, 2020). Marketing of local e-commerce platforms should focus on valuable factors such as low prices and the use of local language in e-commerce platforms, which can become important factors in encouraging locals to purchase from local e-commerce platforms. This research also provides insights for policy formulators. The tendency for cross-border online shopping is greatly influenced by the perception of groups who like to do so. If public opinion tends to lead to the benefits gained from cross-border online shopping, then a massive campaign is needed to shape the public perception that shopping on local e-commerce platforms provides more significant benefits. A government that wants to promote local e-commerce platforms should be responsible for this.

Further research should include several variables that can be antecedents, such as price considerations, playfulness, shopping pleasure, and usefulness (Droogenbroeck & Van Hove, 2021; Tam, et al., 2020). Other individual characteristics such as materialism, vanity-seeking, and variety-seeking may also affect attitudes in addition to the characteristics of the Need for Uniqueness. More importantly, future research should emphasize utilitarian motives such as product quality, variety, and price. Global e-business companies must study other antecedents to understand the complexity of consumer intentions towards online shopping across national borders and better understand consumer attitudes and behavior in Indonesia.

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Appendix

Normality Test

Indicator	Indicator Chaumasa Datia Kuntasia Datia Canalusian							
Indicator	Skewness Ratio	Kurtosis Ratio	Conclusion					
ESQ6	-0,025	-0.658	Normal					
ESQ5	-0,014	-0.632	Normal					
ESQ4	-0,58	-0.673	Normal					
ESQ3	-0,120	-0.301	Normal					
ESQ2	0,001	-0.713	Normal					
ESQ1	0.049	-0.819	Normal					
CNFU5	0.05	-0.618	Normal					
CNFU4	0.027	-0.632	Normal					
CNFU3	-0.029	-0.838	Normal					
CNFU2	0.100	-0.655	Normal					
CNFU1	0.063	-0.749	Normal					
NB4	-0.426	-0.369	Normal					
NB3	-0.28	-0.598	Normal					
NB2	-0.259	-0.597	Normal					
NB1	-0.436	-0.492	Normal					
SE4	-0.178	-0.478	Normal					
SE3	0.181	-0.543	Normal					
SE2	-0.148	-0.461	Normal					
SE1	0.004	-0.44	Normal					
ATT5	-0.428	-0.484	Normal					
ATT4	-0.226	-0.62	Normal					
ATT3	-0.383	-0.496	Normal					
ATT2	-0.239	-0.759	Normal					
ATT1	-0.25	-0.547	Normal					
SN6	-0.253	-0.407	Normal					
SN5	-0.255	-0.431	Normal					
SN4	-0.389	-0.236	Normal					
SN3	-0.171	-0.689	Normal					
SN2	-0.125	-0.82	Normal					
SN1	-0.275	-0.551	Normal					
PBC4	0.083	-0.495	Normal					
PBC3	0.061	-0.609	Normal					
PBC2	0.112	-0.675	Normal					
PBC1	0.117	-0.513	Normal					
BI4	-0.333	-0.441	Normal					
BI3	-0.174	-0.624	Normal					
BI2	-0.235	-0.544	Normal					
BI1	-0.314	-0.284	Normal					