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## **The application of the ABC attitude model to online purchasing decisions (Study on e-commerce fashion consumers in Indonesia)**

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**Abstract.** This research aims to determine the effect of affective-cognitive direct (recursive) learning on online consumer purchasing decisions. In this study, the studied included online consumer purchasing decisions, organic stimulation of marketing on website, affective learning (emotions, preferences), cognitive learning (perception). The respondents selected in this study were the millennial generation and purchases for fashion products. Sampling method with purposive sampling method. Data collection techniques in this study using online questionnaires, which were then tested with intrusion tests that are validity and reliability tests. The results of the analysis with SEM show that the hypothesized model meets the goodness of fit criteria. The results of statistical analysis show that 1) organic stimulation of marketing on website has no effect on online consumer purchasing decisions, 2) organic stimulation of marketing on website positively affects the emotions of online consumers purchasing decisions, 3) organic stimulation of marketing on website positively affects the preference of online consumer purchasing decisions, 4) organic stimulation of marketing on website positively affects the perception of online consumer purchasing decisions, 5) affective-cognitive learning (emotion, preference and perception) has the role of effectively mediating the influence of organic stimulation of marketing in website on online consumer purchasing decisions. The findings of this study have proven that online consumer purchasing decisions in the millennial generation and for fashion products are the result of affective-cognitive direct (recursive) learning on online consumers. Based on the results of this study, the practical implication is that online businesses that rely on marketing with website media need to always pay attention to the dynamics of lifestyle, emotions, preferences, perceptions that develop among consumers and build marketing with media websites that base on the needs and learning of consumers. The study uses a new approach from the ABC attitude model, which researchers referred to as a directional (Recursive) model of affective-cognitive learning. The argument of this study is that online consumer purchasing decisions are the impact of a series of processes that are in the direction of what is perceived (affective) and further what consumers think about products promoted by e-commerce companies on the media website.

**Keywords.** online purchasing decisions, website, affective, cognitive, learning

### **Introduction**

This introduction, starting with the background of the problem that reveals about the gap of the phenomenon, the gaps of previous research, the gaps in the theory that underlie the research and research that has been done. Purchasing decisions are part of consumer behavior, where

consumer behavior is a study of the behavior of individuals, groups, and organizations choosing, purchasing, using goods, services, ideas, or experiences to meet the needs and desires of consumers (Kotler & Amstrong, 2012). The phenomenon of consumer behavior in Indonesia shows that more and more consumers are accessing online stores, where e-commerce in Indonesia is growing rapidly. In Indonesia, the content that consumers often visit is online stores, the age that often visits is 19 to 34 years old which is a group of millennial generation, and consumer motives are related to lifestyle (APJII, 2018). Millennial generation is a group of consumer learners because this generation has knowledge and skills with the support of Internet. This group of millennial is a consumer who has great market potential for e-commerce (Secapramana, 2017). The products of e-commerce flooded this group especially fashion products.

The uniqueness of online consumer behavior that is the millennial generation is that the process of purchasing decisions online is not based on the physical presence of the product, but based on what is emotions or preference (affective learning) and perceived (cognitive learning) consumers about the product. Online consumer purchasing decisions often base on what is felt (feelings, emotions) and what (perceptions) think about the product. Cummins et al., (2014) studied 942 articles since 2012 about consumer behavior in online contexts, and mapped the subject matter of online consumer research as follows (Cummins et al., 2014) :

**Table 1. Mapping The Subject Matter in Online Consumer Research**

Category	Incubation Era 1993-2004		Exploration Era 2005-2008		Explosion Era 2009-2012		Total 1993-2012	
	Cognitive issues	65	30.0	86	29.6	103	23.7	254
User-generated content	6	2.8	41	14.1	95	21.9	142	15.1
Internet Segmentation and Demographics	7	12.4	44	15.1	51	11.8	122	12.9
Online Usage	37	17.1	32	11.0	32	7.4	101	10.7
Cross-cultural	28	12.9	29	10.0	37	8.5	94	10.0
Online communities and networks	17	7.8	21	7.2	42	9.7	80	8.5
Strategic use and outcomes	15	6.9	27	9.3	35	8.1	77	8.2
Consumer Internet search	22	10.1	11	3.8	39	9.0	72	7.6
Total	217	100.00	291	100.0	434	100.0	942	100

Source : Cummins *et al* (2014)

Table 1 shows that the subject matter of cognitive issue and user generated content (UGC) becomes an attraction for research on online consumer behavior. Cognitive studies are rooted in psychological models of learning and information that still have ampere and interesting space for online consumer behavior research due to strategic and operational considerations (Cummins et al., 2014). Strategically, detailed articles on consumer behavior process and respond to online marketing stimuli (Wise et al., 2009), advertising (Rosenkrans, 2010) and electronic coupons (Kang, 2019). Operationally, the literature describes consumer cognitive perception and psychological reactions to image cues such as on the website (Luna et al., 2002) and animation speed (Sundar & Kalyanaraman, 2004).

The study of affective learning is another subject of online consumer behavior and based on advertising literature (Lwin & Phau, 2013; Mehta & Sivadas, 1995; Schlosser et al., 1999). The study of affective learning has not been widely discussed in Cummins et al research (2014), so the study of consumer affective learning can be used as an interesting research opportunity on online

marketing (Wu et al., 2015). The theory gap underlying this study and which has a link between cognitive issue and user generated content (UGC) is affective-cognitive learning in online consumers. With an approach that includes attitude models from Hawkins and Mothersbaugh (2010), ABC attitude models from Solomon (1999) and online learning models from Taxonomy Bloom (1956). There are fundamental differences between the three models, especially in explaining the connectedness between cognitive, affective and behavioral.

**Table 2. Summary of Theory Gaps in Research**

	<b>Result</b>	<b>Researcher</b>
There are model differences in explaining the sequence of processes between cognitive, affective and behavioral	Does not describe the sequence of processes between cognitive, affective and behavioral	<ul style="list-style-type: none"> <li>• (Hawkins &amp; Mothersbaugh, 2010)</li> <li>• (Bloom, 1956)</li> </ul>
	Describes a series of process sequence processes between cognitive, affective and behavioral called ABC (Affective → Behavior → Cognitive)	<ul style="list-style-type: none"> <li>• (Solomon, 1999)</li> <li>• (Schiffman &amp; Kanuk, 2009)</li> </ul>

Source : developed for this research

Research observations based on previous research have shown that online consumers will behave affectively and then behave cognitively (Kim & Lennon, 2013; Menendez & Jonsson, 2010). What is felt and evokes consumer emotions will determine the consumer's response to seeking information that will change the perception and awareness of consumers of the product. This study emphasizes psychological factors that are learning models as factors that influence online consumer purchasing decisions. The learning model can be seen as a process by which experience causes changes in knowledge, attitudes or behaviors (Setiadi, 2008). Experiences influence consumer emotions on products, and this will lead to consumer perceptions of products. This perception will influence online consumer purchasing decisions. Emotion is a psycho-physiological symptom that exerts an influence on perception, attitude and behavior (Davis, 2006). The update of this study is the concept of "The role of affective-cognitive learning". Affective and cognitive learning which is a direct connectedness of affective and cognitive learning theory. On the basis of the research problem, the research issues are:

1. Does the organic stimulation of marketing on websites affect online consumer purchasing decisions at e-commerce companies ?
2. Does emotions, preferences and perceptions influence mediating between organic stimulation of marketing on websites to online consumer purchasing decisions at e-commerce companies ?

### **Review of Literature**

#### **Consumer Behavior**

Online consumer purchasing decisions are part of consumer behavior. Consumer behavior is an action taken by individuals, groups or organizations related to the decision-making process in obtaining, and using economic goods and services that may be influenced by the environment (Mangkunegara, 2007). Consumer behavior is a study of individuals, groups, and organizations in selecting, purchasing, using goods and services, including the consumer's experience of goods or services in satisfying the needs and desires of consumers (Kotler & Keller, 2009). Consumer

behavior is a dynamic interaction between the influence and condition of human behavior and events around the environment (Peter & Olson, 2009). Consumer behavior can be interpreted as an individual activity directly involved in the purchase and use of goods or services, including the decision-making process in the preparation and application of activities (Swastha, 2007). Purchasing decisions are one of the main components of consumer behavior. Consumer purchasing decisions are the stages that consumers use when purchasing goods or services (Lamb, 2008). The purchase decision is the selection of two or more alternative purchasing decision options, meaning that a person can make a decision, there must be several alternative options (Schiffman & Kanuk, 2009).

### **Marketing**

Marketing is a social and managerial process that makes individuals and groups earn what they need and want through the creation and reciprocal exchange of products and values with others (Kotler et al., 2001). The purpose of Marketing is to know and understand the customer well so that the goods and services match the customer and are then able to sell themselves. Online promotion is one of the marketing activities. The promotional function is to achieve various communication goals with consumers (Kotler & Armstrong, 2001) Promotion is an activity that communicates the benefits of a product and persuades target consumers to buy products (Kotler & Keller, 2008).

### **Organic Stimulation of Marketing on Website**

Stimuli are physical, visual, or verbal forms that can affect an individual's behavior (Henry, 2004; Pluzinski & Qualls, 1975; Setiadi, 2008). Marketing stimuli are any communication or physical stimuli designed to influence consumer behavior (Setiadi, 2008) The atmosphere of the website has also been defined as a design on the website environment created to have an effect on consumer behavior (Pluzinski & Qualls, 1975). On the website, there are marketing stimuli known as organic stimulation of marketing (Menendez & Jonsson, 2010)

### **Affective-Cognitive Learning (Recursive)**

Learning is a mental or psychic activity that takes place in active interaction with the environment resulting in changes in knowledge, understanding, skills, and attitude values (Gagne, 1989). Affective concepts include behaviors such as motivation, emotion, feelings, interests, attitudes, and values. The realm of affective learning is an area related to aspects of emotion, feelings, interests, attitudes, adherence to morals. Cognitive learning as a process by which each individual actively builds a system of meaning and understanding of reality through experience and interaction with the environment (Piaget, 1999). The concept of affective-cognitive learning which is the direct connectedness of affective and cognitive learning, means that learning starts from the affective process (dimension is emotion, preference) that continues in cognitive learning (perception). The concept of cognitive affective recursive learning model is a development of Solomon's ABC attitude model (1999). If in the ABC attitude model the sequence consists of feelings (affective), behavior (behavior) and trust (cognitive) then in this affective-cognitive recursive learning model are feelings (affective), perception (cognitive) and behavior (behavior) or so-called ACB attitudes. The similarity of the two models is that they use the concept of recursive (direct) relationships.

### **Emotion**

Emotion is a typical feeling and thought, a biological and psychological state and a series of tendencies to act on stimuli from outside and within the individual include conscious changes, a profound nature, and behavioral changes in general accompanied by an expression of emotions. Some of the characters raised about various emotions, including Descrates, Watson and Goleman. Descrates (2002) states that emotions are divided into: desire, hate, sorrow, wonder, love and joy. Watson (2002) expressed three kinds of emotions, namely: fear, rage, love. Goleman (2002) expresses several kinds of emotions that do not differ much from the two characters above, namely anger, sadness, fear, pleasure, love, shock, irritation, and shame (Goleman et al., 2002).

### **Preference**

The preference is the process of ranking all things that can be consumed for the purpose of obtaining a preference for a product (Network-marketing & Buchmesse, 2004). There are several stages that consumers will go through to describe a sense of satisfaction with a product (Kotler & Keller, 2007). The stimuli of marketing will affect consumer perception, such as product state, physical characteristics, packaging, brand, design and color (Schiffman & Kanuk, 2000). Consumer preferences appear in the alternative evaluation stage in the purchasing decision process, at which stage consumers are faced with a wide selection of products with a wide range of different attributes. Therefore, it can be concluded that preference is a choice taken and chosen by consumers from a wide range of options available.

### **Perception**

The perception is the brain's ability to translate stimuli or processes to translate incoming stimuli into human senses (Sugihartono, 2018). Perception is a process of organizing, interpreting the stimuli received by each individual so that it becomes something meaningful (Walgito, 2004). Responses as a result of perception can be taken by individuals of various forms. Which stimuli will get a response from the individual depends on the individual's attention. Perception is the brain's work in understanding or assessing what is happening around it (Waidi, 2016). Perception is an observation about objects, events or relationships obtained by concluding information and interpreting messages (Rakhmat, 2011). Perception is a process of interpreting or interpreting information obtained through the system of human senses (Suharman, 2005). From the above explanation can be concluded that perception is a process that starts from vision to the formation of responses that occur within the individual so that the individual is aware of everything in his environment through his senses.

### **Hypotheses Development**

#### **Hypotheses 1: Organic stimulation of marketing on website positively affects online consumer purchasing decisions in e-commerce companies**

Marketing stimuli will affect consumer psychology (motivation, perception, learning, and memory) (Kotler & Keller, 2007). Marketing stimuli are any communication both physical and non-physical designed to influence consumer behavior including purchasing decisions. The organic stimuli in the website, consisting of color schemes, music, images, web design, interaction, speed, product information, consumer opinion, quantity and diversity (Menendez & Jonsson, 2010). Theoretically every online marketing stimulus has an influence on consumer learning and learning has an influence on consumer behavior.

**Hypotheses 2: Emotions mediate a positive influence between organic stimulation of marketing on website and online consumer purchasing decisions on e-commerce companies.**

Emotion is the first response that consumers experience as part of the affective learning process. Marketing stimuli will affect consumer psychology (motivation, perception, learning, and memory) (Kotler & Keller, 2007). Marketing stimuli are any communication both physical and non-physical designed to influence consumer behavior including purchasing decisions. The study findings that emotions have a positive influence on the tendency of online consumer behavior (Semuel, 2006)

**Hypotheses 3: Preferences mediate a positive influence between organic stimulation of marketing on website and online consumer purchasing decisions on e-commerce companies.**

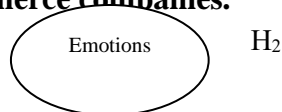
Consumer preferences indicate consumers' preferred choice of various alternative product options. Previous research on the influence of consumer emotions on consumer preferences is still very limited. Some studies such as Semuel (2006) state that preference has a positive influence on the tendency of online consumer behavior. Previous research has suggested that there is a perception influence on consumer purchasing decisions. Consumer preferences have no effect on consumer purchases (Suhir et al., 2014). Consumer perception and preference influence purchasing decisions (Wardhani et al., 2016)

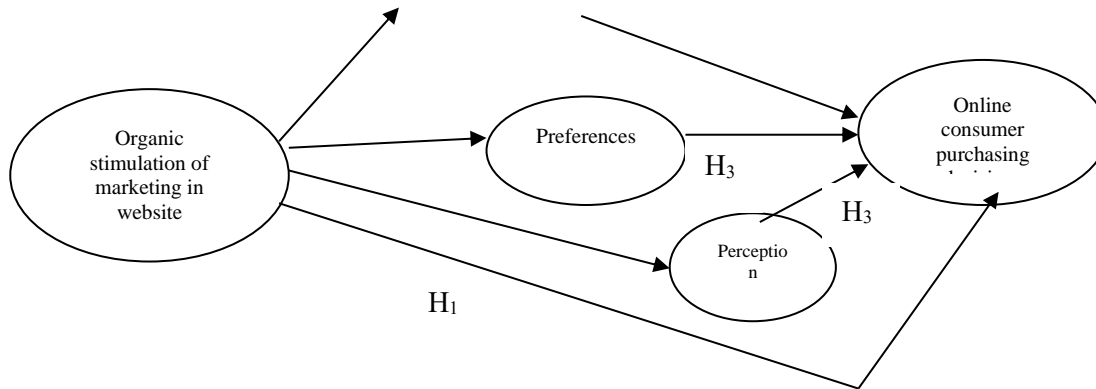
**Hypotheses 4: Perception mediates a positive influence between organic stimulation of marketing on website and online consumer purchasing decisions on e-commerce companies.**

Perception is the process of selection, organizing and indexing information input, sensations received through vision, feeling, hearing, smell and touch, to produce meaning (Fadila, 2013). A purchasing decision is an action from a consumer to want to buy a product. Previous research showing the influence of consumer perception on purchasing decisions is still very limited. Some studies such state that consumer perception has a positive and significant effect on online consumer purchasing decisions (Sardanto & Ratnanto, 2016). Perception affects purchasing decisions (Jamaludin, 2015). Consumer risk perception has a positive and significant effect on online purchasing decisions (Wahyuningtyas & Widiastuti, 2015).

**Proposed Research Model**

**Figure 2. Conceptual Model of Affective-Kognitive Learning on Online Consumer Purchasing Decisions at e-commerce companies.**





**Source:** (Henry, 2004), (Zebrowski, 2014), (Kotler & Keller, 2007), (Tolman, 1938), (Sudrajat, 2008), (Davis, 2006), (Mujiyana et al., 2009), (Menendez & Jonsson, 2010)

### Research Methods

Quantitative research is a type of research that basically uses a deductive approach. Research design is determined based on research objectives and hypotheses (Creswell, 2016). The design of the research used in this study is the design of test research, which aims to test the hypotheses which is a phenomenon in the form of connectedness between variables. The research site is conducted in Indonesia. This research is done on online consumers. The characteristics of research objects namely online consumers in research are: 1) Consumers have made online purchases at e-commerce companies (Mataharimall.com, Bukalapak, Tokopedia or Shopee, Lazada), 2) Millennial generation who are between 19 and 34 years old, where this generation has more interest in visual content such as fashion (Simbolon, 2018), 3) The consumer group emotional view is the consumer in making decisions based on emotions and does not emphasize on the search for information before purchase, 4) Consumer groups for fashion products. A fashion product is a product that has the right special characteristics and represents the lifestyle. Types of fashion products are clothing, accessories, shoes, bags, cosmetics, other products (baby supplies, table supplies, baby toys and children).

### Operational Definitions and Indicators

In the study of dependent variable is the decision of purchasing consumers online. In free variables research is the organic stimulation of marketing on website. In this study the variables in mediation was emotion, preference and perception. The population of this study is online consumers. The sampling method is a purposive sampling technique that is a non random sampling where researchers determine sampling by setting specific characteristics that are in accordance with the purpose of the study so that it is expected to answer the research problems. In this study, the minimum sample size was 5 times the number of question items contained in the questionnaire (Hair et al., 2010). The number of indicators in this study consisted of four indicators, ten indicators, moderation variables of four indicators, four indicators of emotion mediation variable, five indicators of preference mediation and three indicators of perception mediation. The total number of question items in this study is 30 questions, so the minimum sample size of this study is  $30 \times 5 = 150$  So the number of samples taken in this study is at least 150 respondents. However, the sample

selected in the study was 154 people, out of 164 who answered the questionnaire, but only 154 respondents answered in full each question item on the questionnaire.

### **Data collection techniques**

The research online questionnaire was compiled by submitting a closed statement as well as a selection of answers to submit to the research sample. Media used for the dissemination of questionnaires with the Internet via whatshap. The website address is: <https://bit.ly/KuesionerRisetIrwan>. With likert scale, the preparation of research questionnaire consists of 30 statements to be presented to the respondents who sampled the research. The Likert scale used is intervals 1 to 5 (disagree, disagree, neutral, agree, strongly agree). The data collection journey is carried out through several stages namely 1)initial surge to prospective respondents to determine respondents who have special characteristics in accordance with the purpose of the research through the giving of questions submitted through whatsapp about age and never shopping online for fashion products at e-commerce companies, 2)selected respondents who meet the research criteria are given questionnaires online via whatsapp, where the questionnaire is created with google form. This data collection process takes about 4 months from May to August 2019. Of the 200 respondents contacted by researchers via whatsapp only 164 were willing to fill out a questionnaire provided by the researchers (the average response was 80 percent), and of the 164 respondents who were willing to fill out only 154 respondents who filled out the questionnaire online in full, so the sample selected in this study was 154 respondents

### **Data Validity Testing**

Validity tests are used to measure the validity of an indicator. An indicator is said to be valid if the question in the questionnaire is able to reveal the contents used will be measured by the questionnaire. If the loading factor is 0.50 then it can be said valid. Reliability tests are intended to measure the level of demand of research instruments. There are four measures of construct validity, namely convergent validity, variance extracted, reliability and discriminant validity.

### **Data Analysis Techniques**

In the structural equation model (SEM), Amos is used as a general approach to data analysis. SEM is also known as the Analysis of covariance structures or often referred to as a causal model. Calculations in the Structural Equation Model will be much easier to use Amos compared to other counting tools. Amos is a special program used in structural equation model analysis or better known as SEM (Ghozali, 2013).

## **Result**

### **Descriptive Analysis of Respondent Characteristics**

**Table 3. Description of Identity of Research Respondents**

Respondent Category by Gender									Sum
Gender	Male				Female				154
	30				124				
Categories of Respondents by Age									
Age	18-19	20-21	22-23	24-25	26-27	28-29	30-31	31-32	154
	26	57	14	35	16	2	3	1	

Respondent Category by Work Status							
Work Status	Student		Employee/Employee/Teacher		Entrepreneur/Entrepreneur		154
	72		78		4		
Respondent Category by Recent Education							
Recent Education	SD	SMP	SMA/SMK	D3	S1	S2	154
	0	0	66	21	67	0	

Source : primary data processed 2019

### Evaluation of the Measurement Model

The benefit of confirmatory factor analysis (CFA) is the ability to assess the validity of the proposed measurement theory. The validity of the construct measures to how far the size of the indicator is able to reflect latent change. The validity of the truck gives confidence that the size of the indicators taken from the sample represents the actual score in the population. There are four measures of construct validity, namely convergent validity, variance extracted, reliability and discriminant validity.

#### Convergent Validity

The grain or indicator of a latent variable must be convergent or share a high proportion of variants and this is called convergent validity. Standardized loading estimate output result in general all loading factors are statistically significant and the loading value is already above 0.50, there are only two indicators that the loading factor value is below 0.50 i.e. it would be nice to remove them from the analysis.

#### Variance Extracted (AVE)

In CFA the average percentage of variance extracted (AVE) values between items or indicators of a set of constructs is a convergent summary of indicators. The recommended cut off test variance extracted value > 0.50. The variance extracted (VE) value of 0.50 indicates that the number of variances of the indicators extracted by the latent construct is more than the variance of the error. A validity test is a test that shows the extent to which the measuring instrument used is able to measure what it wants to measure and not measure the other. The results of the validity test against all mods showed the loading factor value in the indicator of all mods has a value below 0.5 with a probability value of less than 0.05 on the regression weight, so that all indicators of the change of research used in the study can be used as a descriptor of the study. Reliability tests are tests that show the extent of the stability and demand of the measuring instruments used :

**Table 4. Variance Extract and Reliability Test**

No	Variables	Variance Extracted	Contract Reliability
1	The organic stimulation of marketing on website (RO)	0,477	0,879
2	Emotions (EM)	0.653	0.882
3	Preference (PR)	0.591	0.878
4	Perception (PE)	0.521	0.764
5	Online Consumer Purchasing Decisions (KP)	0.582	0,772

Source : processed primary data, 2019

#### Discriminant Validity

Discriminant validity measures how far a construct is true differently from other constructs. The high value of discriminant validity provides evidence that a construct is unique and capable of capturing measured phenomena. The way to test is to compare the root value of the AVE with the correlation value between the constructs. Here's the square root value of the latent construct.

**Table 5. Discriminant Validity**

No	Variables	Variance Extracted (AVE)	Square Root Value Variance Extracted (AVE)
1	The organic stimulation of marketing on website (RO)	0,477	0,691
2	Emotions (EM)	0,653	0,808
3	Preference (PR)	0,591	0,769
4	Perception (PE)	0,521	0,722

Source : processed primary data, 2019

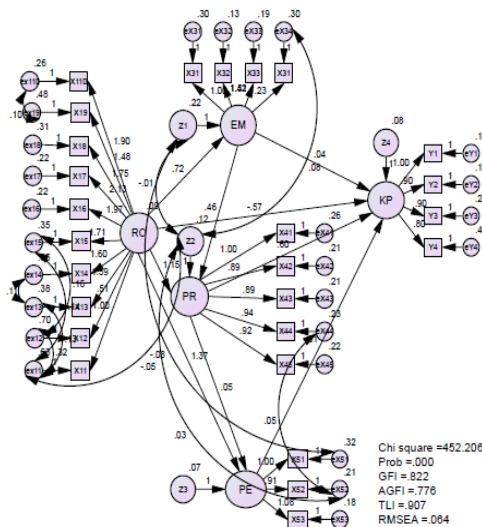
Based on Table 5, it can be concluded that the perception, preference and emotions constructs whose ave square root values are higher than correlations between other constructs and this indicates convergent validity are good. As for other constructs The organic stimulation of online marketing on web media the root value of squared AVE is no higher than the correlation between other constructs.

### Testing of Inner Models and Research Hypotheses

The testing of affective learning and cognitive learning models in this study can be categorized by three types namely 1)type A type A affective-reflective learning model, 2)type B reflective-cognitive learning model, and 3)cognitive-affective (recursive) learning model. Affective and cognitive learning models can be presented in the following conceptual frameworks:

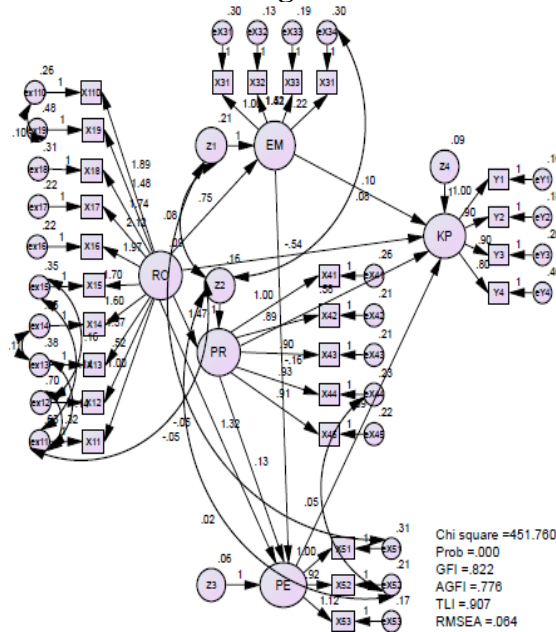
1. The first model of affective-cognitive learning type A in online consumers, where emotions affect preferences, preferences affect perception:

**Figure 3. Results of Tests with SEM on The Role of Affective-Cognitive Recursive Learning Type A in Online Consumer Purchasing Decisions**



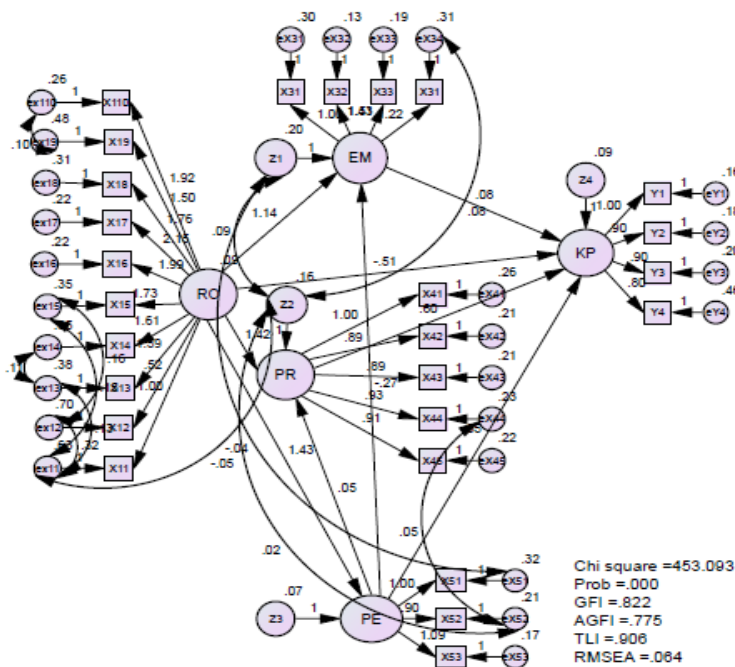
2. The second model of affective-cognitive learning type B is that emotions affect preferences, emotions affect perception:

**Figure 4. Results of Tests with SEM on The Role of Affective-Cognitive Recursive Learning Type B in Online Consumer Purchasing Decisions**



3. The third model states that cognitive-affective learning where perception affects emotions and perception affects preferences:

**Figure 5. Results of Tests with SEM on The Role of Cognitive-Affective Learning in Online Consumer Purchasing Decisions**



**Table 6. Goodness of Fit for Model Evaluation**

Goodness of index	Cut of value	Results of Cognitive Learning Type A	Results of Cognitive Learning Type B	Results of Cognitive-Affective Learning
Chi Square	Expected Small	452,206	451,760	453,093
Probability	≥ 0,05	0,000	0,000	0,000
RMSEA	≤ 0,08	0,064	0,064	0,064
GFI	≥ 0,90	0,822	0,822	0,822
AGFI	≥ 0,90	0,776	0,776	0,775
TLI	≥ 0,95	0,907	0,907	0,906

Sumber : data primer, diolah 2019

Table 6 shows that the chi square result, probability, RMSEA value, GFI value, AGFI value, TLI value indicate that the model conformity test is good enough. The results of this determination coefficient indicate the level of connectedness of the mods in the model is high. A summary of the results of the determination coefficient on all three models is as follows:

**Table 7. Summary of The Third Determinant Coefficient of Recursive Models**

Model	Series Learning Process	Determination Coefficient (R2)
Recursive Model of Affective-Cognitive Learning Type A	Emotions → Preferences → Perception	72,5%
Recursive Model of Affective-Cognitive Learning Type B	Emotions → Perception, Preference → Perception	71,9%
Recursive Model of Cognitive-Affective Learning	Perception → Emotions, Perception → Preferences	71.8%

Source : processed primary data, 2019

Table 7 shows that the best model is the one that has the highest coefficient of determination, namely the affective-cognitive learning model type A which is learning that starts from the emotional process, then preference and continues to perception. The results of this study have proven that the affective-cognitive recursive learning model is the best model in affective and cognitive connectedness.

**Table 8. Regression Weights: (Group number 1 - Default model)**

			Estimate	S.E.	C.R.	P
EM	<---	RO	.717	.229	3.132	.002
PR	<---	RO	1.149	.362	3.172	.002
PR	<---	EM	.463	.256	1.812	.070
PE	<---	RO	1.368	.395	3.459	***
PE	<---	PR	.045	.107	.425	.671
KP	<---	RO	-.575	.436	-1.318	.188
KP	<---	EM	.036	.099	.365	.715
KP	<---	PR	.602	.144	4.185	***
KP	<---	PE	.614	.239	2.572	.010

Source : processed primary data, 2019

**Table 9. Standardized Regression Weights: (Group number 1 - Default model)**

Estimate			
EM	<---	RO	.412
PR	<---	RO	.571
PR	<---	EM	.401
PE	<---	RO	.814
PE	<---	PR	.054
KP	<---	RO	-.305
KP	<---	EM	.033
KP	<---	PR	.643
KP	<---	PE	.548

Source : processed primary data, 2019

Table 9 shows that all variable connectedness has a positive influence. Organic stimulation of marketing on website positively affects consumer emotions meaning that if organic stimulation of marketing increase then consumer emotions will increase. If organic stimulation of marketing increases then consumer preferences will increase. If organic stimulation of marketing increase then consumer perception will increase. If emotions increase then consumer preferences will increase. If preferences increase then consumer perception will increase. If emotions increase then online consumer purchasing decisions will increase. If preferences increase then online consumer purchasing decisions will increase. If perceptions increase then online consumer purchasing decisions will increase. However, if the organic stimulation of marketing in website increases then the decision to purchase consumers online will decrease.

**Direct and Indirect Influence of Mediation Variables**

Testing the influence of emotional mediation, preferences and consumer perception between organic stimulation of marketing in website against online consumer purchasing decisions can be done by taking into account direct and indirect influence.

**Table 10. Direct Influence on Connectedness between Organic Stimuli of Online Marketing on websites and Online Consumer Purchasing Decisions through Emotions, Preferences and Perceptions**

	RO	EM	PR	PE	KP
EM	.201	.000	.000	.000	.000
PR	.536	.400	.000	.000	.000
PE	.593	.000	-.068	.000	.000
KP	<b>-3.240</b>	.100	1.035	5.319	.000

Source : processed primary data, 2019

**Table 11. Indirect Influence on Connectedness between Organic Stimuli of Online Marketing on websites and Online Consumer Purchasing Decisions throu**

	RO	EM	PR	PE	KP
EM	.000	.000	.000	.000	.000
PR	.080	.000	.000	.000	.000
PE	.042	-.027	.000	.000	.000
KP	<b>3.592</b>	.269	-.361	.000	.000

Source : processed primary data, 2019

Table 10 shows that the direct effect of organic stimulation of marketing on websites on online consumer purchasing decisions is -3,240. Table 10 shows that the indirect effect of organic stimulation of marketing on website on online consumer purchasing decisions amounted to 3,592. Based on both tables, indirect influence is greater than direct influence, meaning that emotions, preferences and perceptions have a role to play in mediating the influence between organic stimuli of marketing on website to online consumer purchasing decisions.

### Hypotheses Test Results

Further testing is conducted against hypotheses testing. Hypotheses testing is performed using t-value with a significance level of 0.05. The t-value in the AMOS program is the critical ratio (C.R) value in the regression weight of the fit model. If the critical ratio (C.R)  $\geq 1,967$ . Probability value or  $P \leq 0.05$  then  $H_0$  rejected (research hypotheses accepted) as well as vice versa

**Table 12. Hypotheses Test Results Connectedness between Organic Stimuli of Online Marketing in Website Media and Online Consumer Purchasing Decisions through Emotions, Preferences and Perceptions**

	Hypotheses	Path Coefficient	Conclusion	Hypotheses
H1	Organic stimulation of marketing on the website → online consumer purchasing decisions	-,305	Negatif	Rejected
H2	Organic stimulation of marketing on the website → emotions → online consumer purchasing decisions	$0,412 \times 0,033 = 0,014$	Positive	Accepted
H3	Organic stimulation of marketing on the website → preference → online consumer purchasing decisions	$0,571 \times 0,643 = 0,367$	Positive	Accepted
H4	Organic stimulation of marketing on the website → perception → online consumer purchasing decisions	$0,814 \times 0,548 = 0,446$	Positive	Accepted

Source : processed primary data, 2019

### Determination Coefficient

The determination coefficient (R<sup>2</sup>) is intended to measure the ability of how much percentage of free variables, moderation variables and moderation variables in the model explain the change.

**Table 13. Squared Multiple Correlations Analysis Results for Determining Coefficient Test on Model Connectedness between Organic Stimuli of Online Marketing in Website and Online Consumer Purchasing Decisions through Emotions, Preferences and Perceptions**

	Estimate
Emotions	.061
Preference	.499
Perseption	.729
<b>Online consumer purchasing decisions</b>	<b>.859</b>

Source : processed primary data, 2019

Based on Table 13 shows the value of r square changer online consumer purchase decision of 0.859. From the results of the determination analysis can be concluded that the effect of organic stimulation changes in marketing in the media website on changes in online consumer purchasing decisions moderated lifestyle and emotionally mediated, preferences and perceptions by 85.9% and other unexamined mods influenced purchasing decisions by 14.1%. The results of the determination coefficient show that the level of connectedness of the mods in the model is very high.

### **Discussion**

This research has successfully proven that emotions mediate a positive influence between organic stimuli of online marketing in website to online consumer purchasing decisions. The results of this study support previous research such as marketing stimuli on social media positively influence online consumer behavior (Edy & Tiningrum, 2015). The website had a positive influence on the interest of online purchases (Lee et al., 2010). Website quality (design, information quality, trust, risk perception and empathy) influenced online purchasing intentions (Sam & Tahir, 2009). There are four things from the website that affect consumer behavior namely graphics, ergonomics, information content and social interaction (Thabet & Zghal, 2013). This research that website scenarios, website security, the consumer community on websites have a significant impact on consumer confidence in online purchases (Xirong et al., 2013).

This research has also successfully proven that the preference of mediating positively between organic stimulation of online marketing in the media website against online consumer purchasing decisions. The results of this study support and reinforce the results of previous research stated that affective learning affects the purchase of consumers online (Pasaribu, 2010). This research has also successfully proven that the perception of mediating positive organic stimulation of marketing in website against online consumer purchasing decisions. This is in line with research conducted which stated that cognitive motives have a significant effect on online purchases (Albanna, 2016). Cognitive impacts on consumer purchasing decisions (Hasan, 2012).

### **Implications**

Website design needs to prioritize stimuli that can impact emotions, preferences and perceptions of online consumers. Based on the results of this study by referring to the loading factor value of the three highest on the indicator grain are the three main things in designing the website namely prioritizing the form and quality of information, interactive mode and communication, and the speed of information services as consumers expect from. Managerial implications for marketing need to optimize the use of websites that have the quality of information, mode of interactivity and speed of information services as expected by online consumers.

This research has also proven that emotions have mediated the influence of organic stimuli marketing on websites on online purchasing decisions. The results of the study by referring to the highest three loading factor values then there are three main aspects of emotions that need to be considered namely feelings of comfort, feelings of pride, feelings of confidence. The managerial implication is that marketing managers need to optimize the use of websites that can give you comfort, pride and confidence.

This research has also proven that preferences have mediated the influence of organic stimuli marketing on website on online purchasing decisions. The results of the study by referring to the highest three loading factor values then there are three main aspects of

preference that need to be considered namely the priority of choice, self-ability and future considerations. The managerial implication is that marketing managers need to optimize the use of websites that can give priority to choice, are capable and able to give future consideration to online consumers.

This research has also proven that perception has mediated the influence of organic stimuli marketing on website on online purchasing decisions. The results of the study by referring to the loading factor value of the three highest then there are three main aspects of perception that need to be considered namely consideration of quality, benefits and suitability of price with quality. The managerial implication is that marketing needs to optimize the use of websites that can give consideration to quality, benefits and prices that match the quality.

The result of this study was the development of the ABC attitude model of Solomon (1999). If in the ABC attitude model the sequence consists of feelings (affective), behavior (behavior) and trust (cognitive) then in this affective-cognitive recursive learning model are feelings (affective), perception (cognitive) and behavior (behavior) or so-called ACB attitudes. The difference between the two models is the series of processes. The concept of affective-cognitive direct learning is the result of synthesis of affective, cognitive and behavioral learning concepts. So the theoretical implication of this study is the emergence of the concept of the ACB attitude model (affective, cognitive, behavior), which is a development of the ABC model (Solomon, 1999) and has been empirically tested.

### **Conclusion and Recommendations**

The results of this study have provided evidence that 1) organic stimulation of marketing on website has no effect on online consumer purchasing decisions at e-commerce companies, 2) affective-cognitive learning (emotions, preferences, perceptions) mediates positively between organic stimulation of marketing on website and online consumer purchasing decisions on e-commerce companies.

The result of this study was the development of the ABC attitude model of Solomon (1999). If in the ABC attitude model the sequence consists of feelings (affective), behavior and trust (cognitive) then in this affective-cognitive learning model are feelings (Affective), perception (Cognitive) and behavior (Behavior) or so-called ACB attitudes. The difference between the two models is the series of processes. The concept of affective-cognitive recursive learning is the result of synthesis of the concept of affective, cognitive and behavioral learning. So the theoretical implication of this study is the emergence of the concept of the ACB attitude model (Affective, Cognitive, Behavior), which is the development of the ABC model and has been empirically tested.

Based on the results of this study, the practical implication is that online businesses that rely on marketing with website media need to always pay attention to the dynamics of lifestyle, emotions, preferences, perceptions that develop among consumers and build marketing with media websites that base on the needs and learning of consumers.

The agenda of future research is necessary to examine online consumer behavior from other approaches such as transaction cost paradigm approach. The agenda of future research is necessary to research consumer groups outside the langgas generation, e.g. generation X which is a generation that lacks the capability in information technology. The agenda of future research is necessary to research in consumer approaches other than emotional view, such as economic view, cognitive view

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