

The Effect of Digital Customer Experience Towards Customer Buying Decision of Digital Internet Provider

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Abstract - This research analyses the effect of digital customer experience in one of the digital internet providers in Indonesia towards the customer buying decision. Both qualitative and quantitative research was conducted, which returned 355 completed questionnaires. The digital customer experience has dimensions (interactivity, connectivity, integration, privacy and security, consistency, personalization, and internet data package variation). We found that the construct of the digital customer experience were good predictors of perceived compatibility, perceived risk, perceive ease-of-use, perceived usefulness, and perceived behavioral control. Those factors will impact the customers' purchase intention, which lead to buying decision. The result show that all the factors except connectivity are positively affecting perception of innovation. Only perceived compatibility and perceived usefulness from the perception of innovation that leads to purchase intention and customer buying decision of digital internet provider.

Keywords - *Digital Customer Experience, Perceived Innovation, Purchase Intention, Buying Decision.*

I. INTRODUCTION

As we know, the world has evolved and so has our generation, that can be seen by the change of behavior by Millennials and Gen Z. For Millennials, marketers see them with a generation that has a high level of spending power [1]. Gen Z makes more transactions than the older generation to make up for its lower-per-transaction spend. There are fewer active buyers, yet they emerge as heavy spenders [2]. For Millennials and Gen Z, their buying decision can be determined by one of the factors that is Customer Experience, which is a subjective response customers have for any direct or indirect contact with a company.

The largest market share in the era of digitalization is Millennials and Gen Z customers. They are expected to make 70% of the total productive age population from 2020 to 2030 [3]. For the next decades, Gen Z and Millennial population will be consisted about 142 million in Indonesia, making them as a profitable market in the future [4] Companies need to strategize and continuously interact with both generations by understanding their needs, preferences, and lifestyles

With the development of technology, customer experience also evolved and gained a new dimension, which is digital customer experience. Digital customer experience demands a transition from static website into an interactive and dynamic website, which offers

customers the ability to customize and interact with the online web environment. Previous research has suggested that providing a great online experience will influence customers positively on their online behavior [5].

Online customers are not only perceived as buyers but also information seekers and technology users [6]. The users of technology might experience something new that they never experienced before, or as it is called innovation. To know the customer perspective about the adoption risk, new products characteristic and the change-necessary behavior, consumer perception of innovation is needed [7].

A digital internet provider in Indonesia provides a whole new level of customer experience. Knowing the behavior of Millennials as the users and consumers of technology, it enhances the customer's first encounter through digital experiences by using websites and applications before purchasing their product. The consumers will not need to do an offline registration and their purchase can be done via online. Personalized product is one of the point-of-differences from digital internet provider, each user can have a different internet data plan.

Since one of the digital internet providers offers a digital customer experience from the start until the end, there is no effective measurement about the effect of digital customer experience towards customer buying decisions. Companies are still in the infancy of understanding the way customers act within the online environment, as such there is no clear understanding or definition of the experiential variables of a web site and its environment [8].

It is essential to know how effective their digital customer experience is that affects consumer's buying behavior. Thus, a comprehensive study needs to be conducted. Therefore, this research will be implemented with the primary objective of finding out which digital customer experience factors that could enhance the perception of innovation, purchase intention and buying decision.

Digital customer experience is a mental state manifested as a subjective reaction to the E-retailers website [9]. It plays an essential role in e-commerce as well as in traditional marketplace. The author identified the digital customer experience into an eight-dimension key factor, which are interactivity, connectivity, integration, security, consistency, personalization and product involvement.

Consumer's perspective of product innovation can be classified into two perceptions, both from producer and customer. From the perception of the producer, "innovation" shows the concept of creating procedures or novel products. Thus, innovation is created to launch new products, new services into the market, hence even a new procedure [10]. Perception of innovation in this research are divided into five categories, which are perceived ease-of-use, perceived compatibility, perceived risk, perceived usefulness, and perceived behavioral control

Purchase intention is a mental activity that precedes the act of a person before acting using the product or service. Lastly, the consumer will do the purchase action in buying decision, the behavior through process of decision making.

- H1: Interactivity positively affects perceived ease of use.
- H2: Connectivity positively affects perceived compatibility.
- H3: Integration positively affects perceived compatibility.
- H4: Security negatively affects perceived risk.
- H5a: Consistency positively affects perceived compatibility.
- H5b: Consistency negatively affects perceived risk.
- H6a: Personalization positively affects perceived compatibility.
- H6b: Personalization negatively affects perceived risk.
- H6c: Personalization positively affects perceived usefulness.
- H7: Product Involvement positively affects perceived usefulness.
- H8: Perceived ease of use positively influences purchase intention.
- H9: Perceived compatibility positively influences purchase intention.
- H10: Perceived risk is negatively related to purchase intention.
- H11: Perceived usefulness positively influences purchase intention.

H11: Perceived usefulness positively influences purchase intention.

H12: Perceived Behavioral Control affect purchase intention

H13: Purchase intention significantly affect buying decision.

II. METHODOLOGY

In this study, the Digital Customer Experience will be analyzed to increase the buying decision of the digital internet provider. In collecting data, qualitative and quantitative approaches will be used, for the qualitative approach, interview and nethnography method will be used and the survey method for quantitative approach.

Qualitative Approach

A semi-structured interview will be used in this study. A semi-structured interview is an interview that has a sequence of open-ended questions referring to the problem or topic areas that the author wants to explore for this study. Another method that will be used in this research is nethnography, one of the insightful resources for qualitative researchers, yet able to identify some useful entry points.

There are two specific informants for this interview. The first one is the marketing team from the digital internet provider representative, and the second one is the user of the digital internet provider. In a qualitative approach, a non-probability sampling will be used. A purposive sampling technique will be used. To analyze the data, an open coding technique will be used.

The objective of doing a qualitative approach is to confirm the proposed framework since the previous study came mostly out of Indonesia, while brand x has an Indonesian based customer.

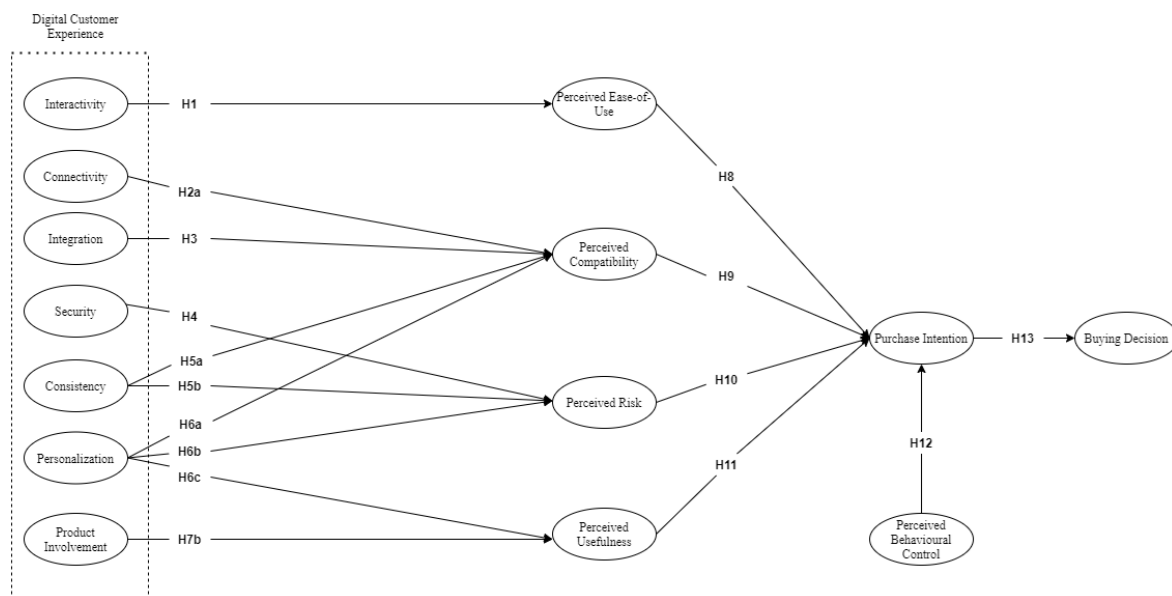


Fig. 1. Proposed Framework.

Quantitative Approach

After gathering some findings from qualitative approach, the author will add some indicator definition and confirm it through quantitative approach. A questionnaire-based survey research method will be used in this research for doing the quantitative approach. The survey method is the technique of gathering data by asking some questions to people if they have desired information. The population of this research is considered digital internet provider users with the age range of 16 - 28, based on the target market of Gen Z and millennials with non-probability sampling.

Every information gained from the questionnaires that had been distributed via online survey platform, in the form of google form, will be examined using two methods, which are PLS-SEM and descriptive statistics. PLS-SEM will be used for review and analyzing the construct of this research, while the descriptive statistic will code and filter the information to make the data qualified to be analyzed further.

III. RESULTS

A. Qualitative Result

There are several findings that can be found from the qualitative approach. From the data interview, the background of creating brand x is to increase the market share for the younger generation. Since Telkomsel only tapped for the older generation, there should be a product to fit in with the younger generation. Hence, a market survey was conducted to know the value of the younger generation. The result from the brand x management market survey is aligned with the theory that is stated from chapter one, especially on the problem statement sub chapter. The younger generation wants an honest concept, lots of appreciation and rewards and has their own personal references. The brand x management also saw the potential of the digital customer experience from the digital savvy aspect from its potential customer segment. From all those reasons, brand x was born, a digital internet provider that provides a new digital customer experience with younger generation value.

Based on the statement, brand x clearly has a problem introducing the digital customer experience concept for the customer because it was still new. To handle that, brand x did a product education and lots of communication. One of the key strategies is to use Key-Opinion-Leader (KOL) to review brand x and explaining the whole product for the target customer, this strategy is quite effective and increases brand x product awareness. By 2020, brand x has reached 3.5 million downloads and 70% of it was from Gen Z range. The number of sales exceeded the management expectation by 5 times and surpassed the target sales.

For the long term, brand x wants to acquire the millennial generation that has digital savvy characteristics. The management is focusing on acquisition and revenue to develop more business

opportunities. Brand x also has the value of from you to you, by you. It means that brand x listens, empathizes, and gives personalized promotion for its customers.

There are several factors that influenced them to buy products from brand x. Some of the statements are aligned with the proposed framework from the previous chapter. The customer said they can choose features and phone numbers that they want are an implication of a personalized factor. Another factor that is implied by the customer is product involvement, since one of them stated that brand x mixtape is an impressive digital experience for them. The transparent system from the statement above can be implied as an integration factor.

One of the customers stated, "It is so useful", which means that perceived usefulness can be felt by the customer. "It is transparent and easy to use" and "The application is easy to use" statement is an implication of perceived ease-of-use. In conclusion from this interview, the digital customer experience and perceived innovation is one of the factors that influence customers to buy brand x products.

The interview and the nethnography result show that the framework is relevant to the digital customer experience in Indonesia, especially with the brand x case. The author already checks out every single variable from the framework, however, there are several additional indicators for some variables that are taken from both interview and nethnography. The variables are integration, personalization and product involvement.

B. Quantitative Result

A questionnaire-based survey was conducted for this quantitative approach. Three hundred and fifty-five respondents have filled the questionnaire. The target defined by the author in chapter three was achieved through the number of respondents.

Descriptive Analysis

To be able to identify the important characteristics of the data in a sample, descriptive statistics analysis is used [11]. the highest mean score is 6,512676, represented by the product involvement variable with the indicator of "I like it when brand x provides me a data package option". This statement may describe one of the brand x main value propositions for its product since the customer can choose many variations of the data package option. It becomes one of the selling points from brand x.

Meanwhile, the lowest mean score is 2.701408, represented by the perceived risk with the indicator of "It is more likely to suffer losses when using online shopping in brand x to make shopping decisions.". This statement corresponds to how the customers perceive brand x, since they rarely suffer losses when buying brand x products. This also indicates that the customers of brand x received more value from doing online shopping in brand x to make buying decisions.

Partial Least Square (PLS-SEM) Analysis Result

In this study, Partial Least Square (PLS) was used to know the casual modelling in the conceptual framework. With the Smart-PLS application, the author did a calculation to be able to recognize the connection between all of the variables in this study, which includes bootstrapping is to examine the inner and outer model, then evaluate the hypothesis relationship [12]. There are some attributes associated in assessing the model quality, which are Path coefficient, R² or coefficients of determination and Q² or cross-validated redundancy. The T-values has to be greater than or equal to 1.96 to prove if the relationship of the model is significant.

The R² is intended to evaluate the percentage of the dependent variable variances and explained through the structural model. R² value of 0.75 considered high, 0.50 considered moderate and 0.25 considered low for marketing research [12].

First, the R² of perceived ease-of-use is 0.363, meaning the only latent variable (interactivity) explains the 36,3% of the variance in perceived ease-of-use. Second, the R² of perceived compatibility is 0.304, meaning that four latent variables (consistency, personalization, integration, and connectivity) explain the 30,4% of the variance in perceived compatibility. Third, the R² of perceived risk is 0.019, meaning that three latent variables (personalization, security and consistency) explain the 1,9% of the variance in perceived risk.

Fourth, the R² of perceived usefulness is 0.269, meaning that two latent variables (personalization and product involvement) explain the 26,9% of the variance in perceived usefulness. Fifth, the R² of purchase intention is 0.485, meaning that five latent variables (perceived ease-of-use, perceived compatibility, perceived risk, perceived usefulness, and perceived behavioral control) explains the 48,5% of the variance in purchase intention. Lastly, the R² of buying decision is 0.308, meaning that one latent variable (purchase intention) explains the 30.8% of the variance in buying decision.

In this research, the author used the Stone-Geiser test (Q²) to assess the predictive relevance. The result of it can be gained through the blindfolding procedure, by analyzing the model common redundancy in the Smart-PLS application. To fulfil the requirement, the value of Q² should be higher. If the value of the Q² is equal to one, the model can be stated as perfect or reflects reality. The result of Q² of perceived ease-of-use is 0.223, perceived compatibility is 0.250, perceived risk is 0.004, perceived usefulness is 0.196, purchase intention is 0.366 and buying decision is 0.218.

The PLS evaluation can be seen to explain the result of the hypothesis testing, based on the coefficient and significance of the inner model path generated from t-values. The results of the hypothesis testing are shown in Table I below.

TABLE I
HYPOTHESIS TESTING RESULT

Hypothesis	Original Sample	T Value	P Value	Result
H1	0.602	15.754	0.000	Accepted
H2	-0.025	0.475	0.635	Rejected
H3	0.264	3.285	0.001	Accepted
H4	-.0138	1.997	0.046	Accepted
H5a	0.213	2.542	0.011	Accepted
H5b	0.026	0.350	0.726	Rejected
H6a	0.160	2.345	0.019	Accepted
H6b	-0.024	0.289	0.772	Rejected
H6c	0.229	4.287	0.000	Accepted
H7	0.364	5.625	0.000	Accepted
H8	0.084	1.377	0.169	Rejected
H9	0.261	4.061	0.000	Accepted
H10	0.038	0.978	0.329	Rejected
H11	0.355	5.933	0.000	Accepted
H12	0.110	1.422	0.156	Rejected
H13	0.555	10.950	0.000	Accepted

Hypothesis 1 assumed that interactivity positively affects perceived ease of use. As the t-value is 15,754 greater than 1.96 at a significance point of 0.05 (5%), the hypothesis is accepted. It can be concluded that interactivity positively affects perceived ease of use. Hypothesis 2 assumed that connectivity positively affects perceived compatibility. This hypothesis is rejected because the t-value is less than 1.96 at a significance point of 0.05 (5%), which is 0.475. This confirms that there is no positive correlation between connectivity and perceived compatibility.

Hypothesis 3 assumed that integration positively affects perceived compatibility. From Table I, the hypothesis is acceptable because the t- value is 3.285 and greater than 1.96 at a significance point of 0.05 (5%). It can be considered that integration positively affects perceived compatibility. Hypothesis 4 assumed that security negatively affects perceived risk. The t-value that is shown in Table I is 1.997, which is greater than 1.96 at a significance point of 0.05 (5%), thus the hypothesis is accepted. The original sample from this hypothesis is - 0.138 which indicates there is a negative correlation between security and perceived risk. This confirms that security negatively affects perceived risk.

Hypothesis 5a assumed that consistency positively affects perceived compatibility. This hypothesis is accepted since the t-value is 2.542 and greater than 1.96 at a significance point of 0.05 (5%). This indicates that consistency positively affects perceived compatibility. Hypothesis 5b assumed that consistency. negatively affects perceived risk. Since the t-value from Table I shown as 0.350, which is less than 1.96 at a significance point of 0.05 (5%), the hypothesis is rejected. The original sample is shown 0.026, which indicates that there is no negative correlation between consistency and perceived

risk. This concludes that consistency does not negatively affect perceived risk.

Hypothesis 6a assumed that personalization positively affects perceived compatibility. This hypothesis is accepted since the t-value is 2.345 greater than 1.96 at a significance point of 0.05 (5%). This indicates that personalization positively affects perceived compatibility. The hypothesis 6b assumed that personalization positively affects perceived risk. This hypothesis is rejected, based on Table I, the t-value showed it as 0.289 and less than 1.96 at a significance point of 0.05 (5%). The original sample is shown as -0.024, which indicates a negative correlation between personalization and perceived risk. Even though there is a negative correlation, the result shows that it was not significant, thus personalization does not negatively affect perceived risk.

The hypothesis 6c assumed that personalization negatively affects perceived usefulness. This hypothesis is acceptable since the t-value is 4.287 greater than 1.96 at a significance point of 0.05 (5%). This confirms that personalization positively affects perceived usefulness. From hypothesis 7, it assumed that product involvement positively affects perceived usefulness. This hypothesis is accepted. Based on Table I, the t-value is 5.265 greater than 1.96 at a significance point of 0.05 (5%). This indicates that product involvement positively affects perceived usefulness.

Hypothesis 8 assumed that perceived ease-of-use positively influences purchase intention. From Table I, the t-value is 1.377 greater than 1.96 at a significance point of 0.05 (5%), thus the hypothesis is rejected. It clarifies that perceived ease-of-use does not positively influence purchase intention. Hypothesis 9 assumed that perceived compatibility positively influences purchase intention. This hypothesis is accepted since the t-value from Table I indicates that the value is 4.061 greater than 1.96 at a significance point of 0.05 (5%). This concludes that perceived compatibility positively influences purchase intention.

Hypothesis 10 assumed that perceived risk is negatively related to purchase intention. From Table I, the t-value is 0.978 less than 1.96 at a significance point of 0.05 (5%). The original sample is 0.038, which indicates that there is no negative correlation between perceived risk and purchase intention. Thus, perceived risk is not negatively related to purchase intention. Hypothesis 11 assumed that perceived usefulness positively influences purchase intention. This hypothesis is accepted since the t-value is 5.933 greater than 1.96 at a significance point of 0.05 (5%). This concludes that perceived usefulness positively influences purchase intention.

Hypothesis 12 assumed that perceived behavioral control positively influences purchase intention. This hypothesis is rejected due to the t-value is 1.422 less than 1.96 at a significance point of 0.05 (5%). This indicates that perceived behavioral control does not positively influence purchase intention. Hypothesis 13 assumes that

purchase intention has significant influence towards buying decision. As shown in Table I, the t-value is 10.950 greater than 1.96 at a significance point of 0.05 (5%). It concludes that there is a significant influence from purchase intention towards buying decision.

IV. DISCUSSION

The first hypothesis is the relationship between interactivity and perceived ease-of-use. [13] refers that perceived interactivity can positively affect the customer's perceived ease-of-use in online booking websites. As it can be seen from Table I above, the relationship between interactivity and perceived ease-of-use has a positive correlation. Since there is no other previous study that proves these hypotheses, this finding confirmed the impact of interactivity with perceived ease-of-use. For this study, the interactivity of brand x application can positively affect perceived ease-of-use of brand x customers. The result from the questionnaire from the behavioral respondent indicates that "easy to use" is one of the reasons why the respondents choose brand x as their preferred internet provider. The interactivity that can be seen from the customer interaction with brand x application, how could they use the application without any hassle. Thus, with a great interactivity from the application, brand x offers its customer with perceived ease-of-use through their application, from registering their own account until maintaining their account can be easily accessible by their customers.

The second hypothesis discusses the relationship between the connectivity and perceived compatibility. This hypothesis is rejected due to the result from Table I. This result is not consistent with finding [14], the object of research is an omnichannel customer, the stores in its research are available both offline and online.

For this research, the connectivity in brand x is to encourage its customers to use the online store and even deliver its product, without having any worries about going to the offline store. Brand x is focusing on the online store without enhancing the offline store, since the offline store only has the purpose as the pick-up counter. The previous research stated that omnichannel should have an online service that can be reached via offline and vice versa. A weak connectivity between offline and online stores in brand x reduces the impact of the perceived compatibility of its target market. From the brand x application, gen z and millennial found connectivity is a common thing in service digital industry in general, thus the perceived compatibility factor is no longer categorized as a perceived innovation for this hypothesis. This explanation might be the reason why the relationship between connectivity and perceived compatibility is not confirmed in this hypothesis.

The third hypothesis discusses the relationship between integration and perceived compatibility. This hypothesis is accepted. This finding is also aligned with findings [14], which stated that integration has a positive

effect on perceived compatibility in omnichannel shopping. Since brand x is integrated with its application and the product, especially when the data package is low, the application will give the customer notification. The brand x customer can also track their package through the application, which also gives more integration dimension. This aspect of integration met the brand x customer perceived compatibility, since brand x target market is Gen Z and millennials who love an honest and transparent experience as it was stated from the interview result, an integration in brand x application is compatible with its target market value.

For the fourth hypothesis, the relationship between security and perceived risk is discussed. This hypothesis is accepted based on the result from Table I. This finding is also aligned with [15] finding, where security practices negatively affect perceived risk in online purchasing behavior in the gemstone industry. In the bank industry, there is a study that also shows that perceived security negatively affects perceived risk [16].

Even though the previous study has different industries with this research, this indicates that in general, security negatively affects perceived risk. Moreover, though brand x is a product line from one of the trustable internet providers in Indonesia, the first touch point of the customer is a digital touch point, which is the brand x application. The user must pay the transaction in order to get the SIM card. To gain the customers' trust, brand x provides lots of payment options during the payment process. The payment options are the trustable fintech company that has been already verified by Financial Services Authority (OJK). With this security system for its payment, brand x can reduce the perceived risk from the customer.

In the fifth hypothesis, the relationship between consistency and perceived compatibility is being discussed. This hypothesis is accepted and aligned with finding of [14] that consistency of omnichannel shopping is positively associated with perceived compatibility. The digital experience of brand x is proven to deliver consistent marketing messages over different channels, this factor is also supported by the respondent since "Attractive promotion" is one of the reasons why the customer choose brand x as their internet provider. One of the main selling points of brand x is to provide a customizable internet data package that is affordable for the younger generation, as it stated from the qualitative research. This selling point is also consistent since the respondent also chose "Personalized data package" and "Affordable price" as the three top highest points on reasons to choose brand x.

For the sixth hypothesis, the relationship between consistency and perceived risk is not accepted. This finding does not align with finding of [14], where the consistency negatively affects perceived risk in omnichannel shopping behavior. The consistency is defined through the product quality and price strategies. It also stated that the consistency facilitates service

continuity during switching to another channel, which happens for the omnichannel customer, having an outcome of the less-performance risks when doing omnichannel shopping. For this research, brand x consistency is implied from the marketing, all of the indicators are the same branding, trademarks, slogans, product launch and promotion is consistent. Brand x objectives with this consistent marketing is to reduce the perceived risk of its target market, which are millennial and gen z. Brand x target market demands an authentic communication for the brand trustworthiness. This hypothesis is being rejected since the target market does not reduce their perceived risk despite the consistent marketing.

The relationship between personalization and perceived compatibility is showing a positive outcome. Therefore, the seventh hypothesis is accepted. This result is consistent with [17] finding where the more likely web personalization will be adopted, the greater the perceived compatibility. Since the personalization in brand x means a personalized data package, especially its quota topping, the customer will feel that brand x matches their habits, value, and past experiences. One of the respondents during an in-depth interview stated that he can choose his own features that he wants without buying the expensive data package. This supports and confirms the hypothesis that personalization positively affects perceived compatibility.

As it can be seen from Table I, the eight hypothesis is rejected. The relationship between the personalization between perceived risk does not have a significant impact on each variable, even though there is a negative correlation between them. This finding is not consistent with findings of [14] where personalization is negatively related to the customer perceived risk in the context of omnichannel shopping. The customer perceives the omni channel retailer uncertainty as a critical risk factor, in order to reduce that, a personalized service needs to be applied in order to make the customer believe that the retailer cares about them. For this research context, to reduce the perceived risk, brand x makes a personalized product that fits into each customers' own preferences. It can be adjusted based on the customers' needs too. The reason for personalized products is due to its premier market survey where its target market has tons of preferences. To solve that problem, brand x just makes lots of options and its customers will choose their own product. Even though brand x is following its customer demands, the customers do not reduce perceived risk by receiving personalized product options.

The next relationship is between personalization and usefulness. This hypothesis is accepted based on the result from Table I. This hypothesis is aligned by findings of [18] where the personalization positively correlated with perceived usefulness in online customer service. The previous study compares the customer service with non-personalized ones, which has a similarity with brand x since it has both personalized and non-personalized data

package choice for the customer. One of the respondents from the interview stated that he can choose his own number during the purchase which is considered useful for the respondent. The other respondent said he can choose features that he needs without buying expensive ones, which indicates that the quota topping, and number personalization is useful for some customers. Hence, the personalization from brand x is confirmed to be perceived usefulness for the customer.

The tenth hypothesis discussed the relationship between product involvement and perceived usefulness. The calculation for this hypothesis has a positive outcome. Therefore, this hypothesis is accepted. Hence, this hypothesis is consistent with the previous research from [19] where the product involvement in consumer impulsive shopping behavior throughout the post pandemic is positively related to perceived usefulness. The product involvement can be customized for each user, based on their values and interest. The product explanation has the same definition as the data package in brand x, especially the quota topping choice. The highest point in the reason to choose brand x as the internet provider is "lots of internet data package variation". In conclusion, the product involvement is confirmed to positively affect perceived usefulness.

For the eleventh hypothesis, it discussed the relationship between perceived-ease-of-use with purchase intention. Based on Table I, this hypothesis is rejected. This finding is not consistent with some previous findings that expertise in cross border e-commerce consumer purchase intention, that expertise in web perceived ease-of-use and that expertise in online environment [20]. The perceived-ease-of-use from the previous research does not specifically mention the application ease-of-use with the variation of perceived-ease-of-use applied in different channels. One of the dislike features from brand x is the "lagging application" and "need to have an internet package to buy brand x product" might explain why the brand x application perceived ease-of-use might not correlate with the purchase intention. Therefore, this explains why the hypothesis is rejected.

In the twelfth hypothesis, the relationship between perceived compatibility and purchase intention is being discussed. This hypothesis is accepted due to the result from Table I. This finding aligned with the previous research of [21]. The perceived compatibility significantly affects the purchase intention of customers in travel online, the perceived compatibility significantly influences purchase intention in mobile shopping websites. Also, perceived compatibility affects omnichannel customer purchase intention [14]. The lowest indicator from perceived compatibility is "Shopping brand x fits well with the way I like to shop", which explains that shopping brand x product is a new experience for the customer. Even though brand x serves a brand-new digital customer experience for its customer, the respondent agrees that the shopping brand x is compatible with their previous buying habits. Thus, this

hypothesis is confirmed that perceived compatibility positively affects purchase intention.

The next hypothesis is discussing the relationship between perceived risk and purchase intention. Based on Table I, this hypothesis is rejected and does not show any negative relation between perceived risk and purchase intention. However, this finding is not consistent with several previous studies. Based on previous study, perceived risk negatively related to purchase intention [14]. For this research, brand x is specifically in the internet provider industry, unlike the other previous study who is in retail, omnichannel and general industry. One of the papers stated that the risk that is explained is a derivative of performance-related, such as system failure, and financial, such as inconsistent price, risks. In defense, every risk that the customer perceived from brand x does not make the customer not have a purchase intention to buy a brand x product. Therefore, despite all that risk, the customer still has a purchase intention.

The fourteenth hypothesis is discussing the relationship between perceived usefulness and purchase intention. From Table I, this hypothesis is accepted. This finding is aligned with previous study [14] that found perceived usefulness positively affects purchase intention. It shows that the more the customer perceived usefulness during their digital customer experience, the more likely to have a purchase intention. The indicator "brand x application allows me to easily buy brand x product" has the highest score, which means that the respondent agrees that brand x application is useful since it is easy to make a purchase in its application.

For the next hypothesis, it discusses perceived behavioral control and purchase intention. Consequently, this hypothesis is rejected based on the result from Table I. This outcome is contrast, especially with findings that in e-deals perceived behavioral control has a positive influence upon the intention of purchase electronic deals [22]. However, the previous framework includes the full theory of planned behavior, which in this research is not fully included. For this research, in general, the original sample from the Table I shows that perceived behavioral control has a positive relation with purchase intention, but the impact is not significant. Even though brand x customer has the resource (such as skills, time, and money) and able to conduct a digital customer experience for buying a brand x product, they will not buy brand x product for only that reason, there might be another factor. Those factors can be the other perceived innovation factors and the pricing of brand x product. Based on the survey result, one of the highest scores in the reasons why the customer choose brand x as their internet provider is due to the cheap price with 255 respondents.

The last hypothesis is discussing purchase intention and buying decision relationship. The measurement shows a significant result. It indicates that this hypothesis is accepted. This result is aligned with previous findings where purchase intention is significantly influencing buying decision [23]. If the probability of the purchase

intention significantly increases, the probability of the customer to buy the product may increase significantly. In the reasons to choose brand x as their internet provider, the customer chooses a “unique digital experience” which affects the purchase intention to experience the new digital customer experience. Therefore, the digital customer experience is influencing the customer purchase intention towards buying decision.

V. CONCLUSION

To identify the factors of digital customer experience which affect the perceived innovation characteristics, purchase intention and lastly the customer buying decision is the objective of this research. To support this research, several data were collected by doing qualitative and quantitative approaches. First, the qualitative data is conducted through interviews and analyzed using open coding analysis. Some factors from the qualitative data will be added to the survey questionnaire method, then the quantitative data will be analyzed using PLS-SEM. The outcome of this study is not only to define the effect of the digital customer experience on buying decisions, but also to give recommendations for the digital internet provider on how to create an innovative digital customer experience.

According to the qualitative result, there are seven factors of digital customer experience in brand x. The factors are interactivity, connectivity, integration, security, consistency, personalization, and product involvement. Based on the PLS result, from the seven factors in digital customer experience, only six of them have a positive impact towards perception of innovation. The factors that have the effect are interactivity towards perceived ease-of-use, integration towards perceived compatibility, security towards perceived risk, consistency towards perceived compatibility, personalization towards perceived compatibility, personalization towards perceived usefulness and product involvement towards perceived usefulness. In overall, there are seven hypotheses from the digital customer experience factor that has positive and negative effects towards perception of innovation.

From the five factors of perceived innovation characteristic, only two of them have a significant correlation towards purchase intention based on the PLS-SEM result. These variables are perceived compatibility and perceived usefulness. Based on the PLS-SEM result, purchase intention indeed has a significant influence on buying decisions towards brand x products

For the managerial implication, according to the analysis of data based on quantitative approach and assessment of digital customer experience factors towards customer buying decision, adding feature for brand x application to be connected through phone credit to add perceived ease-of-use and maintain coherent market

message especially during the pricing strategy. Additionally, brand x can add marketing strategies to offline booth to enhance the digital customer experience and a helpful chatbot during the purchase transaction to add perceived usefulness

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