The Role of Innovativeness in Moderating Customer Purchase Intention to Buy Local Brand Perfume in DKI Jakarta

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ABSTRACT

Good quality innovations are needed in every local perfume product, both in domestic and export markets, to attract and increase consumer interest to purchase products in the perfume industry. Despite the attractiveness of the perfume industry, the market penetration rate and the purchase intention of local brand perfumes are still lower than the imported brand products. The literature measures innovativeness primarily based on the product newness to the firm. This research aims to analyze and measure innovativeness as a moderating variable toward purchase intention in the Theory of Planned Behavior (TPB) model, to purchase local brand perfumes in DKI Jakarta. There are 162 data as basic materials for research, obtained from primary data or quantitative data, using purposive or non-probability sampling techniques, and will be processed using the data analysis software SmartPLS modeling method. The finding shows there are several positive significant results such as the Attitude variable on Purchase Intention, Subjective Norm variable on Purchase Intention, and Perceived Behavioral Control variable on Purchase Intention. This research has added many program to enhance the strength relation to gives a strong insight to the business owner or retail industries about customer behavior to get customer satisfaction. Therefore, the owners could make decisions to increase sales and profitability. For future research, there should be focus only one generation (e.g., generation Z) and it is necessary to identify in-depth interviews with business owners or retail industries.

Keywords: Innovativeness, Purchase Intention, Theory of Planned Behavior, Local Brand Perfume.

1. INTRODUCTION

Indonesia population regarding to Badan Pusat Statistik (BPS) data, the number of populations in Indonesia in the middle year of 2015-2022 has improved. Indicated that the number of population became 275.77 million person in the middle of 2022, it was increased by 1.13% compared to the previous year. In June 2022, Direktorat Jenderal Kependudukan dan Pencatatan Sipil Kementerian Dalam Negeri (Ditjen Dukcapil Kemendagri) reported that it was consisted of 54.48% male and 49.52% female. This big number of populations in Indonesia is one of potentials in cosmetic product market. Hence, business related to the market brings confident promises to prospective domestic manufacturers (Dirjen Industri Kimia Tekstil dan Aneka (IKTA) Kemenperin, Dwiwahjono A-S, 2019).

Indonesia is also one of the tropical archipelago states which has diverse natural resources and spread over nations, from Sabang until Merauke. According to PERKABPOM nomor 12 tahun 2020, the category of cosmetics consisted of fragrance for baby, eau de toilette, eau de parfum, eau de cologne, body cologne, perfume, and others. According to the report of Badan Pusat Statistik (BPS) for import and export by August 2022, the value of export (US $) for category of minyak atsiri, perfumes, cosmetic essential oil and resinoids, perfumery, and cosmetics is 73,466,232 with export net 9,705,408 kg. On the other hand, the value of import outnumbered by 123,928,532 with import net 8,819,988 kg. Moreover, the phenomenon related to sales of perfume in Indonesia also presented that import products still dominated Indonesia market (Kuncoro, 2016).

In a study by Sethi (2000) measured new product innovativeness needed based on the novelty of the product to increase the number of customers. However, supported by sales data from ten online best-seller perfume brands through Tokopedia and Shopee in 1 to 15 September 2021 by Databoks (2021), the comparison products between local and international perfume brands. There were only three local brands which are HMNS, Geamoore, and Kahf competed in the market. Most customers prefer to purchase import products and still dominated in Indonesia market. The market size of perfumes in the domestic market, it is estimated that it is quite large and is still growing in line with the increasing number of people in Indonesia every year (BPS, 2022). Indonesia is also one of the fastest growing markets for perfume products in the past 20 years resulting in a rapid increase in interest for buying perfumes (Albano, 2010).

Data provided by Statista Market Outlooks (2022) are estimates the revenue of the fragrance market in Indonesia stood at 338.1 million U.S dollars in 2021. The Statista Consumer Market Outlook estimates that the revenue of this market is very potential will reach over 460 million dollars in 2026. As observed to find evidence and solutions stated that market size in Indonesia has potential to purchase local brand perfume products and the Author want to focus especially in DKI Jakarta market. Although have stated that the upcoming challenge is for developing innovative cosmetics products made from local raw materials (Yanita, 2021).

Innovativeness is one consumer trait that represents the degree to which an individual adopts an innovation relatively earlier than his or her peers (Rogers & Shoemaker, 1971). Several perspectives explore the significance of customer behavior. The Theory of Planned Behavior (TPB) can forecast which variables will have the greatest influence on a customer's purchasing intention (Ajzen, 2020). Most journals employ the Theory of Planned Behavior to investigate and appreciate the key aspects influencing client purchasing intention, such as

Attitude, Subjective Norms, and Perceived Behavioral Control. Several participants discussed the influence or effect of Innovativeness (IN), but not as a moderating variable.

Based on the situation and problem stated, this research will answer the following 6 (six) research questions:

1. What is the effect of customer Attitude (ATT) toward Purchase Intention (PI)?
2. What is the effect of customer Subjective Norm (SN) toward Purchase Intention (PI)?
3. What is the effect of customer Perceived Behavioral Control (PBC) toward Purchase Intention (PI)?
4. How the Innovativeness (IN) will effect to relationship between customer Attitude (ATT) and Purchase Intention (PI)?
5. How the Innovativeness (IN) will effect to relationship between customer Subjective Norm (SN) and Purchase Intention (PI)?
6. How the Innovativeness (IN) will effect to relationship between customer Perceived Behavioral Control (PBC) and Purchase Intention (PI)?

2. LITERATURE REVİEW
2.1 The Theory of Planned Behavior (TPB)

Icek Ajzen established the theory of planned behavior (TPB) in 1991 as a derivative of Ajzen and Fishbein's theory of reasoned action (1980). The purpose of the individual to conduct a specific activity is a key aspect in the TPB. According to Ajzen (2005), the immediate determinant of behavior is the intention to act. The TPB assumes that the stronger a person's desire to engage in a behavior, the more likely they are to do so (Ajzen, 1991). In the TPB, purpose is generated from three conceptually distinct constructs: attitude, subjective norm, and perceived behavioral control, all of which can be tested directly or inferred from people's beliefs (indirect measures).

2.1.1 Attitude (ATT)

The degree to which a person has a favorable or unfavorable opinion of the conduct is referred to as attitude (Ajzen, 1991). Individuals generate attitudes based on their perceptions of what may or may not be true about a given subject, which perceptions may or may not be based on facts, knowledge, or even an emotional reaction to the subject, and which perceptions are occasionally backed by beliefs and values (Willock et al., 1999).

2.1.2 Subjective Norm (SN)

Subjective norm is a social component that refers to the perceived social pressure to perform or refrain from performing an action.

2.1.3 Perceived Behavioral ControL (PBC)

The ease or difficulty with which an individual perceives doing an action is referred to as perceived behavioral control (Ajzen, 1991).
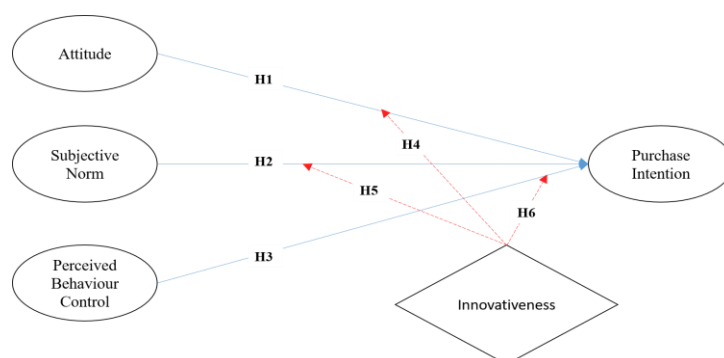
2.1.4 Purchase Intentıon (PI)

Purchase intention refers to the probability of consumers to purchase products. The higher the likelihood, the stronger the purchase intention (Schiffman & Kanuk, 2015). Understanding consumers' purchase intentions can help companies to analyze the market and adjust their products or services in ways that increase sales and generate more profits

(Anastasiei & Dospinescu, 2019). Purchase intention is a tendency of consumers to purchase products or services (Yoo B et al., 2000). By operational definition, the purchase intention is the consumer's desire to buy a product. According to Diallo (2012), purchase intention is measured by using four indicators, planning to buy, having a budgeted money to buy, considering to buy, and having the tendency to buy (Arifani, V.M. and Haryanto, H., 2018).

2.1.5 Innovativeness (IN) as The Moderating Variable

In social science and business studies around the world, the moderating variable is becoming more prominent. It demonstrates model complexity and maturity, providing a clearer picture of the study's criteria variable (Chen, 2021; Maumoh & Yindi, 2021). As a result, the researcher will attempt to use the empirical evidence obtained, confirms the perceived product innovativeness may also positively moderate the subjective norm–intention relationship. The results that perceived product innovativeness and product knowledge not only influence consumers purchase intention directly but also moderate the effects of attitude and subjective norm on their purchase intention (Fu & Elliott, 2014). The research result of Gumel and Othman (2013) focuses on the relationship supported between consumer innovativeness, attitude, social influence, perceived behavioral control and intention to adopt the new mode of financing. In addition, it is expected that the relative influence of these independent variables will vary when innovativeness was set to moderate the relationship shown in Figure 1.

Figure 1. Theoretical Framework

Source: Data processed by the Author (2022)

Based on the literature review, there are several hypotheses to examine:

H1 : The higher (lower) attitude (ATT), then the higher (lower) purchase intention (PI).

H2 : The higher (lower) subjective norm (SN), then the higher (lower) purchase intention (PI).

H3 : The higher (lower) perceived behavioral control (PBC), then the higher (lower) purchase intention (PI).

H4 : The higher (lower) innovativeness (IN) will impact the dynamic between attitude (ATT) and purchase intention (PI).

H5 : The higher (lower) innovativeness (IN) will impact the dynamic between subjective norm (SN) and purchase intention (PI).

H6 : The higher (lower) innovativeness (IN) will impact the dynamic between perceived behavioral control (PBC) and purchase intention (PI).

3. METHODOLOGY

3.1 Sample and Data Collection

The method of analysis sample and data collection means getting information from all relevant sources to answer the research question, test the hypothesis, and evaluate the results. There are two types of methods for gathering data: secondary and primary. Books, newspapers, magazines, journals, websites, and other places have already put out secondary information. Secondary data collection methods have many benefits, such as saving time and money. Still, they have a big problem (Dudovskiy, 2011). Primary data are things that have never been known before. Primary data are the results of your investigation that are unique to you. It takes a lot more time and work to collect and analyze primary data than to study secondary data. You can get primary data in both quantitative and qualitative ways (Dudovskiy, 2011).

This research will use a non-probability sampling method called "purposeful sampling." Participants are chosen not by chance, but because they are easy to reach. This sampling method is thought to be cheaper, simpler, and easier to use than the other one (Showkat & Parveen, 2017). There are many ways to avoid probability. With stratified sampling, certain types or groups of people are chosen to be in the final sample. The sample is then divided into individual who are still in their on the productive age and Indeks Keyakinan Konsumen (IKK) Indonesian people age from 20 to 30, 31 to 40, 41 to 50, 51 to 60, and over 60 until 64 years old (BPS, 2021; Bank Indonesia, 2022) and already experienced buy local brand perfume in DKI Jakarta. The population size is 7.61 million people in DKI Jakarta. To get statistical power for finding R^2 values of at least 0.25 with 5% error probability with 6 arrows to collect based on Cohen's table minimum 65 samples size for this research. But in this research, the Author decides to collect the sample size for this research is 162 sample respondents number which is more than twice the recommended sample size using Cohen's table.

3.2 Measures

The variable research was used to support theories in chapter 2. Some variables have already been adapted and modified according customer behavior to experienced buy local brand perfume and industry conditions. There are 25 indicator items to reflect the operational variables in this research shown in Table 3. The research variables are measured on a four-point Likert scale ranging from strongly disagree (1) to strongly agree (4). The explanation and measurement item for the variables are listed in the table below in the form of a questionnaire design. Reliability and validity of the questionnaire and complete data analysis was performed using Partial Least Square - Structural Equation Modeling or PLS-SEM.

**Table 3. Operationalization of Research Variables**

Variable	Measuring Item	Scale	Source
Attitude (ATT)	1. Buying local brand perfume is a good idea. 2. Buying local brand perfume is a wise choice. 3. I like the idea of buying local brand perfume. 4. Buying local brand perfume would be pleasant. 5. I like to choose local brand perfume products. 6. Buying local brand perfume products is my own choice.	4-point likert scale	(Wang et al., 2013; Ariffin et al., 2019)
Subjective Norm (SN)	1. Many people around me think of purchasing local brand perfume. 2. I feel social pressure to purchase local brand perfume. 3. Most people who are important to me, think I should purchase local brand perfume. 4. The people who I listen to, could influence me to purchase local brand perfume.	4-point likert scale	(Mishra et al., 2020)

Perceived Behavioral Control (PBC)	1. It is easy to buy local brand perfume. 2. I cannot decide whether to buy local brand perfume products. 3. It is very likely, I will choose local brand perfume products next time. 4. Buying habits of purchasing a local brand perfume product will have a strong impact on decision making. 5. Past purchase local brand perfume product experience will have strong impact on decision making.	4-point likert scale	(Chen & Deng, 2016)
Purchase Intention (PI)	1. I will buy local brand perfume frequently. 2. I will encourage my relatives and friends to buy local brand perfume. 3. I will buy local brand perfume in the near future. 4. It takes a long time for me to purchase local brand perfume.	4-point likert scale	(Wang et al., 2013)
Innovativeness (IN)	1. I like to buy new things from local brand perfume products. 2. If there is a new local brand perfume product available, I am among the first to try. 3. In general, I am the first in my circle of friends to know the names of the latest local brand perfume products on the market. 4. If I heard that a new product from local brand perfume was available, I would be interested enough to buy it. 5. I do not enjoy a product from local brand perfume unless I can use it to its fullest capacity 1. After purchase of a local brand perfume product, I try to keep track of new fragrance every variant that come out in the market.	4-point likert scale	(Kamalanon et al., 2022; Girardi et al., 2005)

Source: Data processed by the Author (2022)

4. FINDINGS, ANALYSIS AND DISCUSSION
Figure 4. Research Model
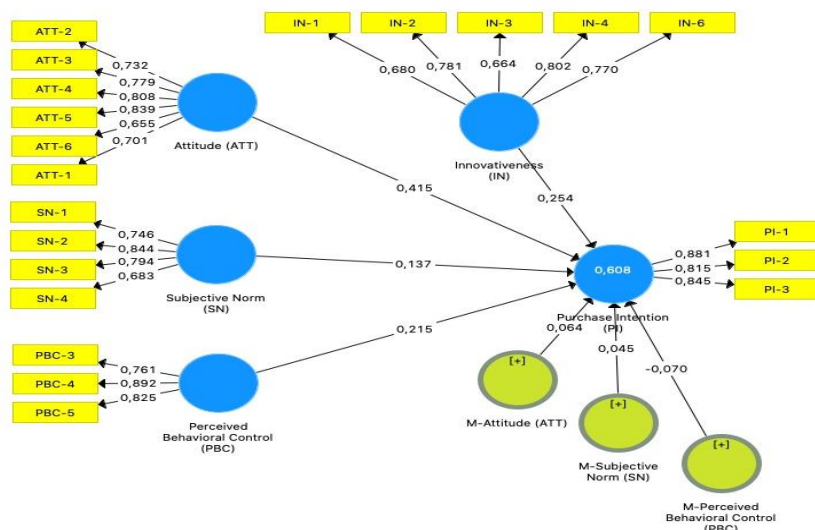
Source: PLS-SEM Report, 2022
4.1 RESULTS
4.1.1 Measurment Model Testing
This study focuses on 1) customers already have experience in buying local brand perfume, 2) domicile in DKI Jakarta, and 3) based on the productive people age from 20 to 30,

31 to 40, 41 to 50, 51 to 60, and over 60 until 64 years old (BPS, 2021; Bank Indonesia, 2022). One hundred sixty-two respondents have completed and submitted the questionnaire. The sample found that female respondents comprised most of the whole sample compared to male respondents (62 percent). Most respondents (51 percent) mentioned that already have experienced buy local brand perfume below 1 years and one hundred percent of respondents domicile in DKI Jakarta. The majority are 20-30 years old, with 50 percent.

Pilot testing refers to a trial run of an instrument on a small scale to ensure the instruments are good and the respondents understand the items. First, to check the internal consistency (reliability), Cronbach's alpha reliability coefficients were used (William G. Zikmund, 2009). As a result, the questionnaires were reliable, resulting in Cronbach's alpha values of 0.70 as a minimum reliability point (Taber, 2018). Second, Pearson's Correlation is utilized to distinguish the validity of the questionnaires. Based on the Table of Critical Values: Pearson Correlation, where the Author uses 30 data (N=30) as pilot testing data and a confidence level of 0.05, items with results more than 0.30 will be considered valid shown in Table 4.

Table 4. Construct Validity and Reliability

Variabel	Items	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Attitude (ATT)	ATT-1	0.701	0.848	0.888	0.570
	ATT-2	0.732			
	ATT-3	0.779			
	ATT-4	0.808			
	ATT-5	0.839			
	ATT-6	0.655			
Subjective Norm (SN)	SN-1	0.746	0.773	0.852	0.591
	SN-2	0.844			
	SN-3	0.794			
	SN-4	0.683			
Perceived Behavioral Control (PBC)	PBC-3	0.761	0.768	0.867	0.685
	PBC-4	0.892			
	PBC-5	0.825			
Purchase Intention (PI)	PI-1	0.881	0.803	0.884	0.718
	PI-2	0.815			
	PI-3	0.845			
Innovativeness (IN)	IN-1	0.680	0.798	0.859	0.550
	IN-2	0.781			
	IN-3	0.664			
	IN-4	0.802			
	IN-6	0.770			

Source: PLS-SEM Report, 2022

The internal reliability values (Cronbach's alpha) for the variables: ATT (0.848), SN (0.773), PBC (0.768), P (0.803), and IN (0.798) are acceptable, with all values being significantly more than 0.7. On the other side, one of the items, PBC-2's Pearson correlation, is below 0.30 as a minimum point of validity, and the p-value is more than 0.05 as the significant level. By knowing this, the Author deletes the items from the questionnaire list and the next data analysis. High outer loadings on a construct indicate the associated indicators have much in common, which is captured by the construct. It is generally accepted that the standard outer loadings. The outer loading factor, Cronbach's alpha, and Composite Reliability values above 0.7 so all accepted shown the table and checked based of outer loading factor each items, there is three items in PBC-1, PI-4, and IN-5 had outer loading factor below 0.40, in this resarch must

delete the reflective indicator but consider it is impact on content validity and the Author delete this items from the next questionnaires and the next data analysis.

4.1.2 Structural Model Testing

According to these findings, evaluating the structural model (or inner model) indicates the relationship between the latent variables. To evaluate the structural model, path coefficient, collinearity issue (VIF), coefficient of determination R2 and effect size f2 are to be validated. The coefficient of determination – R Square (R2) measures the dependent variable's variance in relation to the independent variable's change. The R2 value ranges from 0 to 1, with a higher score showing higher level of predicting accuracy. R2 values of 0.25, 0.5, or 0.75 for an endogenous variable can be portrayed as weak, moderate or substantial (Hair et al., 2011). The R2 of Purchase Intention (PI) has moderate level of predicting accuracy (0.608). It is a significant level and close to 1 as an indicators of excellent predicting accuracy to evaluate structurally. The result of analysis is as follow in Table 4.1.

Table 4.1 Coefficient of Determination (R^2)

	R Square
Purchase Intention (PI)	0.608

Source: PLS-SEM Report, 2022

5. CONCLUSION AND RECOMMENDATION

5.1 Research Conclusion

Effects of Attitude (ATT) on Purchase Intention (PI). With t-values more than 1.65 (6.005) and p-values less than 0.05 (0.000), indicated that the Attitude (ATT) has a substantial impact on Purchase Intention (PI). With the route coefficient closer to 1 (0.415) and the f2 value closer to 1 (0.255), hypothesis H1 by a significant correlation and a substantial influence on Purchase Intention (PI).

Effects of Subjective Norm (SN) on Purchase Intention (PI). With t-values more than 1.65 (2.010) and p-values less than 0.05 (0.044) indicated that the Subjective Norm (SN) has a substantial impact on Purchase Intention (PI). With a route coefficient closer to 1 (0.137) and an f2 value closer to 1 (0.035), the H2 is supported by a significant correlation and a substantial influence on Purchase Intention (PI).

Effects of Perceived Behavioral Control (PBC) on Purchase Intention (PI). With t-values more than 1.65 (3.030) and p-values less than 0.05 (0.002) indicated that the Perceived Behavioral Control (PBC) has a substantial effect on Purchase Intention (PI). With the route coefficient closer to 1 (0.215) and the f2 value closer to 1 (0.080), the H3 is supported by a moderate correlation and moderate influence on Purchase Intention (PI).

The moderating effects of Innovativeness (IN) on the relationship between Attitude (ATT) and Purchase Intention (PI). With t-values, less than 1.65 (1.055) and p-values more than 0.05 (0.292), the moderating effect of Innovativeness (IN) had no significant influence on the relationship between Attitude (ATT) and Purchase Intention (PI). With the route coefficient closer to 1 (0.064) and the f2 value closer to zero (0.010), the H4 is not supported by the poor connection and a weak impact on Purchase Intention (PI) shown in Table 5.

Table 5. Hypothesis Testing Result

Hypothesis	Variable	Path Coefficient	T Statistics	P Values	f Square	Result
Direct						
H1	Attitude (ATT) -> Purchase Intention (PI)	0.415	6.005	0.000	0.255	H1 Supported
H2	Subjective Norm (SN) -> Purchase Intention (PI)	0.137	2.010	0.044	0.035	H2 Supported
H3	Perceived Behavioral Control (PBC) -> Purchase Intention (PI)	0.215	3.030	0.002	0.080	H3 Supported
Moderating - Innovativeness (IN)						
H4	M-Attitude (ATT) -> Purchase Intention (PI)	0.064	1.055	0.292	0.010	H5 Not Supported
H5	M-Subjective Norm (SN) -> Purchase Intention (PI)	0.045	0.777	0.437	0.005	H6 Not Supported
H6	M-Perceived Behavioral Control (PBC) -> Purchase Intention (PI)	-0.070	1.352	0.177	0.014	H7 Not Supported

Source: PLS-SEM Report, 2022

The moderating effects of Innovativeness (IN) on the relationship between Subjective Norm (SN) and Purchase Intention (PI). With t-values, less than 1.65 (0.777) and p-values more than 0.05 (0.437), the moderating effect of Innovativeness (IN) had no significant influence on the relationship between Subjective Norm (SN) and Purchase Intention (PI). With the route coefficient closer to 1 (0.045) and the f2 value closer to zero (0.005), the H5 is not supported by the poor connection and a weak impact on Purchase Intention (PI).

The moderating effects of Innovativeness (IN) on the relationship between Perceived Behavioral Control (PBC) and Purchase Intention (PI). With t-values, less than 1.65 (1.352) and p-values more than 0.05 (0.177), the moderating effect of Innovativeness (IN) had no significant influence on the relationship between Perceived Behavioral Control (PBC) and Purchase Intention (PI). With the route coefficient closer to zero (-0.070) and the f2 value closer to zero (0.014), the H6 is not supported by the poor connection and negative weak correlation effect on Purchase Intention (PI).

5.2 The Implication of The Study

In this research, the impact of Attitude (ATT) on urchase Intention (PI) is substantiated by a significant impact on Purchase Intention (hypothesis H1). The Author suggests to the business owner or retail industries can spend budget allocations to build brands by doing branding and promotions so they can change customer preferences from imported brand perfumes to local brand perfumes.

Subjective Norm (SN) on Purchase Intention (PI) is substantiated by a significant impact on Purchase Intention (hypothesis H2). The Author suggests to the business owner or retail industries after finished build brands by doing branding and promotions with lots of sales, make sure the quality control maintained of local brand perfume products, the packaging quality, and the service quality to approach the loyal customers and provide a loyalty and referral program where they would be rewarded for referring and promoting the product for example getting member get member points or discount vouchers on subsequent purchases if you can invite friends and family to be able to buy local brand perfumes with the product quality on the targeted customers.

Purchase Intention is significantly influenced by Perceived Behavioral Control (PBC) (hypothesis H3). This third result is still related to the activities outlined in the first and second result, in which the author recommends that business owners focus on achieving branding and the standards a good quality by implementing a standard creating a program related to an enjoyable customer experience when buying local brand perfume. In addition, the business owner or retail industries can give each customer a point when they have purchased a local brand perfume and create a program for each new member so that they can get additional points

or discount facilities that can be given to be able to get an extraordinary customer experience which will guarantee customer satisfaction.

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