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## **Analysis Of Factors That Influence Intention In Purchasing Event That Improve Skills In Batam's Workforce**

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### **Abstract**

The purpose of this study is to find out what factors among purchase risk, purchase benefit & purchase value is most influence Batam citizens in purchasing events that enhance skills. This study uses non-probability sampling with a purposive sampling method with a total of 256 respondents and manages to find out the relationship between purchase benefit , purchase risk & purchase value have positive influence to the purchase intention and purchase benefit influence Batam citizens on purchasing event the most.

### **Keyword:**

*Purchase intention, purchase risk, purchase value, attitude*

## **1. Introduction**

Today, everyone can easily discover his theory by surfing the internet, but not everyone can become subject matter experts, be it soft or technical skills, and to become an experience one needs practice, not just once to become an experience necessary to face some problems in this field. The fact that entrepreneurs in this era struggle to occupy important positions because candidates lack skills, especially in professional positions. The skills gap really prevents employers from finding the talent they need. There are many problems that occur due to talent that is less skilled. Lack of skills in the industry seems to be one of the biggest challenges that occurs in this millennium age.

Indonesia have 264 million people in 2017. Its make Indonesia placed as 4<sup>th</sup> most populated country in the world also data from National Development Planning Agency, one of Indonesia department state that in 2018 there is 267 million such a significant growth around 3 million people in a year and it keeps growing. From 267 million people Indonesia have 136,183,032 economically active 129,366,192 are working and 6,816,840 are unemployment people with 5.24% unemployment rate.

**Table 1. List of citizen categorized by job desc 2020**

Occupation	Year of education	Standard Deviation	Sample size	Year of education	Standard Deciation	Sample size
Professionals Technicians, and related workers	14.1	2.2	26998	14.8	2.2	6174
Leadership and Management	13	3.1	4682	13.5	3.2	1109
Executive officials, Administrative staff and related workers	12.8	2.6	19330	13.3	2.6	5341
Business and Sales Workers	8.2	3.8	80722	9.2	3.6	13973
Service Workers	8.5	3.9	22284	8.8	3.7	3723
Agriculture , Plantation , Animal Husbandry , Fisher , Forestry, workers and hunters	5.6	3.4	245128	6.5	3.2	31418
Transport production operation and blue collar workers	7.8	3.5	112170	8.4	3.3	21339
Others	12	1.6	2725	11.5	2.5	1342

Overall, in 2006, approximately 1:10 employed people could be classified as uneducated. On the other hand, approximately 3 : 10 people can be classified as too educated. Although under-education increased from 10% in 2006 to 17% in 2016, over-education decreased significantly, from 27% to 19.2% in 2016 (ILO, 2017) This year in 2019 the total mismatch increase significantly around 63 percent of total employment (Hanif, 2018) it means 63 percent from 129,366,192 total employment is 81,500,700 mismatch plus 6,816,840 are unemployment equal 88,317,540 is Indonesia's source to be problem that leads to Indonesia downfall. 2030 Indonesia is predicted to achieve demography bonus by ministry of social affairs republic of Indonesia Kementerian Sosial (KemSos) 2019 in 2045 almost 60% of Indonesia citizen is under 30 years old (KEMENKEU, 2017) The demographic bonus, as defined by the United Nations Population Fund (UNFPA) means, the potential for economic growth that can result from changes in the age structure of the population, especially when the portion of the population in age (15 to 64) is greater than the portion of the population of working age (14 and under,

and 65 and over) In other words, it is "an increase in economic productivity that occurs when there is an increase in the number of people in the workforce in relation to the number of dependents." UNFPA states that, "Countries with children young people who are increasing and decreasing fertility have the potential to obtain demographic bonus therefore there is a statement of Indonesia going to one of the wealthiest country in the world but everything is depends on how good or how qualified the labor with all of overflow resources in Indonesia

Batam is one of 34 provinces in Indonesia, with 1,376,009 inhabitants 972,575 employed and 66,557 unemployed is one of Indonesia's digital hubs near Singapore and Malaysia. Needs to support Indonesia. More attention. In 2016 and 2017, the island's annual growth rate was only 2%, well below the Indonesian average of 5-6%. The unemployment rate also soared to 9%, well above the national average of 6%. The only bright spot on the horizon is the tourism sector, which continues to accept a steady stream of visitors (BPS,2018). In fact, in 2016 and 2017, the island only recorded two percent of things. growth rate, well below the Indonesian average of five to six percent. Unemployment also rose to nine percent, well above the national average of six percent. The only bright spot on the horizon is the labor sector, which continues to receive a constant flow of visitors. (BPS, 2018).

**Table 2. Training attendance in Riau Islands 2020**

No	Name	Applicant / Year
1	LPK SUMBER ILMU BATAM	635
2	LPK LENTERA CENDIKIA CEMERLANG BATAM	320
3	TACHITRAINDO	95
4	LPK ARSI LEARNING CENTRE	73
5	MELAYU BULANG SEMESTA	114
6	LPK DEDIKASI MITRA GLOBAL	163
7	LPK PUTRA TIDAR PERKASA	298
8	LPK PT SITOHO DUTA KARYA	739
9	OFFSHORE TECHNOLOGY INSTITUTE	105
10	LPK EXAUDI BINA KARYA	120
11	LPK TREILLIS	94
12	LPK TRUE BEAUTY ACADEMY	1070
13	LPK PT DUA UTAMA JAYA	160
14	LPK EQUALITA LEARNING CENTRE	539
15	GLOBAT SKILL INSTITUTE	480
TOTAL		5005

If 63% mismatch in Indonesia and its applied to Batam with 972,575 employee that's mean 612,722 employment that underskilled plus 66,557 around 679,279 need to be trained or upskilled There is only 5005 people per year that come to certified courses by government there was a problem in way or method in marketing. Whether it come from the market was not ready or aware of the benefit , the market doesn't know the risk or value because from 679,279 underskill employment & unemployment that need to be train only 5005 attending per year the training center need to fill the hole there is must be a way to trigger or increase the awareness or interest to attend services that increase skills in Batam workforce .

Therefore writer eager to find out how to increase the intention of Batam workforce also the unemployed to invest on their own skill development. The importance of skill development in tons of aspect is undeniable whether is for applying job, improving company productivity and Indonesia growth in long term with **"Analysis of factors that influence intention in purchasing event that improve skills in batam's workforce"** writer hope this research is useful, by focusing on 3 variable which is Perceived Benefit, Perceived Value and Perceived risk its possible for business that sell seminar, workshop & class to increase more sell . Knowing which variable affect the most mean the marketer of seminar, workshop & class can trigger of the factors to improve the sales by increase sales means the more educated indonesia human resources the more productive indonesia become and its going to be the factor of indonesia growth.

## **2. Literature Review (ambil di hubungan antar variable)**

### **2.1. Perceived Benefit**

The purchase intention is described as trading behavior, which is displayed after the customer evaluates the goods and services. Purchase intention is defined as the expected or planned behavior in the future, which is a trend that transforms beliefs and attitudes towards products into actions. Purchase intention is usually used as a measure to predict the actual purchase activity of the customer. (Kamalul Ariffin, Mohan, and Goh 2018) (Woo and Kim 2019)

### **2.2. Attitudes**

Attitudes are some personal behaviors that involve assessing things with positive or unfavorable comments. Attitudes include behavioral perceptions and outcomes. The intention of a purchase is described as the transaction behavior that is displayed after the goods and services are evaluated by customers (Akroush et al. 2019) Attitude is an antecedent of subsequent behavior. The literature under rated significant positive association attitude to purchase benefit and willingness to purchase store brands (Mostafa and Elseidi 2018)**Perceived Benefits**

I believe that benefits are a belief about positive outcomes, that consumers are most likely to engage in behavior where benefits exceed their costs, and that quality is the most important benefit that influences the adoption intentions of low income families. The income received is a basic determinant of consumer attitudes (Akroush et al. 2019) Consumers may tend to buy products after realizing low costs, incentives or discounts from these products. The Chinese government announces detailed incentive plans for purchasing remanufactured products (Singhal, Tripathy, and Jena 2019)

### **2.3. Perceived Risk**

We introduce the concept of "perceived risk" and the determining factors: uncertainty and side effects. Consumer behavior is risky in the sense of producing behavior that cannot be predicted with a certain degree of certainty, some of which tends to be offensive (Mostafa and Elseidi 2018) The importance of the person's interests Possible choices for the purpose of decision making given an assessment of the expected value of each inherent risk (Meshreki, Ennew, and Mourad 2018)

### **2.4. Perceived Value**

Perceived value. play an important role in influencing purchase intentions. Much of the past literature has shown that perceived value is a discriminatory component that influences purchase intentions. In the context of green purchases, Chen and Chang find that green purchase intentions are positively influenced by perceived value in green. In addition, Chen et

al. emphasize that purchase intentions for hydrogen-electric vehicles are fundamentally identified by perceived value. (Tan and Goh 2018) An exchange between the various benefits and trade-offs of a supplier offering, recognized by the key decision makers of the customer organization and by considering the alternative supplier offers available for a particular use case. (Meshreki et al. 2018)

## **2.5. Perceived Benefit and Attitudes**

### **2.5.1. Perceived Benefit and Attitudes**

Perceived Benefits are positive perceptions caused by certain operations. These actions translate the perceived benefits in the online context into "the consumer's belief that they are, to some extent, superior to certain online transactions over the network." Ease of information retrieval/ information assembly, price comparison features, different products and services, time savings, actual service and personal motivation, and other factors are all three key benefits associated with online buying behavior. Means Convenience benefits, and entertainment benefits. Other benefits that online retailers offer consumers include good choices and a wide selection of products. This study defined perceived benefits in terms of comfort, price advantage, special offers, and product changes (Arora and Aggarwal 2018). (Hazen et al 2017) found that through attitudes (AT), government incentives affect consumers' willingness to convert to recycled products. This study attempts to investigate the impact of personal attention on AT and PI consumers

### **2.5.2. Perceived Value and Attitudes**

Perceived value is defined as the "overall representation of advertising for consumer value". Each time participants receive an SMS ad, they tend to make a psychological assessment of the perceived value to determine if the information is important enough to read or worth the spend (Bakr, Tolba, and Meshreki 2019). 1-SA explained that the news he received when he was busy was not proportional to his attention, as opposed to the advertisements he received in his spare time. Qualitative results also indicate that participants' negative attitudes towards advertising are likely to be worthless to them, suggesting a link between perceived value and advertising attitudes (Fiandari et al. 2019) What is the perceived value that indicates people's satisfaction with a particular object, or the continuing value of predetermined expectations and choices (Yu and Lee 2019)

### **2.5.3. Perceived Risk and Attitudes**

Perceived risk is the risk that intended show refers to the rate at which the researchers believe that the share of knowledge through research yields results that are potentially negative, which can negatively affect the academic career. Perception of scientists share the article with social media as an important scientific hurdle is important to consider whether that makes writing a research platform to social media such as scientific ResearchGate. was found about half of the 500 posts that are randomly selected from ResearchGate have the potential problem of copyright infringement. Research previously divided the article via IR reported that scientists do not want to upload on IR because of infringement of copyright and misuse of the article that they share. (Han, Kim, and Lee 2018)

### **2.5.4. Attitudes and Purchase Intention**

Attitudes is defined as "predisposition to learn to act in a consistent manner that favorable or unfavorable about it given." Armed serve as the association between the characteristics and background of consumer consumption that meets things. Attitude to a behavior referring to the degree that people have to assess or evaluate the favorable or unfavorable behavior that must be made. Therefore, the attitude of a behavior can be described

as positive or negative assessment of an individual's behavior is a significant and built by prominent belief of a people who respect the result of the estimated perform an act. This definition clearly emphasizes the nature of the affective attitude in the context of online shopping. Attitude played a critical role. (Arora and Aggarwal 2018)

### 3. Research Methods

Data collection in this research involves 2 types of processing data, namely primary data and secondary data. Indonesia Regulation no. 13 of 2003 Chapter I article 1 paragraph 2 Workforce definition is working age population (15 years and over) who works, or has a job but is temporarily unemployed and unemployed it is the criteria of the respondent and domiciled in Batam. One of the most basic problems in PLS-SEM is the estimation of minimum sample sizes. The minimum sample size estimation method that is widely used in PLS-SEM is the "10-fold rule" method (Hair et al., 2014), which is based on the assumption that the sample size must be larger 10 times the maximum number of internal or external model links that point to any latent variable in models. Although the simplicity of applying this method makes it one of the favorites among PLS-SEM users, have been shown in the past to lead to inaccurate estimates.

Determination of the sample in this study, researchers used a non-probability sampling method (non-probability sampling method), which is a sampling method in which members of the population do not have the same opportunity to be selected as a research sample. purposive sampling. Research sources of data and information obtained from respondents as research samples using a questionnaire or questionnaire as an instrument of data collection. One thing that needs to be done in survey research is the use of samples as a primary data source. (Indriantoro & Supomo, 2018). Descriptive statistical analysis techniques is used in this study, where this method is a data analysis technique that provides a description or an overview of data taken from the variation between the highest value, lowest value, variant, mean, and standard deviation (Ghozali, 2016) .

**Table 3. Questionnaire**

<b>Questionnaire</b>	
<b>Perceived Benefit</b>	
1	Attending the event will give you more benefits than costs
2	I will participate in the event if the price is lowered / discounted
3	I will attend the event if I get allowances from the office / government
<b>Perceived Value</b>	
1	Attending event is useful for me
2	Attending event help me to achieve my goals
3	Attending event is my needs
<b>Perceived Risk</b>	
1	I am afraid to take part in the event to cost me financially
2	I am afraid that following the event will harm me in terms of time
3	I am afraid that taking event can add to my burden
<b>Attitude</b>	
1	taking the event makes me feel satisfied
2	I like events that provide the subject I want

3	I am more interested in participating in events rather than buying other assets
<b>Purchase Intention</b>	
1	when spending money, participating in events is one of my considerations
2	I am interested in buying the event
3	I will buy the event

#### 4. Results and Discussion

This thesis sample was required to meet the criteria that is a citizen that lived in Batam and part of workforce. An online survey was planned to be administrated into 300 participants. Responses from participants is still in the progress so we could process the available respondents from the sample, resulting in 256 cases for analysis. Respondents representing respondents aged under 18 years (1,5%), respondents in the age range 18-24 years (73.82%), respondents at the age of 25-30 years amounted (18,3%), respondents at the age of 31-40 years by (6%), and respondents at the age of 44 years is (0%). Based on the number of questionnaires distributed and can be processed showing the dominant age that interested on Upgrading skill is the age of 18-24 years with the highest number of respondents (73,82%). Information on income from a total of 256 respondents. From the attached test results, the highest number of respondent data obtained is income <Rp. 3,000,000 by 57,8% of respondents, income between Rp. 3,00,000 - Rp. 4,500,000 by 28,5% of respondents, income between Rp. 4,500,000 - Rp. 6,000,000 10,1% of respondents, and income > Rp. 6,000,000 was 3,5%. In distributing the questionnaire, it can be concluded that the majority of respondents are people who have incomes below Rp. 3,500,000. The number of respondents based on employment status. From the results of a questionnaire totaling 256, the percentage of High schooler was (8,98%), the percentage of Bachelor was (74,6%), the percentage of Diploma was (13.2%) and percentage of Master (3,1 %).

##### 4.1. Common Method Bias Test

Based on the results of Harman's single factor tested the variance value in this study was 48,987% or greater than 50% which indicates that there is a common method biases. This is not in accordance with the specified conditions namely that the value of the variance must be less than 50%. So it can be concluded that there are common methods biases in the data and partial least squares analysis cannot be continued. This value is in accordance with the provisions of the CMB conditions where the value of the variance must be less than 50%. So it can be concluded that there is no common method biases in the data and partial least squares analysis can be continued.

##### 4.2. Outer Model

###### 4.2.1. Validity Test

The process of evaluating the validity of the data is needed to assess the level and accuracy of determining what is in the questionnaire which will be used to assess the variables that will be examined as needed. it appears that all questions have an external loading value of more than 0.5 so that all indicators that are recognized are valid. Because all are valid, so no indicator questions are returned and all indicators are included.

**Table 4. Average Variance Extracted (AVE)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV  )	Validity
ATT	0.6659	0.6657	0.0438	15.2057	Valid
PB_	0.5797	0.5794	0.0438	13.2461	Valid
PI_	0.7083	0.7079	0.0310	22.8392	Valid
PR_	0.7219	0.7243	0.0421	17.1487	Valid
PV	0.7639	0.7649	0.0404	18.9019	Valid

The validity of each construct can be tested by Average Variance Extracted (AVE). A construct with good validity requires AVE values to be above 0.5. Based on the data table above shows that the sample mean of all variables have a mean sample number of more than 0.5. This means that all constructs have good validity or are said to be valid.

#### 4.2.2. Reliability Test

**Table 5. Cronbach Alpha**

	Original Sample (O)	Sample Mean (M)	Standar d Deviatio n (STDEV)	T Statistics ( O/STDEV  )	Validity
ATT	0.7461	0.7418	0.0518	14.4107	Valid
PB_	0.6476	0.6431	0.0627	10.3362	Valid
PI_	0.7932	0.7923	0.0310	25.5633	Valid
PR_	0.8049	0.8048	0.0416	19.3278	Valid
PV	0.8372	0.8351	0.0408	20.5358	Valid

Cronbach's alpha value indicates the reliability of each variable. Variables are declared reliable if the value of Cronbach's alpha is more than 0.5 & output above shows that all variables have a Cronbach's alpha value of more than 0.5 so that it is declared reliable.



### 4.3. Inner Model

#### 4.3.1. Path Coefficient

**Table 6.Path coefficient**

Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	
ATT -> PI_	0.4451	0.4450	0.0729	6.1046	0.0000
PB_ -> ATT	0.8407	0.8426	0.0405	20.7623	0.0000
PR_ -> ATT	0.0857	0.0912	0.0489	1.7512	0.0805
PV -> ATT	0.0309	0.0235	0.0604	0.5109	0.6096

Path coefficient indicates the amount of influence shown by latent variables to other latent variables. The significance of this relationship can also be seen in the table path coefficients, namely the T-Statistics column. A relationship is said to be significant with a significance level of 5% if it has a T-statistics value of more than 1.96 or P-values <0.05 (Agustin, 2019, p. 50). This effect is significant because the t-statistics value is more than 1.96 and the p-value is more than 0.05 from 3 variable which is Purchase benefit , Value & Risk . Purchase benefit giving the most significant effect to Purchase intention

#### 4.3.2. Indirect Effect

**Table 7.Indirect Effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
PB->ATT->PI_	0.3742	0.3739	0.0584	6.4058	0.0000
PR_ ->ATT->PI	0.0381	0.0408	0.0235	1.6196	0.1059
PV -> ATT->PI_	0.0137	0.0117	0.0275	0.4990	0.6180

Based on the table above the Indirect effect of 0.3739 shows that the Purchase benefit indirectly influences the Purchase intention of 0.3739. This effect is significant because the t-statistics value is more than 1.96 and the p-value is more than 0.05. Based on the table above the Indirect effect of 0.0408 shows that Purchase risk indirectly influences the Purchase intention of 0.0408. This effect is not significant because the t-statistics value is less than 1.96 and the p-value is more than 0.05. Based on the table above the Indirect effect of 0.0117 shows that the Purchase value indirectly influences the Purchase intention of 0.0117. This effect is not significant because the t-statistics value is less than 1.96 and the p-value is more than 0.05.

### 4.3.3. Goodness of Fit Model

#### 4.3.3.1. Coefficient Determination (R Square / Adjusted R Square)

Table 8 .R Square

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
ATT	0.8503	0.8539	0.0188	45.2532	0.0000
PI_	0.1949	0.2002	0.0644	3.0264	0.0026

R square shows the percentage of model compatibility. The relationship to Attitude is explained 85% of the Purchase benefit variable, the remaining value and risk are explained by other variables then the Purchase intention 20% is explained by the attitude of the rest explained by other variables

#### 4.3.3.2. Quality Index Test

This test is used to assess the overall model. Quality Index is measured by the GoF Index by calculating as follows:

$$\text{GoF} = \sqrt{\text{Comm} \times R^2}$$

Where:

GoF: Goodness Of Fit Criteria to measure quality index (model accuracy)

Comm: Average communalities (Average Variance Extracted / AVE)

R<sup>2</sup>: Average R squared

The higher the GoF, the better the resulting model. Cohen (1988) in Latan and Ghazali (2012) states that because the recommended communality value = 0.5, and the value of R Square is small = 0.02, Medium = 0.13, and Large = 0.26,

then:

GoF Small = 0.10

GoF Medium = 0.25

GoF Large  $\geq$  0.36

From all AVE data with sample mean 0.6657 + 0.5794 + 0.7079 + 0.7243 + 0.7649 = 34.422 divided by 5 so the average AVE is 0.6884. Then from Adjusted R Square when added up and averaged we get 0.5270. If 0.6884 multiplied by 0.5270 the result is 0.3522468 which when rooted to 0.5935 can be concluded based on the GoF the size of the research model is stated to be large and good

## Conclusions

Based on the results of a study of 256 respondents who had / intended to buy an event conclusions obtained included. Testing the H I hypothesis (first) proves that there is a significant influence between perceived benefit on attitude. These results are consistent with research by (Abu-Elsamen et al. 2019; Arora and Aggarwal 2018; Arora and Sahney 2018; Singhal et al. 2019). Testing the H2 hypothesis (second) proves that there is a significant influence between perceived risk on attitude. These results are consistent with research by (Arora and Sahney 2018; Han et al. 2018; Kamalul Ariffin et al. 2018; Mostafa and Elseidi 2018). Testing the H3 hypothesis (three) proves that there is a significant influence between perceived value on attitude. These results are consistent with research by (Bhatia 2018; Kang and Namkung 2019; Meshreki, Ennew, and Mourad 2018; Yang 2018) Testing the H4 hypothesis (fourth) proves that there a significant influence between perceived benefit on attitude. These results are sistent with research by (Abu-Elsamen et al. 2019; Akroush et al. 2019; Han et al. 2018; Phong, Khoi, and Nhat-Hanh Le 2018; Woo and Kim 2019)

## Conclusions

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