MARKET OPPORTUNITY TOWARD ONLINE SHOPPING IN BOOKSTORE BINA USAHA MEDAN

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ABSTRACT

Online shopping business method has been implemented by most businesses since the advancement of technology. Therefore, this research is conducted to recognize the market profile of Toko Buku Bina Usaha and to identify whether there is a market opportunity to implement online shopping on Toko Buku Bina Usaha or not. The methodology used in this research is quantitative inferential statistic method involving 132 respondents which are selected by convenience sampling method. The data collection methods of this research are interview, questionnaire, observation, IT interview and library research. Based on the finding, it can be concluded that there is market opportunity to apply online shopping method (online website) on Toko Buku Bina Usaha as part of its marketing strategy

Keywords: *The Acceptability of Online Shopping, Purchase Intention, Market Opportunity*

INTRODUCTION

Many aspects of life in a society have changed a lot since the advancement of technology which literally makes it more effectively and efficiently. More and more people have become dependent on the technology especially the internet in performing tasks and solving problems. Hence, it is an undeniable fact that technology and internet have become an essential part of human life. One of the most affected aspects since the existence of technology and internet is E-Commerce (Electronic Commerce). E-Commerce is basically a type of online business between sellers and buyers in which almost every part of the transaction is done over the internet including displaying goods and making transaction. E-Commerce, or also known as online shopping, is classified into several categories such as clothing, camera appliances, make-up and skincare products and books. Some famous online shopping websites are eBay (www.ebay.com), Alibaba (www.alibaba.com) and Amazon (www.amazon.com) which sell a variety of products.

Meanwhile, physical stores have not been doing well since the existence of online shopping as people become more interested in doing online purchases. Physical store business is getting slower and slower due to the virtue of online shopping which causes many businesses to bankrupt although they have been struggling for a certain period of time. Besides, particular businesses are too old to change its business strategy as they have been operating for decades. Lotus Department Store, for example, has officially stopped operating its stores in Indonesia due to the changing trend from offline to online purchasing method (Setyani, 2017).

Online shopping does not only affect business focusing on primary needs of human in the society but it also influences business that concentrates on man's secondary needs namely entertainment such as books. Thus, physical bookstore business has also suffered from the effect of online shopping. One of the businesses that has closed one of its branch in Indonesia is *Toko Gunung Agung* (Sari, 2016). *Toko Gunung Agung* is one of the retail bookstores in Indonesia which has been operating since 1953 with approximately 30 branches all over Java and Bali. It is believed that the declining of physical bookstore business is because more books are now available in Electronic book or E-book which can be purchased online. Hence, it results in fewer people purchasing physical books in physical bookstores. In addition to E-book, there are now more people who make book purchases online as it is considered to be less complicated compared to pay a visit to bookstores. All customers need to do is to choose which books they would like to buy on the website and complete the transaction online as well. Then, books will be delivered to their destination in an estimated time. As a

result, most bookstore retails in Indonesia such as Gramedia, Books&beyond and Periplus have implemented online shopping website to improve customers' shopping method. Since more bookstore businesses have applied this type of marketing strategy, *Toko Buku Bina Usaha*, one of the traditional bookstores in Indonesia, become encouraged to conduct the same method.

Toko Buku Bina Usaha is a bookstore specializing in comic books, novels and magazines trades. It is located in Banda Aceh street no. 18, Medan, North Sumatra, Indonesia. This bookstore has been operating for 11 years since 2006 and had previously operated for several years in *Perisai* Plaza before moving to where it is now. *Toko Buku Bina Usaha* is a physical bookstore which operates everyday from 8 am to 10 pm. It primarily implements traditional methods of

selling which is similar to brick and mortar store.

Toko Buku Bina Usaha focuses on selling books both locally and nationally. Hence, it also receives request for delivering outside North Sumatra. Its target market is mostly adolescence and young adult who enjoy reading books. On *Toko Buku Bina Usaha*, comic books are the best sellers products, thus, it would always update with the latest series of comic books. The total of regular customers is around 500 people. The reason of conducting a research on *Toko Buku Bina Usaha* is that this bookstore has been experiencing an unstable business performance since the beginning of 2017, in which the sales are quite different from that of 2016 and 2015.
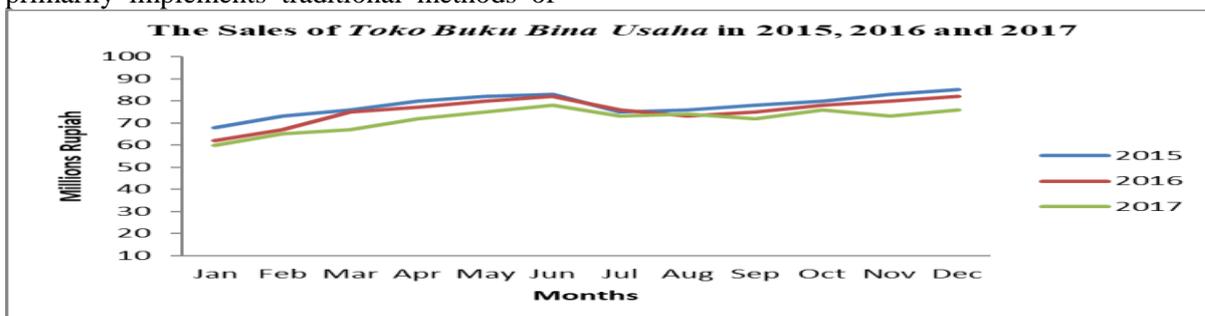

Figure 1.1 The Sales of *Toko Buku Bina Usaha* in 2015, 2016 and 2017
Source: Prepared by the writer

From the sales chart, it can be assumed that the sales in 2015, 2016 and 2017 show a little declining in total of sales. In 2015, the total book sales are IDR 939 million. However, in 2016, the book sales are IDR 907 million rupiah, meanwhile, book sales in 2017 are IDR 861 million. Thus, it shows an approximately 5 per cent of sales decline every year. According to the owner of *Toko Buku Bina Usaha,* Mr. Yudhi Wirawan, a slight difference in sales can affect its business as he always has a supply of his books available of sales despite the decreasing sales. Thus, the owner has decided to give it a try in conducting an online shopping, however, before conducting it, a research on the market opportunity of online shopping should be performed first.

Therefore, the importance of this research is to conduct a thorough analysis related to the market opportunity of developing online shopping. Since conducting online shopping is

believed to enhance business process and expand its business to a wider variety of marketplace. Hence, the reason of topic selection is to improve the traditional way of marketing channel. Moreover, the advancement of technology can be applied as the basis of marketing strategy in reaching the business' targets such as meeting sales objectives and capturing more target market.

LITERATURE STUDY

Since the existence of online shopping, more and more people have made purchases on online website and enjoyed its benefits such as lower cost compared to physical stores and the ease of transaction. Both sellers and buyers are also able to exchange information easily with the assistance of internet. Hence, there are three elements of online shopping which are important as part of the online shopping website, as follow:

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1.   Shopping carts

The shopping carts software is basically a tool applied to detect and follow what customers do on the website from the beginning until the end. There are three parts in the online shopping cart including product catalogue, shopping list and checkout system. Each part plays different role as the first step of making online purchases. Firstly, product catalogue consists of detailed information about the products sold in the website. Some information such as price, identification number, image or other multimedia information and product options are available as the basis of product catalogue. Secondly, a shopping list is applied to let customers track the items they want to buy and a shopping cart image is put to display what items the shoppers have selected. Lastly, customers will then proceed to the checkout system by simply clicking an "add items to cart" button and then move to payment where customers pay for their products.

2.   Secure server

In order to protect the customers' personal information, the secure server provides protection against it. Besides, it is also responsible for loss or modification of personal information. The most common used secure server system to secure online transaction is Secure Socket Layer or known as SSL. This system would essentially code all data between the shop's server and the customer's computer, therefore, preventing any decoding information such as credit card numbers by third parties.

3.   Payment processing

Another efficiency of purchasing on online website is there are usually different types of payment provided to suit the customers' preference. The first type of payment is a third party payment processing where the money from the transaction is deposited in a special account controlled by the service provider such as PayPal. Thus, the merchant is usually required to initiate the transfer in order to obtain the money. Furthermore, if there is any dispute during over the transaction, the service provider may have the right to hold the funds for longer period of time. Another is internet merchant account which is an account issued by a financial institution to let a business accept certain credit card payments. The other is manual credit card processing

where merchant sets his or her own website, thereby enabling customers to pay with their credit cards. Then, the merchant would process the credit card manually and obtain the credit card information through a secure server. This option is feasible only when the merchant has a number of online orders (Ontario, 2013).

The Perception Of Online Shoppers Towards Online Shopping

Since the number of online shoppers has increased significantly since the development of the internet, many firms have utilized internet and its technology in developing their website in order to promote and enhance the images of products and service on the website. Thus, there are factors influencing perception of online shoppers towards online shopping, as follow:

1.   Convenience

One of the advantages of purchasing online is that customers are given the efficiency to do shopping without leaving their house. It is because online shopping website basically operates 24 hours every day despite public holiday. Moreover, the website is available as long as customers connect to the internet. As a result, customers can save time and cost when purchasing on online stores.

2.   Selection

Another advantage is there are more choices of products displayed on the website rather than brick and mortar stores. Thus, customers are able to view and compare more variety of products despite the stock availability. Besides, merchants of online shopping website do not have to keep large amount of inventory as they can order products from their suppliers anytime when needed.

3.   Information

Online shopping website usually exhibits more information about the products sold by the merchants. In this case, customers will be able to access more detailed information about product description which is usually available together with the images of the products. Online book store, for example, will usually include a synopsis of a book for customers to read, in which customers do not have to make separate research. Furthermore, information is usually updated regularly.

4.   Price

The other benefit is products are usually sold in lower prices than those of physical stores. It

is because online website does not have to spend money on rent expense and stock a lot of inventory in the first place. Therefore, product price is cheaper when they are bought online. In addition, there would sometimes be discount to encourage more people to purchase online (Herrick District Library, 2017).

5.   Hands-on inspection

The first disadvantage of doing online shopping is customers are not able to examine or touch the products they are about to buy. So, it would be difficult for customers to decide on whether the products suit them or not. For instance, customers doing clothes shopping might face difficulty in determining whether to buy the clothes or not as the clothes may look good in pictures but not until customers wear it. Moreover, customers would not be able to notice any defect on the products until the products are delivered to customers' address. Therefore, the possibility of customers purchasing on online stores depends on customers' level of trust towards the merchant of online shop.

6.   Shipping

Another disadvantage is that shipping fee sometimes costs a lot which can exceed the price of the products. Some companies do offer free shipping, while most of them require the customers to make a minimum order to qualify. Shipping fee generally depends on the weight of the products as well, thus, shipping on large items such as furniture would cost a lot. Meanwhile, refunding or sending back a product is not free too.

7.   Waiting time

Different from shopping at a store where customers can buy the products they like and bring the products home on the same day, online shoppers definitely have to wait a few days or even weeks for the products to arrive at their address.

8.   Privacy

Customers buying at stores can sometimes use cash when doing payment and can refuse to give their emails to the store. However, when purchasing online, customers are usually asked to sign in with their emails, pay by using credit cards and have to agree with certain privacy rights. As a result, customers' personal information may be exposed from their credit cards. Therefore, customers are advised to read the Terms of Service before proceeding. Moreover, customer' credit cards have the potential to be scammed (Herrick District Library, 2017).

The Effect Of The Internet In The Book Retail Market

In a physical book store, different genres are displayed on different space which enables customers to find books on their own available on the shelves. However, the availability of the inventory is usually limited due to limited space on the store. Meanwhile, internet has actually influenced book sales by giving the ease for customers to purchase books. Nowadays, customers can access to the online bookstore, view a book, read its blurb, browse through the shop's collection, make a selection and proceed to payment. Then, the books will be delivered in a certain period of time or can be downloaded to the shoppers' computers or phones in an Electronic book or E-book. Hence, this has affected the retail bookstore in terms of book sales. Moreover, online bookstore usually provides a much more titles compared to physical bookstore as it has unlimited shelf space.

FACTORS   INFLUENCING   ONLINE SHOPPING

Before developing an online shopping website, sellers should consider several factors that might give impact on the online shoppers' attitude towards online shopping. Sellers need to consider these factors; hence, they would be able to prepare themselves in facing their customers. Some of the factors include:

1.   Perceived risk

One of the factors that affects consumer behavior in doing online purchases is perceived risk as when customers feel there is too much risk on buying certain products from certain companies, they would usually reconsider on doing so. Therefore, there are five sub factors in perceived risk which include privacy, system security, fraudulent, credit card security and product problems. In order to gain more customers' trust and attention, sellers should be able to keep customers' personal information especially credit card information only to themselves, or else, sellers would face difficulty struggling in the competitive internet market as customers think that the sellers are not compatible in the business. It is then recommended that sellers

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minimize these types of risk from the beginning till the end.

2.   Shopping motivations

Another factor is the reason why customers are encouraged to purchase certain products which is then considered as customers' shopping motivation. There are four factors of why customers are motivated to purchase online. The first factor is price which is usually different in both physical and online stores. Physical stores need to pay rent, thus, they tend to sell products more expensive. At the same time, online stores do not really need to pay rent, so, price sold online tends to be cheaper. The second is discount. Since online stores spend less cost on their expenditure, they tend to give discounts by sending e-mails to their customers. Thus, it would increase customers' motivation in purchasing. The third factor is first published as most customers would like to obtain the products at the earliest time. As a result, customers would prefer to purchase online to queue in the local stores. The last one is online advertising where customers would be linked to the online shopping website by clicking on the advertisement. Eventually, it would enable customers to do purchases easily.

3.   Experience

Another factor that influences online shopping is customers' experience when doing online shopping. Online shopping website has to provide customers with the best service; otherwise, it would not be difficult to gain customers' trust. There are several factors needed to be considered in offering good shopping experience. Firstly, accessibility is important so that customers can access to the online shopping website whenever they want. Secondly, website design is one of the tools used to attract more customers especially when the website is designed effectively and is equipped with complete information. Then, customers would consider it as shopping experience. Thirdly, online stores should offer multi-terminal apps as well, in which customers can use different platforms such as computer and mobile phone in accessing the website.

4.   Service quality

A good online shopping website should provide good service quality to their customers. Hence, a good shopping website should provide customers with good introduction about the products and several choices of other products. In addition, online shopping website should facilitate customers with after-sales service. By providing customers with these services, it would encourage customers to do more online shopping. Thus, customers' reliability towards online shopping would be increased as well.

5.   Trust

The other factor influencing online shopping is building a relationship between sellers and customers by providing trust to customers. Trust is one of the important aspects in a business. Being a trusted online shopping website will certainly bring positive impacts to the customers such as selling online marketable products and applying high security in payment and website system. Therefore, sellers should work harder in elevating customers' trust towards them (He & Bach, 2014).

METHODOLOGY

This research uses quantitative inferential statistic method which is applied to establish relationships among variables and draw conclusions from it. In this research, quantitative data includes data that have been gathered and converted into numbers although there are some qualitative data that support the research in words or sentences on questionnaire or on the result of interview between the researcher and respondent. In this research, there are various kinds of data collection methods such as experiments, survey and product test. Firstly, experiments are scientific tests conducted with the purpose of discovering what happens to the variables involved in a research. An experiment is usually conducted by manipulating one or more variables under certain circumstances which allow the collection of data showing the effects of the research. Experiments can also be conducted either in the field or in a laboratory setting (Sekaran & Bougie, 2016). Secondly, a survey is a system of gathering information from or about people to describe, compare or explain their knowledge, attitudes and behavior towards the variables related to a research. Survey strategy is popular in research marketing because it enables the researchers to collect quantitative and qualitative data on many types of research questions. Survey generally consists of

interviews and observation as well as questionnaires (Sekaran & Bougie, 2016). Lastly, product testing is a type of measuring the performance of a product with the purpose of evaluating the usability of the product before starting to produce the final product. Thus, it is important to distinguish between the different types of testing applied at different stages of the product development process (InnoSupport, 2018). Product testing in this research is actually service testing

which involves online shopping website as the service used in this research.

In this research, there are a total of three steps conducted in this research: (1) Observation and Interview, (2) Questionnaire and (3) Content Validation and Expert Judgment. Following are the steps in figure to offer a more detailed understanding:
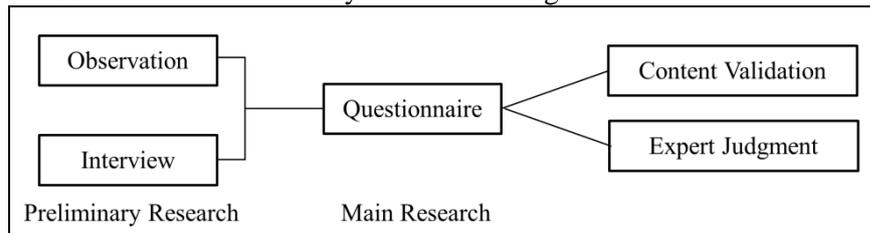

Figure 2. The Steps of Research Methods
Source: Prepared by the writer (2018)

From the figure above, it shows that the first step of this research include observation and interview which act as the preliminary research of this study. Observation is done to further understand the current market of *Toko Buku Bina Usaha* and at the same time to observe whether it has the opportunity to develop an online shopping website for its store. Meanwhile, the interview is conducted to gain more information from Mr. Yudhi Wirawan, as the owner of *Toko Buku Bina Usaha* regarding the market profile of his store. Consequently, both observation and interview in this study are data which will support the main research; therefore, after finishing the first step, researcher can proceed to the second one which is questionnaire. Questionnaire is the main research of this study because it concerns with customers' opinion on whether *Toko Buku Bina Usaha* should develop an online shopping website as their business channel or not. The decision on developing an online store lies on the result of the questionnaire. Moreover, the steps continue to the third step which is content validation and expert judgment. The content validation will ensure if all the dimensions and elements have been described. On the other hand, expert judgment is completed to provide more information regarding the prospective online shopping website (Sekaran & Bougie, 2016). From the last step, the researcher will then draw conclusion as the result of this study.

This research is conducted at *Toko Buku Bina Usaha* located at *Jalan Banda Aceh* no. 18, Medan, North Sumatra, Indonesia. This company is a growing company focusing in distributing books both comic and novels and magazine wholesale and retail.

The population in this research which is also the research object is the customers of *Toko Buku Bina Usaha* who come to the store quite often in search of the latest books. The population ranges from teenagers to middle-aged adults who love reading books frequently or moderately. The total population is approximately 500 people, in which the total is obtained from the number of customers on the groups of WhatsApp and Blackberry Messenger (BBM) and also those who frequently visit the store.

As a result, the total sample will be used according to Slovin's sample formula in which out of total population – 500 people, it results in 132 respondents.

FINDINGS

Toko Buku Bina Usaha is a traditional retail bookstore which has been operating since 1996. It is located on Banda Aceh street no. 18, Medan, North Sumatra and operates daily from 9 am to 10 pm. This store specializes in mostly comic books and novels. Moreover, the marketing gimmicks of *Toko Buku Bina Usaha* are quite simple. One of

them is to display all the products tidily on the shelves, so, products are accessible by customers. The other is placing popular products on the back of the store which lets customers search the products they want. Furthermore, *Toko Buku Bina Usaha* also does partnership with several suppliers such as *Gramedia Publishers, Gagas Media and Bentang Pustaka*.

To begin with, several analyses regarding market opportunity have been conducted. The analyses are (1) demand analysis, (2) segmentation analysis, (3) competitor analysis, (4) industry analysis, and (5) channel analysis. The first analysis is demand analysis, in which *Toko Buku Bina Usaha* does not have trouble fulfilling customers' demands; as a result, customers feel convenient purchasing there.

Another analysis is segmentation analysis, where *Toko Buku Bina Usaha* classifies its segmentation into several categories such as geographic, demographic and psychographic segmentation. Overall, *Toko Buku Bina Usaha*'s target market is those living in Medan and outside the city. It targets both gender – male and female who are teenagers or young adults (around 20s). Adding to this point, the target market should be in middle to high level of income and share similar interest such as fond of reading comic books and novels.

The third analysis is competitor analysis, in which *Toko Buku Bina Usaha*'s main competitors are Gramedia and Books & Beyond. Despite its high competitiveness, *Toko Buku Bina Usaha* is able to survive in the market.

The forth analysis is industry analysis where *Toko Buku Bina Usaha* serves customers with high quality of service. Meanwhile, prices have been set on each product sold in the store.

The other one is channel analysis where *Toko Buku Bina Usaha* makes use of social media – Instagram as a tool to market its products currently. Not only Instagram, but this business also has distributors which sell its products. Consequently, *Toko Buku Bina Usaha*'s market structure can be categorized as perfect competition where there is freedom of entry and exit from the industry. Also, most companies sell homogeneous products and prices are not controlled by buyers as well.

Nowadays, *Toko Buku Bina Usaha* has been influenced by the effect of internet in which its business is slowing down. Hence, *Toko Buku Bina Usaha* has decided to use Instagram as the marketing tools and has considered owning an online shopping website too. It is hoped that online shopping websites would be able to increase the sales of the business as customers would feel ease when doing shopping on online stores.

From the results of the research, it can be seen that the characteristics of the customers on *Toko Buku Bina Usaha* based on gender is male. Meanwhile, the characteristics of customers based on age ranges from Generation X (38 – 53 years old), Millennials or Generation Y (21 – 337 years old) and Generation Z ($\leq$ 20 years old). On this research, it shows that most customers of *Toko Buku Bina Usaha* are Millennials which makes up almost three quarters of the total respondents with approximately 76%. The second most customers are Generation Z which accounts for around 21%. Also, the least total number of customers is Generation X (38 – 53 years old) with only 3%.

Therefore, it can be assumed that the customers of *Toko Buku Bina Usaha* are mostly Millennials and followed by Generation Z. Based on the shopping habits of these generations, Gen Y is the generation where internet is used in almost all aspects of life. However, they tend to be omnivorous as they utilize every method of purchasing available to them. Meanwhile, Gen Z is the generation where they were born during the era of internet, thus, they possess great knowledge regarding internet and technology. Nevertheless, Gen Z becomes more selective in doing purchase due to price-checking tools. On the contrary to Gen Z and Millennials, Gen X is less likely to be attracted in online shopping because they still prefer shopping in retail stores. As a result, online businesses would have to focus on Gen Y and Gen Z more when it comes to brand awareness and business profit.

From the descriptive analysis of the acceptability of online shopping (variable X), it shows that the mean is 52,1818 which indicates that the customers of *Toko Buku Bina Usaha* highly accept online shopping and its effect. Moreover, each question related to this variable on the questionnaire is valid in

which its r_{test} is larger than r_{table} (0,1710) with   N = 132 and α = 5%.

Table 1. The Descriptive Statistics of Variable X

The Acceptability of Online Shopping		
N	Valid	132
	Missing	0
Mean		52,1818
Std. Error of Mean		,47719
Median		52,0000
Mode		54,00[a]
Std. Deviation		5,48254
Skewness		-,143
Std. Error of Skewness		,211
Minimum		38,00
Maximum		65,00

Source: the output of SPSS (2018)

Table 2. The Descriptive Statistics of Variable Y

Purchase Intention		
N	Valid	132
	Missing	0
Mean		44,1288
Std. Error of Mean		,38211
Median		44,0000
Mode		48,00
Std. Deviation		4,39014
Skewness		-,543
Std. Error of Skewness		,211
Minimum		30,00
Maximum		52,00

Source: The output of SPSS (2018)

On the other hand, purchase intention is the dependent variable (variable Y) which is influenced by the independent variable (variable X). Based on the results of questionnaire, purchase intention is dominated by several indicators such as system and credit card security, fraudulent, multi-terminal applications, reliability as well as website. The most dominated indicators multi-terminal applications in which 93% of the customers of *Toko Buku Bina Usaha* agree that online shopping affects their purchase intention as online websites can be accessed by multi-terminal applications such as mobile phones, tablets or personal computers (PC). It is because customers perceive the ease of shopping from different applications, thus,

they would be able to shop anytime and anywhere. Consequently, customers become motivated to do purchases. Multi-terminal applications indicator is then followed by reliability, system and credit card security and fraudulent. Around 86 per cent of the customers agree that online shopping might be a reliable shopping method in the future. Hence, customers would have to learn how to operate online shopping websites to avoid any problems since they believe that online shopping might be a reliable shopping method in the year to come. System and credit card security is another indicator which influences customers' purchase intention as they are aware of fraudulent done by fake online stores. As a consequence, when a website is equipped with system and credit card security,

customers will be more motivated on doing online shopping. The indicators of purchase intention, thereby, should be closely observed to increase customers' purchase intention.

From the descriptive analysis, each question asked on the questionnaire is valid as the r_{test} is larger than r_{table} (0,1710) with N = 132 and α = 5%. The means of this variable is 44,1288 which shows that most customers agree with the indicators of purchase intention. However, there is an unexpected phenomenon in which the bar chart of purchase intention shows a bimodal distribution where there are two high points separated by low point. This phenomenon might be caused by sample error

especially on the age of the sample. Based on the shopping habits of Millennials and Generation Z, it can be seen that although they accept the way how online shopping works, but they do not necessarily have the intention to purchase which might be due to several factors such as insufficient financial. On top of that, some customers still prefer purchasing in-stores although they have searched the information of the products online and even compared the prices of different brands online. For this reason, purchase intention becomes partly influenced by the acceptability of online shopping.

Table 3 The Model Summary of Variable X and Y

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,663[a]	,440	,436	3,29739

a. Predictors: (Constant), The Acceptability of Online Shopping

Source: The Output of SPSS (2018)

Overall, the result of this research shows that most customers of *Toko Buku Bina Usaha* accept the implementation of online shopping, which leads to the intentions to do purchases on online websites. Most customers are more likely to purchase on online websites because they perceive the positive characteristics of online shopping such as convenience, information, price and the availability of various products. Customers, at the same

time, also accept the negative characteristics of online shopping such as hands-on inspection, shipping, waiting time and privacy. When customers understand the characteristics of online shopping, they tend to accept it as well. Moreover, customers who fully understand and accept online shopping will have the intention to make purchases as well. It is because the acceptability of online shopping affects purchase intention.

Table 4 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,407	2,757		5,951	,000
	The Acceptability of Online Shopping	,531	,053	,663	10,110	,000

a. Dependent Variable: Purchase Intention

Source: the Output of SPSS (2018)

From the analysis of correlation coefficient (R) between both the acceptability of online shopping and purchase intention, the coefficient is quite high – 0,663 (R). The high correlation coefficient means there is high relationship between the acceptability of online shopping and purchase intention. To support the relationship between both variables, the scatter plot of both variables shows an uphill pattern which indicates both

variables have a positive relationship. Meanwhile, the coefficient of determinant shows that variable X (the acceptability of online shopping) is able to describe variable Y (purchase intention) as much as 44%. The reason of this strong relationship is because, according to an IT expert, the acceptability of online shopping is able to influence customers' purchase intentions due to several indicators. These indicators include the efficiency of doing online shopping, cheaper

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price and detailed information as well as the flexibility of accessing online websites on different gadgets or devices. As a consequence, customers will be able to save more time and cost.

The coefficient regression of both the acceptability of online shopping and purchase intention is described to be: $Y = 16,407 + 0,531x$. Both variables show a positive sign in which when the predictor variable increases, the response variable will increase too. However, the mean of variable X is only 52,1818 which is still far from the highest score of variable X – 65. Therefore, there should be an improvement on the indicators of online shopping especially on the indicators which refer to the disadvantages of online shopping, By improving and developing the disadvantages into benefits, the purchase intention of customers would be expected to increase as well.

In addition, It can also be identified that the majority answers on both variables – the acceptability of online shopping and purchase intention are mostly strongly accept and accept. Thus, it is parallel with H_1, in which the acceptability of online shopping does influence purchase intention where P-value is smaller than the level of significance (5%).

As a result, the acceptability of online shopping has significant influences towards purchase intention on *Toko Buku Bina Usaha.* Based on the data that have been gathered, the acceptability of online shopping as independent variable influences purchase intention variable positively and significantly, which is proven with t_{test} (10,110) > t_{table} (1,9784). Therefore, it can be inferred that the acceptability of online shopping affects customers' purchase intention on *Toko Buku Bina Usaha.* Thus, there might be an opportunity for *Toko Buku Bina Usaha* to have its own online shopping website.

CONCLUSION

Since a market profile is related to the target market of a business, thus, the market profile of *Toko Buku Bina Usaha* is categorized into several segmentations; they are (1) geographic segmentation, (2) demographic segmentation and (3) psychographic segmentation. On geographic segmentation, *Toko Buku Bina Usaha* targets customers who live in Medan

and outside the city. Meanwhile, on demographic segmentation, *Toko Buku Bina Usaha* focuses on customers who are both male and female teenagers and young adults around their 20s. Besides, on psychographic segmentation, *Toko Buku Bina Usaha* targets people who have interest in reading both comics and novels. Besides, it can be seen that most of the customers of *Toko Buku Bina Usaha* are male. In addition to gender factor, the majority of customers of this business based on their age are Generation Y or Millennials (21 – 37 years old).

Based on the finding, it shows that the correlation between the acceptability of online shopping and customers' purchase intention is quite strong – 0.66. However, the coefficient of determinant of both variables is only around 44% and therefore, it should be maximized by improving the advantages and solving the disadvantages of online shopping as well as the factors related to purchase intention. Moreover, the hypothesis testing shows that the t_{test} (10,110) is greater than t_{table} (1,9784), in which H_1 (The acceptability of online shopping influences purchase intention) is accepted. Therefore, it can be concluded that there is a relationship between both the acceptability of online shopping and purchase intention. As a result, there might be a market opportunity to implement online shopping on *Toko Buku Bina Usaha.* Furthermore, it is generally known that more and more businesses have altered their business methods from traditional to online business strategy. Hence, it is worth for *Toko Buku Bina Usaha* to try and follow their trace in order to survive and compete in the market. Since there is evidence that shows a strong relationship between both variables, it is time for *Toko Buku Bina Usaha* to implement online website as a part of its business concept. Overall, it would be better if this research about the acceptability of online shopping and purchase intention on *Toko Buku Bina Usaha* is developed further by combining theories from studies such as social, economic and other knowledge. This research also does not rely on any experiment data due to the limitation of time, ability and knowledge; therefore, an experiment about the online shopping is supposed to be done to verify this research.

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