

FACTORS IMPACTING MILLENNIAL ONLINE PURCHASE INTENTION WITH WEB EXPERIENCE INTENSITY AS MODERATION

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ABSTRACT

This research attempts to explore the factors that are determining the millennial online purchase intentions. The indication leads to lifestyle, ease of use, e-service quality and consumer attitude as the predictors. Next, attitude is tested as a mediating variable. While the web experience intensity variable is tested as a moderator by comparing millennial generation web experiences < 7 years and > 7 years. The sample consisted of 200 millennial respondents aged 19-42 years. Data analyzed by the Structural Equation Modeling (SEM) method with AMOS software. The result proves that lifestyle affects attitude of consumer online purchase, ease of use affects attitude of consumer online purchase, e-service quality affects attitude of consumer online purchase, attitudes of consumer online purchase affects online purchase intention, lifestyle affects online purchase intention, ease of use affects online purchase intention, e-service quality affects online purchase intention, attitudes of consumer online purchase mediates the effect of lifestyle on online purchase intention, attitudes of consumer online purchase mediates the influence of ease of use on online purchase intention, attitude mediates the influence of e-service quality online purchase intention, and web experience intensity does not moderate the effect of lifestyle, ease of use and e-service quality on online purchase intention. These all findings contribute to the realm of science and can be a reference for practical managers, especially in targeting the millennial online purchase intention. The novelty lies in the combination from the previous theories regarding direct effect, mediation effect, and moderation effect, and with the millennial as an object. The limitation resides in the scope of variables. Some implications also explains the clear pictures of the conditions that occur related to the variable under study.

Keyword: Lifestyle, Ease of Use, E-Service Quality, Attitude, Online Shopping Intention, Web Experience Intensity.

1. INTRODUCTION

Advances in technology have created new markets for electronic retail transactions (e-tailing) or online shopping. So consumers can buy products or services online and search for information about products or services from the Internet ranging from technology gadgets, e-banking services, clothing, cosmetics, and flight ticket reservations and others (Ling, Chai, & Piew, 2010). Online shopping is basically a different platform from traditional real-life trading. In real

life, customers usually do not use all elements of the service to be processed, while on the web using the environment each sub-process has the possibility to be observed by customers. By shopping online or E-commerce in searching for desired goods, buyers no longer need to visit the store, they can search through the internet to order the desired goods and then transfer the money for the order and the goods will be sent directly to their homes (Sin et al, 2012) so Customers can spend as much time in e-retail stores as they want (G. Lee & Lin, 2005).

For online businesses, one way to get consumers in online stores is by providing diverse and useful product information, excellent customer service and the ease of using the website (Cheng et al, 2011). Therefore, ease of use is one of the factors that is considered by online consumers where the web or application is easy to understand and run. At the initial purchase, consumers usually find it difficult, because of funding factors and do not yet know how to shop online, thus discouraging them from shopping online. but there are also prospective consumers who decide to shop online because they have obtained information about how to shop online starting from how to search, order, pay and fill shipping address (Limpo, 2017a). IPSOS survey results found that 64% of online / e-commerce purchases are dominated by millennials. The result of the same study conducted by the Indonesian Internet Service Providers Association and the Millennial Indonesia E-commerce Association (IDEA) currently dominate online buyers (www.viva.co.id, 2018). Millennial generation has great purchasing power and has therefore become an important segment for marketers (Sox et al, 2014). Members of this generation can spend their money quickly (Parment, 2013); (Pentecost & Andrews, 2010) (Mandhlazi, 2013). The lifestyle of millennials who tend to be wasteful, they are accustomed to products that are up to date, such as beauty products, health, fashion, and others.

This study aims to examine the influence of lifestyle, ease of use and E-service Quality on Attitudes and their impact on the Millennial Generation of Pidie District with Web Experience Intensity as moderating.

2. LITERATUR REVIEW

Millennial Generation (Y Generation)

According to (Kotler & Armstrong, 2018) Millennials are the generation born between 1977 and 2000. They are considered children of baby boomers (birth years 1946-1964), they reach now almost 83 million or more, surpassing Generation X members (born between 1965 and 1976) and became a larger segment than the baby boomers. The Millennium is the first generation to grow up in a world full of computers, cellphones, satellite TV, iPods and iPads, and online social media. they are directly involved with brands and new ways, such as using mobile or social media. These people are often included as innovators or early adopters according to the Adoption of the Innovation Life Cycle Theory (Mangold & Smith, 2017). This generation was born in the developing world of technology, and these figures represent the shared use of all forms of social media and communication including television, cellphone use, Internet use, tablet computers, laptops, music, text messages, video games and social programs (Omar et al, 2016). Generation Y members are more likely to blog, download music, and play online games than the older generation. The use of the internet is far more extensive; they look for health information, do

work research, use online banking and make accommodation reservations when they travel (Djamasbi et al, 2010). Generation Y individuals are well-versed in the use of new technology and are more involved in online behavior, e.g. on social networks or in online stores. They use social networks in high volumes. This network has a strong impact on their lives because social media embraces the nature of interactive online media (Nusair et al, 2013)

Table 1. Estimation of Millennial Generation Birth Period

Author / year	Millennial (birth period)	Max-Min Age Estimation
Howe & Strauss (2000)	1982-2000	37 – 19
Rainer & Rainer (2011)	1980-2000	39 – 19
Moore (2012)	1982-2000	37 – 19
Valentine & Powers, (2013)	1977-1996	42 – 23
Ordun (2015)	1981-2000	38 – 19
Lissitsa & Kol (2016)	1980-1999	39 – 20
Omar et al, (2016)	1980-1990	39 – 19
N.Lee & Kotler, (2016)	1980-2000	39 – 19
Junker et al, (2016)	1981-1995	38 – 24
Kotler & Armstrong, (2018)	1977-2000	42 – 19

Source: Original author's diary

Purchase Intentions

In the world of E-Commerce marketing, purchase intentions are people's desire to shop online (Pavlou & Fygenson, 2006); (Chen, Hsu, & Lin, 2010). Purchase intention will appear after someone has obtained various information about the product to be purchased (Chinomona, 2013). Then they will plan to buy the product or service at the right time (Liat & Shi, 2014). Most of them intend to shop online to save time so they can still work at home or in a dictator (Akhtar et al., 2014). The intention of online shopping is a person's desire to shop via the web or social media after after obtaining information on online products.

Consumer Attitude

According to (Ajzen, 1991) the attitude of behavior is the result of evaluating behavior that is liked or disliked favorably or not. "In the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) attitude toward behavior is based on one's belief in the results behavior (Ajzen, 2005) TRA and TPB assume that people who behave positively will benefit and will also give positive results (Ajzen, 2005) Attitude is a person's evaluation, feelings, and tendencies that are consistently beneficial or unfavorable towards an object or idea, attitude put people in the frame of mind likes or dislikes things as they wish or not (Kotler & Armstrong, 2018). Online shopping attitude is a picture perceived by consumers about good or bad, profit or loss and positive or negative if he makes an online purchase (Ma'ruf, J et al, 2005). His attitude is evaluas i overall that reveals the extent to which we like or dislike an object, problem, person, or action (Hoyer et al, 2012);(Peter & Olson, 2009) When consumers believe that online shopping will have a positive impact, then they will have a positive attitude towards online shopping (Avcilar

& Özsoy, 2015). Some of the definitions above explain that the attitude of consumers in shopping is an evaluation of feelings of like or not asylum, good or bad and profitable or not profitable if they shop on the online site.

E-Service Quality

Online service quality is a new concept introduced by (Zeithaml et al, 2018) E-S-QUAL was defined as the ability of the website to facilitate efficient and effective purchasing and delivery. Online service quality (OSQ) as the difference between customer expectations and perceptions of online services offered (Lin, Wu, & Hsu, 2010). Perceived Web Quality how much consumer confidence in the characteristics of the web in meeting consumer desires (Hsiao, et al, 2010) E-Service Quality of the return process and delivery service is one of the main concerns in the e-commerce literature. Because the quality of electronic services has been frequently reviewed, the quality of electronic services is considered as one of the main problems affecting online purchasing decisions (Han, Kim, Lee, et al., 2018). Some of the definitions above provide understanding of E-Service Quality as the level of effectiveness and efficiency of online service quality is given to consumers who are looking for products or services on the website.

Ease of Use

Ease of use is the extent to which consumers believe that online shopping will be free of effort (Davis, 1989). Ease of use is the customer's perception that it will be easy to interact with the e-commerce website (Avcilar & Ozsoy, 2015); (Cheema et al. 2013) Ease of use can increase attitudes towards participation in the community (Casaló, Flavián, & Guinalú, 2010). When social media can make it easy for users to understand the procedures for ordering, payment and shipping, consumers will tend to buy online (Sin et al., 2012). Based on the opinion of the data it can be understood that the ease of use (Ease of Use) is to the extent that online shopping methods are easy for consumers to use online in terms of search, ordering to employees. When the shopping system is easily used then they will intend to buy, but if not, then they will choose to shop as usual, offline or traditional.

Lifestyle

According to Kotler and Armstrong (2018) very different lifestyles are shown by people of different social classes, subcultures, and their occupations. Lifestyle describes a person's lifestyle based on his psychography. The life dimension consists of AIO, ie Activities (hobbies, work, sports, shopping, social events), Interests (fashion, family, food, recreation), and Opinion / opinions (social issues, about personal, products, business). Lifestyle reflects a person's lifestyle in consuming their time and money, but in many cases it also refers to the attitudes and values inherent in this pattern of behavior (Solomon et al, 2013). While (Mowen & Minor, 2010) explained that in the perspective of marketing science, lifestyle is defined as a group of segments that depend on what they want and how they differ from their income. A person's lifestyle impacts all consumption behaviors on the basis of individual characteristics that have been formed through social interaction when a person has evolved from the life cycle (Selvakumar & Raghavan, 2017). Furthermore according to (Ustanti, 2018) that the lifestyle of shopping is a habit of people in allocating money and time for personal pleasure. Lifestyle is an individual's method of life in which they manage their physical, social and psychosomatic environment based

on their daily routines. The definitions above provide an understanding that lifestyle is a way for people to spend time and money to fulfill their desires and life needs.

Web Experience Intensity

Web Experience Intensity Online shopping is an important factor in determining the reliability of a website in predicting online buying intentions after the Trust factor and combined with social presence features, we will have three factors (Trust, Previous Experience, and Social Presence) that influence together the decision making process and intention to buy online. Previous purchases can provide a quality customer web-shopping experience. (Ustanti, 2018). Furthermore (Ling et al. 2010) asserted that if in the previous problem someone had less knowledge, then most choices were very dependent on the value of expectations. Therefore, when consumers have never made an online purchase or get in-depth knowledge about web purchases, then they will choose to avoid risk (Lee & Tan, 2003) Social experiences such as product reviews and sharing ratings, and interacting with the site itself (site personalization and mobile interface), and through sites with others (social networks, wish lists, friend emails, etc.), can positively influence site visitor satisfaction and leads to an increase in purchase intention (Pentina et al, 2011); (Rose et al, 2012) argue that it is very important to provide an optimal and attractive online experience to shape customer preferences and increase customer engagement, making them spend more time finding out about online product reviews at retailers and ultimately increasing shopping adoption online them.

Research Framework

From the discussion, authors provide the research paradigm and hypothesis as follows.

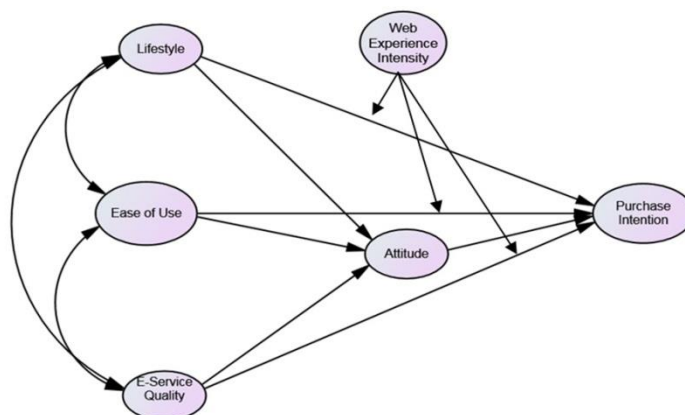


Figure 1. Research Paradigm

H1: Lifestyle affects online purchase intention

H2: Ease of use affects online purchase intention

H3: E-service quality affects online purchase intention

H4: Lifestyle affects attitude of consumer online purchase

H5: Ease of use affects attitude of consumer online purchase

H6: E-service quality affects attitude of consumer online purchase

H7: Attitudes of consumer online purchase affects online purchase intention

H8: Attitudes of consumer online purchase mediates the effect of lifestyle on online purchase intention.

H9: Attitudes of consumer online purchase mediates the influence of ease of use on online purchase intention.

H10: Attitude mediates the influence of e-service quality online purchase intention.

H11: Web experience intensity moderates the effect of lifestyle, ease of use and e-service quality on online purchase intention

3. RESEARCH METHOD

This study is conducted on the Milineal Generation of Pidie District, Aceh Province, Indonesia. The sample is determined by the Maximum Likelihood Estimation of 200 respondents (Hair et al, 2014) Quota Sampling, used because the object of research is the Milineal generation in Pidie Regency born in 1982-200 or currently aged 19-37 years (Howe & Strauss, 2000); Moore (2012), Data collection methods with a Likert scale based on five stretches: Strongly Disagree (1) Agree, (2) Disagree, (3) Less Agree, (4) Agree and (5) Strongly Agree, (Rensis Likert, 1932). then testing data is used namely Structural Equation Modeling (SEM).

4. RESULT

Characteristic of Respondents

Descriptive result shows that the millennial generation in this study is more males than females, with an average age of 19-25 years and an average of undergraduate education and the majority of work occupations as students.

Goodness Of Fit Model

Overall Fit Model is acceptable, where GFI value is 0.900, AGFI 0.890, TLI 0.954, CFI 0.961, RMSEA 0.041, CMIN-DF 1.330 and p-Value 0.129. Even though the AGFI value is still marginal <0.90 and the Chi-Square value is still above 58.30117. Although AGFI and TLI are not required, but are close to those that are required, the evaluation of the model is still appropriate (Hair et al, 2014) Furthermore (Hair et al, 2010) said that the use of 4-5 Goodness of Fit criteria is considered to reflect the feasibility of the model, as long as it includes Goodness of Fit, namely Absolute Fit Indices, Incremental Fit Indexes and Parsimony Fit Indices. Then the SEM model of this study was accepted.

Table 2. Construct Validity

Valid Indicator	Statement	Std Loading	VE	CR
GH1	• I always respond to every ad that offers a variety of new products on the Online site.	0.789	0.54	0.82
GH2	• I always buy the latest product when I see it on the Online site.	0.656		
GH3	• I always buy the highest quality branded products.	0.747		
GH4	• I am sure that the most famous brand is a brand that has the best quality products.	0.739		
KP1	• Shopping Online is easier to order goods as needed	0.598	0.58	0.84

Valid Indicator	Statement	Std Loading	VE	CR
KP3	• Online shopping transactions are easier and faster	0.706		
KP4	• Ordering procedure by shopping online is easy and fast	0.900		
KP5	• Payment procedures by shopping online are easier and faster	0.803		
ESQ1	• Online stores have a well-organized display.	0.748	0.51	0.84
ESQ2	• Menunjukkan niat tulus dalam memecahkan masalah pelanggan	0.669		
ESQ3	• Show sincere intentions in solving customer problems	0.713		
ESQ4	• Online stores have adequate security	0.808		
ESQ5	• Online stores always provide services to consumers quickly and accurately	0.604		
SK1	• I think shopping online is a good idea	0.605	0.50	0.80
SK2	• I think online shopping is a fun shopping method	0.826		
SK3	• I think the price offered on online shopping matches the quality of the goods	0.665		
SK5	• I think shopping online is better than buying at a traditional store.	0.705		
MBO1	• I intend to buy something through Online soon	0.604	0.51	0.80
MBO2	• I always consider buying something through online	0.752		
MBO3	• I will continue to shop online in the future	0.803		
MBO5	• I think shopping online as a reference place when you want to buy something	0.678		

The construct validity test shows that all trust items of the variables used in this study have a construct reliability value (CR) that is far greater than 0.70, then the indicator has a very good reliability value. All variables in this study are valid and constructively reliable because the VE value for each variable is greater than 0.50. While the value of discriminant validity will be interpreted by comparing the value of the correlation between constructs also shows that all constructs are valid and able to reveal the phenomena you want to measure.

Hypothesis Test Result

The results of testing the hypothesis are determined through two stages namely directly and indirectly. Hypothesis test results are presented in the following table.

Table 3. Regression Weights

Endogenous Variables		Exogenous Variables	Estimate	Std Estimate	S.E	C.R	P
Consumer Attitude	<---	Lifestyle	.150	.176	.073	2.069	.039
Consumer Attitude	<---	Ease of Use	.198	.201	.084	2.367	.018
Consumer Attitude	<---	E-	.182	.202	.077	2.369	.018

Endogenous Variables		Exogenous Variables	Estimate	<i>Std Estimate</i>	S.E	C.R	P
		Service_Quality					
Online Purchase Intentions	<---	E-Service Quality	.149	.174	.072	2.074	.038
Online Purchase Intentions	<---	Lifestyle	.147	.182	.068	2.157	.031
Online Purchase Intentions	<---	Consumer attitude	.211	.222	.087	2.414	.016
Online Purchase Intentions	<---	Ease of Use	.172	.184	.078	2.198	.028

Source: SEM output

H1 : The Effect of Lifestyle on Consumer Attitude.

Lifestyle on consumer attitudes obtains coefficient 0.176, and C.R value of 2.069 at a significant level of 0.39 <0.05. This result describes that lifestyle has a significant effect on millennial consumer attitudes in shopping online. This result supports the previous research by Liu, Chang, & Lin, (2012); and (Fong, h. S. 2013) in explaining the lifestyle impacts the consumer attitudes.

H2 : The Effect of Ease of Use on Consumer Attitude

E-Service Quality on consumer attitudes obtains coefficient 0.202 and C.R value of 2.369 at a significant level of 0.18 <0.05, This shows that E-Service Quality has a significant effect on millennial consumer attitudes in online shopping. This research supports previous research by (Zuelseptia et al, 2018).; (Avcilar and Özsoy 2015); (Avcilar & Özsoy, 2015); (Agag & El-Masry, 2016); (Casaló et al, 2010); (Bigné et al, 2010); Oentario et al, (2017), that explained the perceived ease of use has a positive effect on consumer attitudes in shaping online purchase intentions.

H3 : The Effect of E-Service Quality on Consumer Attitude

Ease of use to consumer attitude has a coefficient 0.201, and a value of C.R 2.367 at a significant level of 0.18 <0.05, thus it explains that ease of use has a significant effect on millennial consumer attitude in shopping online. These result supports the previous research by Han, Kim, & Lee (2018) and (Madjid, Ma'ruf, Ibrahim, & Havizatun, 2018), that found the good quality electronic services will shape consumer attitudes in buying, at this time this factor is very important, given the number of consumers who are currently globally starting switch from offline purchases to online purchases.

H4 : The Effect of Attitude on Online Purchase Intention

Consumer attitudes towards Online Purchase Intention have a standardized estimate or regression weight of 0.222 and a CR value of 2.414 at a significant level of 0.16 <0.05, this indicates that consumer attitudes have a significant effect on millennial consumer Online Purchase Intention, thus supporting previous research by (Agag & El-Masry, 2016); (Amaro & Duarte, 2015); (Casaló et al, 2010); (Bigné, et al. 2010) dan (Avcilar & Özsoy, 2015); (Phillips,

Asperin, & Wolfe, 2013); (Fong, h. S. 2013) and by Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980) which states that attitudes effect on Online Purchase Intention.

H5 : The Effect of Lifestyle on Online Purchase Intention

Lifestyle for online purchase intention has a standardized estimate or regression weight of 0.182 and a C value of 2.157 at a significant level of 0.31 <0.05, these results provide evidence that lifestyle has a significant effect on millennial consumers' online purchase intention. These results support previous research by; (Nora & Minarti, 2016) (Ahmad, Omar, & Ramayah, 2010) which stated that Lifestyle is very influential in building consumer intention to shop online continuously.

H6 : The The Effect of Ease of Use on Online Shopping Intentions

The ease of use on online shopping intentions has a coefficient 0.184 with a CR value of 2.198 at a significant level of 0.28 <0.05, this indicates that the influence of ease of use on online shopping intention thus supports previous research by (Liat & Wuan, 2014); (Sin et al. 2012); (Juniwati, 2014); (Limpo, 2017); (Bigné et al, 2010); (Ma'ruf et al., 2005) (Cheema et al., 2013); (Casaló et al, 2010) which stated that the perceived ease of use of online websites has shown a significant impact on consumers' intention to shop online. And this rejects the result of research by (Liat & Wuan, 2014), which stated that perceived ease of use is not significant in predicting variance in online purchase intentions.

H7 : The Effect of E-Service Quality on Online Purchase Intentions

E-Service Quality on online purchase intention has a coefficient 0.174 and a CR value of 2.074 at a significant level of 0.38 <0.05. This indicates that E-Service Quality has a significant effect on online purchase intentions of millennial consumers by therefore refusing research (Yulianto et al., 2014) which stated that the quality of electronic services (E-Service Quality) is not significant to online purchases. And, this also supports the research from (Wasim Ahmad et al., 2017); Han, Kim, Lee, et al., (2018); (Zeithaml, 2002); (Carlson & O'Cass, 2010); (Gounaris, Dimitriadis, & Stathakopoulos, 2010); (Fang, Chiu, & Wang, 2011); (Mahfud & Soltes, 2016) which stated that the quality of electronic services has a positive impact on online purchase intentions.

H8, H9, and H10 : The Mediation Effect of Attitude on The Effect of Lifestyle, Ease of use and E-Service Quality On Online Purchase Intention

The attitude of consumers mediates in full (full mediation) towards the relationship of lifestyle with the intention of online purchases in the Millennial Generation is accepted and thus supports previous research by (Qing et al, 2012). The consumer attitude also mediates in full (full mediation) towards the relationship of ease of use with online purchase intention in the Millennial Generation of Pidie Regency and thus supports previous research by (Ma'ruf et al., 2005); (Bigné et al, 2010); (Agag & El-Masry, 2016). Consumer attitude mediates the relationship between E-Service Quality with online purchase intentions, meaning that consumer attitude variable mediates in full (full mediation) to the relationship between E-Service Quality and online purchase intention in the Millennial Generation of Pidie Regency and thus supports previous research by (Han & Kim. 2018).

H11 : The Moderation Effect of Web Experience Intensity On The Effect of Lifestyle, Ease of use and E-Service Quality On Online Purchase Intention

Table 4. Structural Weight

Endogenous Variables		Exogenous Variables	< 7 years		> 7 years		Conclusion
			C.R.	P	C.R.	P	
Consumer Attitude	<---	Lifestyle	1.379	.168	1.733	.083	Same
Consumer Attitude	<---	Ease of Use	2.339	.019	1.147	.251	Same
Consumer Attitude	<---	E-Service_Quality	.250	.802	3.112	.002	Same
Online Purchase Intentions	<---	E-Service Quality	1.684	.092	.860	.390	Same
Online Purchase Intentions	<---	Lifestyle	2.091	.037	.715	.475	Same
Online Purchase Intentions	<---	Consumer attitude	1.997	.046	1.274	.202	Same
Online Purchase Intentions	<---	Ease of Use	1.199	.230	2.039	.041	Same

Source: SEM output

A significant comparison of regression coefficients is taken from two structural weight models of the study with respondents who have Web Experience Intensity <7 years and > 7 years. If the two pathways have the same significant value, it concludes that they are different, but if the significant values between the coefficient paths are not the same, it states that the 7 year experienced Web Experience with the <7 year experienced are not different (the same). From the table above, it states that there are no moderation effect on all of the relationship between variables.

Managerial Implication

Consumer attitude has a positive impact on online purchase intention of the Pidie Millennial Generation. This result describes that the intention to buy online is basically very influenced by consumer attitude, if consumers show positive attitudes towards online purchases it will increase their intention to purchase online. But conversely, if consumer attitudes toward wanting to purchase online are negatively caused by factors such as perceived poor service quality, the process of searching, ordering, and payment that are still considered as difficulties, it will eliminate the consumer intention to purchase online.

Furthermore, Lifestyle has a significant impact on attitudes and purchase intentions of Millennial Generations. This means that the higher the lifestyle of a person eating, the higher the intention to buy products online in the current era. But so far, Millennials, especially those in Pidie District, their lifestyle in online purchases is still low, they still don't think online shopping is the main thing and not a good idea, for them online shopping purchases are side activities for products. Certain things like buying clothes and airplane tickets. This is what makes them less interested and has an impact on the low intention of online purchases.

Ease of use has a significant impact on the attitudes and intentions of Pidie District millennial generation online purchases. The result seems to indicate that respondents tend to buy online on websites or social media if the service process of searching, ordering and shipping products is simple and easy to understand. If websites and social media are difficult to navigate, complicated and require a lot of time and effort for customers to learn, it may no longer be convenient for consumers. Difficulties faced by consumers to navigate to a website can cause frustration. Then consumers will only go back to the old way how they bought products like going to a stone and mortar store and buying the products and services they wanted because they were accustomed to the way they used to find easy.

E-Service Quality has a positive and significant impact on the attitudes and intentions of Pidie Regency's Millennial Generation online shopping. The better the quality of services provided by online product sellers both through E-Commerce and Social Media, then consumers will be more interested and have a positive attitude and will ultimately intend to purchase online only just waiting for the right time then the purchasing decision will occur. But so far the Millennial Generation Especially in Pidie itself still considers the quality of services provided by online sellers to be still poor, in terms of problem solving, security, error free and effectiveness in shipping goods. So that this is what causes the still low online purchase of millennial consumers.

Millennial generation in this study is divided into two groups in terms of the intensity of web experience. The result shows that millennials with a level of intensity of web experience of less than seven years with those >7 do not differ, their purchase intentions are the same, this is due to that although they has a higher web experience but does not increase online purchase intentions. Some of them are already interested in buying online but they are still reluctant to do so due to lifestyle factors, ease of use and e-service quality which they consider to be still not good.

5. CONCLUSION

The result proves that lifestyle affects attitude of consumer online purchase, ease of use affects attitude of consumer online purchase, e-service quality affects attitude of consumer online purchase, attitudes of consumer online purchase affects online purchase intention, lifestyle affects online purchase intention, ease of use affects online purchase intention, e-service quality affects online purchase intention, attitudes of consumer online purchase mediates the effect of lifestyle on online purchase intention, attitudes of consumer online purchase mediates the influence of ease of use on online purchase intention, attitude mediates the influence of e-service quality online purchase intention, and web experience intensity does not moderate the effect of lifestyle, ease of use and e-service quality on online purchase intention. These all findings contribute to the realm of science and can be a reference for practical managers, especially in targeting the millennial online purchase intention. The novelty lies in the combination from the previous theories regarding direct effect, mediation effect, and moderation effect, and with the millennial as an object. The limitation resides in the scope of variables. Some implications also explains the clear pictures of the conditions that occur related to the variable under study.

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