The Impact Of Webrooming On Search Process Satisfaction: The Mediating Role Of User GeneratedContent On Skincare Product Users In Pontianak City

Dampak Webrooming Terhadap Kepuasan Proses Pencarian: Peran Mediasi User Generated Content Pada Pengguna Produk Perawatan Kulit Di Kota Pontianak

Charisa Tamariska Yiswi[1], Windi Pratiwi[2], Adi Mursalin[3]
Universitas Panca Bhakti[1,2,3]
charisatamariska@gmail.com[1], windi.pratiwi@upb.ac.id[2], adimursalin@upb.ac.id[3]

*Corresponding Author

ABSTRACT
Nowadays, many people are switching from conventional shopping to digital shopping. Even so, online shopping is considered unsafe for the public. Many consumers search for information on the internet before shopping in physical stores. The purpose of this study is to investigate how webrooming influences search process satisfaction and determine the influence of webrooming on user generated content and search process satisfaction among skincare product users. This research is quantitative research. The population in this research is all consumers using skincare products in Pontianak City who experience webrooming in the shopping process. In this study, the number of samples used was 137 respondents using purposive sampling as a sampling technique. Sampling location in Pontianak City. The results obtained from this research found that webrooming had a significant and positive influence on search process satisfaction, then user generated content had a significant and positive influence on search process satisfaction, then user generated content also had a significant and positive influence in mediating the influence of webrooming on search process satisfaction.
Keywords: Webrooming, User Generated Content, Search Process Satisfaction.

ABSTRAK
Saat ini, banyak orang yang beralih dari belanja konvensional ke belanja digital. Meski begitu, belanja online dianggap tidak aman bagi masyarakat. Banyak konsumen yang mencari informasi di internet sebelum berbelanja di toko fisik. Tujuan dari penelitian ini adalah untuk menyelidiki bagaimana pengaruh webrooming terhadap search process satisfaction dan mengetahui pengaruh webrooming terhadap user generated content dan search process satisfaction pada pengguna produk skincare. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini adalah seluruh konsumen pengguna produk skincare di Kota Pontianak yang mengalami webrooming dalam proses belanja. Dalam penelitian ini, jumlah sampel yang digunakan sebanyak 137 responden dengan menggunakan purposive sampling sebagai teknik pengambilan sampel. Lokasi pengambilan sampel di Kota Pontianak. Hasil yang diperoleh dari penelitian ini menemukan bahwa webrooming memiliki pengaruh yang signifikan dan positif terhadap search process satisfaction, kemudian user generated content memiliki pengaruh yang signifikan dan positif terhadap search process satisfaction, selanjutnya user generated content juga memiliki pengaruh yang signifikan dan positif dalam memediasi pengaruh webrooming terhadap search process satisfaction.
Kata Kunci: Webrooming, User Generated Content, Kepuasan Proses Pencarian.

1. Introduction

Directly and indirectly, the use of the internet has an impact on changes in information search behavior today, especially teenagers who prefer to search for information via the internet because it is easier, more efficient, and the information is more updated (Nurhayati, 2014). The development of consumer behavior in Indonesia in searching for information when shopping, they are starting to shift from online or conventional digital searches (Maharsi, 2012). This shows that the internet in general has become a tool for searching for information and decision-making processes. To increase trust in information, internet users search for

information related to the product they want to buy on the official website and then buy the product offline. Consumers believe that the internet is a practical and effective tool that can be used to collect various information about the goods they want to buy. Although many people are switching from conventional to digital shopping patterns, there are still some people who feel that online shopping is less safe (Flavián, Gurrea, & Orús, 2019).

In shopping activities, there is a customer behavior habit called webrooming. Webrooming can be interpreted as when customers search for information and product data online, or simply compare prices (Flavián et al., 2019; Kang, 2018). According to Smith (2015), in his research, more than 40% of customers who make offline purchases are also searching for information online via mobile phones regarding the products they want to buy. One of the reasons why consumers prefer webrooming is an effort to reduce the feeling of buying the product to be purchased. Previous studies have acknowledged that the internet is more widely used as a medium for searching for information, while offline stores are the main medium for making purchase transactions (Flavián et al., 2020; Yadav & Pavlou, 2014).

The increasing number of internet users, especially social media, has led to an increase in user-generated content, and is commonly used as a very powerful marketing tool (Kang, 2018). Media content in the form of photos, videos, reviews, podcasts, forum content, comments, and blog content that is produced, distributed, and consumed by public users or the community is called user-generated content (Kang, 2018). Social media provides a platform for consumers to promote by word of mouth which later produces user-generated content (Kang, 2018). Companies that implement marketing on social media and the internet show an increase in exposure to consumers. Companies that try to use social media and the internet as a marketing strategy have seen an increase in sales in the last three years (Daugherty, Eastin, & Bright, 2008).

From year to year, the search for information about beauty on the internet is increasing. This increase does not only increase the number of skincare sales, but this trend can even form a new market in the form of an entertainment industry in the field of beauty product reviews among digital teenagers. The large number of requests and enthusiasts for beauty content shows the large number of searches for information related to beauty products via the internet. The increase in skincare in the digital world in Indonesia makes it important to be studied further and studied further by marketers. This is the reason researchers make skincare products the object of this study.

2. Research Methods

The form of this research is quantitative with a survey method used to solve problems and as an anticipation of action on phenomena that occur (Hartini & Hidayati, 2021) The population in this study were all consumers of skincare products in Pontianak City who experienced webrooming in the shopping process. The calculation of determining the number of samples using the G*Power program to carry out specifications for the strength of the analysis on the arrangement of the recommendation model for the sample size can be seen in the following table;

Table 1. PLS-SEM sample size recommendations

Maximum Number Of Arrows Pointing at a construct	Significance Level											
	1%				5%				10%			
	Minimum R^2				Minimum R^2				Minimum R^2			
	0,10	0,25	0,50	0,75	0,10	0,25	0,50	0,75	0,10	0,25	0,50	0,75
2	158	75	47	38	110	52	33	26	88	41	26	21
3	176	84	53	42	124	59	38	30	100	48	30	25

4	191	91	58	46	137	65	42	33	111	53	34	27
5	205	98	62	50	147	70	45	36	120	58	37	30
6	217	103	66	53	157	75	48	39	128	62	40	32
7	228	109	69	56	166	80	51	41	136	66	42	35
8	238	114	73	59	174	84	54	44	143	69	45	37
9	247	119	76	62	181	88	57	46	150	73	47	39
10	256	123	79	64	189	91	59	48	156	76	49	41

In this study, the number of latent variables / constructs built in the model is 4, with a significancelevel of 5% and a minimum R^2 detected of 0.10, so that when viewed from the table above, the recommended sample size is 137 respondents. The sampling technique in this study used purposive sampling with the following criteria: People in Pontianak city who are over 17 years old and use skincare products who like to do webrooming behavior. This research data analysis technique uses *path* statistical analysis (*path analysis*). Path analysis is used primarily to test the strength of direct and indirect effects between variables. A series of parameters are estimated to solve one or more structural equations betweentwo or more causal models. Data analysis techniques to answer research questions and test previously formulated hypotheses are carried out with structural models. This study uses Partial Least Square (PLS) SEM-based variance as an analytical tool (Hair at all, 2019).

Partial Least Square (PLS) SEM-based variance as an analytical tool uses 2 stages of model measurement, namely:
a. Measurement of the Outer model using PLS Algorithm calculations consists of:
　　1) Convergent Validity Test using Loading Factor and AVE (*Average Variance Extracted*)
　　2) Test Discriminant Validity using *Cross Loading* and or HTMT (*Heterotrait - Monotrait Method*).
　　3) Reliability test using *composite reliability* and *Cronbach's Alpha*.
b. Measurement of Inner Model evaluation using:
　　1) PLS Algorithm to determine the value of R-square, f-square, and Goodness of Fit (GoF)
　　2) Bootstrapping to get the part value as well as to accept or reject the research hypothesis, both directand indirect hypotheses (mediation effect).
　　3) Blindfolding to determine the relevance of the prediction i.e. how well the observation valuesperform and to assess the relevance match structurally.

3. Results And Discussion
Results
STRUCTURAL EQUATION MODELING ANALYSIS (SEM)
　　　　The data analysis method used is the structural equation model (SEM) approach with the help of theSmartPLS 3 program. The test steps that must be met are as follows

EVALUATION OF THE MEASUREMENT MODEL (OUTER MODEL)
　　　　Measurement model testing will be carried out to show the results of the validity and reliability tests.In this study, the validity test was carried out to determine whether the construct was eligible to continue asresearch or not. In this validity test, there are two types of evaluations that will be carried out, namely:

1. Convergent Validity
　　　　Convergent validity is the result of the output of the *loading factor* value of each instrument on the variable indicators of webrooming, user generated content, and search process satisfaction. Convergentvalidity can be seen from the *loading factor* with the criteria for the *loading factor* value of each indicator greater than 0.70 can be said to be valid. Based on the

analysis results, all variable indicators have a loadingfactor value> 0.70. The results can be seen in the following table:

Table 2. *Outer Loading Factor* Value

	Webrooming	User Content	GeneratedSearch Satisfaction	ProcessAVE
X1.1	0,768			
X1.2	0,812			
X1.3	0,827			0,668
X1.4	0,847			
X1.5	0,822			
X1.6	0,827			
Z1.1		0,915		
Z1.2		0,906		
Z1.3		0,907		0,772
Z1.4		0,887		
Z1.5		0,853		
Z1.6		0,801		
Y1.1			0,863	
Y1.2			0,929	
Y1.3			0,908	0,811
Y1.4			0,898	
Y1.5			0,906	
Y1.6			0,897	

Source: SmartPLS 3.0 processed data, 2024

In addition, to determine whether convergent validity is fulfilled or not, it can be seen from the AVEvalue of each variable. If the AVE value> 0.50 then it is fulfilled, otherwise the AVE value <0.50 then it isnot fulfilled. Based on the table above, it can also be seen that each variable has an AVE value> 0.50 so thatin this case convergent validity is fulfilled.

2. Discriminant Validity

Discriminant validity testing aims to ensure that discriminant data constructs are considered valid bycomparing *loading factors* with *cross loading*. If the *loading factor* in the indicator is greater than the *crossloading* value, discriminant validity is met for that indicator, otherwise if the *crossloading* value is greaterthan the *loading factor*, discriminant validity is not met. The following will present the results of the comparison of the *loading factor* and *cross loading* values in the table below:

Table 3. *Loading factor and Cross Loading* values

	Webrooming	User GeneratedContent	Search ProcessSatisfaction
X1.1	0,768	0,638	0,647
X1.2	0,812	0,623	0,649
X1.3	0,827	0,525	0,526
X1.4	0,847	0,473	0,482
X1.5	0,822	0,505	0,461
X1.6	0,827	0,476	0,433
Z1.1	0,639	0,915	0,774
Z1.2	0,644	0,906	0,749
Z1.3	0,572	0,907	0,752
Z1.4	0,594	0,887	0,763
Z1.5	0,544	0,853	0,780
Z1.6	0,559	0,801	0,711
Y1.1	0,603	0,739	0,863

Y1.2	0,623	0,814	0,929
Y1.3	0,598	0,790	0,908
Y1.4	0,623	0,775	0,898
Y1.5	0,581	0,759	0,906
Y1.6	0,586	0,764	0,897

Source: SmartPLS 3.0 processed data, 2024

Based on the results of the discriminant validity test above, it can be seen that each latent shows that all variables have a *loading factor* value> *cross loading*, meaning that discriminant validity has been met foreach indicator. In addition, to see whether the construct validity is qualified or not, it is shown from the AVE value.The construct is considered valid if the AVE value is> 0.50, on the other hand, if the AVE value is <0.50, itis considered invalid. The AVE value can be seen in the table below:

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

Variables	Average Variance Extraxted (AVE)
Webrooming	0,668
User Generated Content	0,772
Search Process Satisfaction	0,811

Source: SmartPLS 3.0 processed data, 2024

Based on the table above, because all variables have an AVE value> 0.50, all variables are considered valid.

3. RELIABILITY

This test aims to test the consistency of the answers to the questionnaire questions or statements if thequestions or statements are used twice to measure the same symptoms.

Table 5. Reliability Test

Variables	Cronbach's Alpha	Composite Reliability
Webrooming	0,902	0,924
User Generated Content	0,940	0,953
Search Process Satisfaction	0,953	0,963

Source: SmartPLS 3.0 processed data, 2024

Based on the table above, the results show that each variable has a *composite reliability* value> 0.70so that it can be said that all constructs are reliable. The *realiability* construct of the outer model has been fulfilled very well, which can be seen from the smallest *composite reliability* value of 0.924 (Webrooming)and the highest of 0.963 (Search Process Satisfaction). As for the results of *Cronbach's alpha for* each variable, it has a *Cronbach's alpha* value> 0.7, which means that the *internal consistency of the* outer modelreliability is very good with the smallest *Cronbach's alpha of* 0.902 (Webrooming) and the highest of 0.953(Search Process Satisfaction).

Structural Model Testing *(Inner Model)*

After the research constructs have met the validity and reliability in the measurement model evaluation (outer model), then evaluate the structural model. Structural model evaluation is carried out to see the relationship between constructs (Model Fit), PLS inner model assumptions (multicollinearity / VIF test), inner model evaluation (structural model) by predicting the relationship between latent variables, R squarevalue, path coefficient, f square value and measuring model criteria or Goodnes of Fit (GoF) of a research model. The structural model analysis in this study uses bootsrapping and blindfolding techniques in SmartPLS 3.0 with a significance level of 0.05.

1. MODEL FIT

To see whether a research model is fit or not, it is enough to see the *loading factor of* each indicator,or pass the validity and reliability tests. The model can also be seen from the SRMR value. If SRMR> 0.10,then the Fit model has not been fulfilled, otherwise if SRMR ≤ 0.10, the model is Fit.

Table 6. Model Fit Test

	Saturated Model	Estimated Model
SRMR	0,076	0,076
Chi-Square	415,247	415,247

Source: SmartPLS 3.0 processed data, 2024

2. PLS INNER MODEL ASSUMPTIONS (MULTICOLLINEARITY / VIF TEST)

The assumption or requirement for the *inner model partial least square* analysis is that there is no multicollinearity problem. A model is said to have no multicollinearity problem if the VIF value is <5, otherwise if the VIF value> 5 then there is multicollinearity between constructs.

Table 7. Multicollinearity Test

	Results	Description
Webrooming	1,835	No multicollinearity
User Generated Content	1,835	No multicollinearity

Source: SmartPLS 3.0 processed data, 2024

Based on the table above, it can be seen that each variable has a VIF value < 10, meaning that in thistest there is no multicollinearity.

3. COEFFICIENT OF DETERMINATION (R^2)

The coefficient of determination test aims to identify how much the proportion or influence of exogenouslatent variables is in explaining endogenous latent variables. In addition, the coefficient of determination canalso see how accurate the model is in predicting a variable. The following results of the coefficient of determination can be seen in the table below:

Table 8. Test Coefficient Of Determination $(R)^2$

Variables	*R-square*	Description
User Generated Content	0,455	Weak
Search Process Satisfaction	0,753	Strong

Source: SmartPLS 3.0 processed data, 2024

From the table above, it can be seen that the model structure for the influence of webrooming on usergenerated content has an R^2 value of 0.455, which means that the influence of each variable on user generatedcontent is 45.5% in the "weak" category. In addition, the effect of webrooming and user generated content on search process satisfaction has an R^2 value of 0.753, meaning that the influence of each variable on searchprocess satisfaction is 75.3% in the "strong" category.

4. *Relevant Predictive* (Q Square) and F Square

The predictive relevant value is used to see how well the observation value is done and to assess thestructural relevance fit. If the predictive relevant value (Stone Gisser value) Q Square > 0, then the observationvalue is good / has good model structure relevance. If the predictive relevant value (Stone Gisser value) Q Square < 0, then the observation value is not good / has poor structural relevance of the model. Meanwhile,f square describes the effect of exogenous latent variables on endogenous latent variables in the structural order with the provisions:
1. The f square value of 0.02 is a weak influence category
2. F square value of 0.15 moderate influence category

3. The f square value of 0.35 is a strong influence category

The results of the predictive relevant value (Q Square) and f square can be seen in the table below:

Table 9. *Relevant Predictive* Value *(Q Square)* And *F Square*

Variables	Q^2	f^2	Category
Webrooming → User Generated Content		0,835	Strong effect
User Generated Content→ Search Process Satisfaction		1,240	Strong effect
Webrooming→ Search Process Satisfaction		0,059	Small effect
User Generated Content	0,341		Good
Search Process Satisfaction	0,600		Good

Source: SmartPLS 3.0 processed data, 2024

Based on the table above, the f square value of webrooming on user generated content is 0.835 in the *strong effect* category. For the value of f square user generated content on search process satisfaction of 1, 240 in the strong effect category. Then for f square webrooming on search process satisfaction of 0.059 in the *small effect* category.

5. *Goodness of Fit* PLS (GoF PLS)

Goodness of Fit (GoF) is a measurement of the feasibility of a model, testing the overall fit of the model, both the outer model and the inner model, whether or not the observed value matches the expected value in the model. To find the GoF value, namely with the formula:

$$\text{GoF} = \sqrt{Rata\text{-}Rata\ AVE\ x\ Rata\text{-}Rata\ R\ Square}$$

The greater the GoF value, the more appropriate the model depiction. The GoF value category is dividedinto 3 (three), namely:

1. 0.00 - 0.24 (small),
2. 0.25 - 0.37 (medium)
3. 0.38 - 1 (high).

The Goodness of Fit results can be seen in the table below:

Table 10. Goodness Of Fit (Gof) Calculation Results

Variables	AVE	Average AVE	R^2	Average R^2	Goodness of Fi (GoF)	Category
Webrooming	0,668					
User Generated Content	0,772	0,750	0,455	0,604	**0,673**	High
Search Process Satisfaction	0,811		0,753			

Source: SmartPLS 3.0 processed data, 2024

Based on the data above, the GoF value of **0.673** is in the high category. This means that the overallmodel fit for the outer and inner models of the observed values with the expected values (predictions) in themodel is categorized as high.

6. Hypothesis Testing *(Path Coefficient)*

Path coefficient is used to determine the amount of influence partially and shows the direction of therelationship between variables, whether positive or negative. *Path coefficient is* used to determine the path equation of the research model. In testing the hypothesis in this study, namely the results of the correlationbetween constructs measured by looking at the *Path coefficients* and the level of significance which is thencompared with the previous research hypothesis. The significance level used in this study is 5% or 0.05. Thepath coefficient values in study can be seen in the following table:

Table 11. Hypothesis Testing

HypothesesPath		Path Coefficient	P-Value	Description
H1	Webrooming → UGC	0,675	0,000	Accepted/Supported
H2	UGC → SPS	0,749	0,000	Accepted/Supported
H3	Webrooming → UGC → SPS	0,505	0,000	Accepted/Supported
H4	Webrooming → SPS	0,164	0,026	Accepted/Supported

Source: SmartPLS 3.0 processed data, 2024

From the table above, it can be seen that the path coefficient of webrooming on user generated content is 0.675 with a p-value of 0.000 <0.05, which means that webrooming has an effect on user generated content, thus H1 is accepted. The path coefficient shows a positive value, this result shows that the higher the role of webrooming, the higher the user generated content. Conversely, the lower the role of webrooming, the user generated content will also decrease. Furthermore, the effect of user generated content on search process satisfaction is 0.749 with a p-value of 0.000, which means that user generated content affects search process satisfaction, thus H2 is accepted. Then for the path coefficient of the indirect effect of webrooming on the search process satisfaction of skincare product consumers in Pontianak City mediated by user generated content of 0.505 with a p-value of 0.000 <0.05, which means that webrooming has an indirect effect on search process satisfaction or in other words, user generated content mediates the effect of webrooming on search process satisfaction, thus H3 is accepted.

Furthermore, for the direct effect of testing the path coefficient of webrooming on search process satisfaction is 0.164 with a p-value of 0.026 <0.05, which means that webrooming has an effect on search process satisfaction, thus H4 is accepted. This means that the higher the webrooming behavior will encourage the higher search process satisfaction of consumers of skincare products, otherwise if webrooming is low, the search process satisfaction of consumers of skincare products will also decrease.
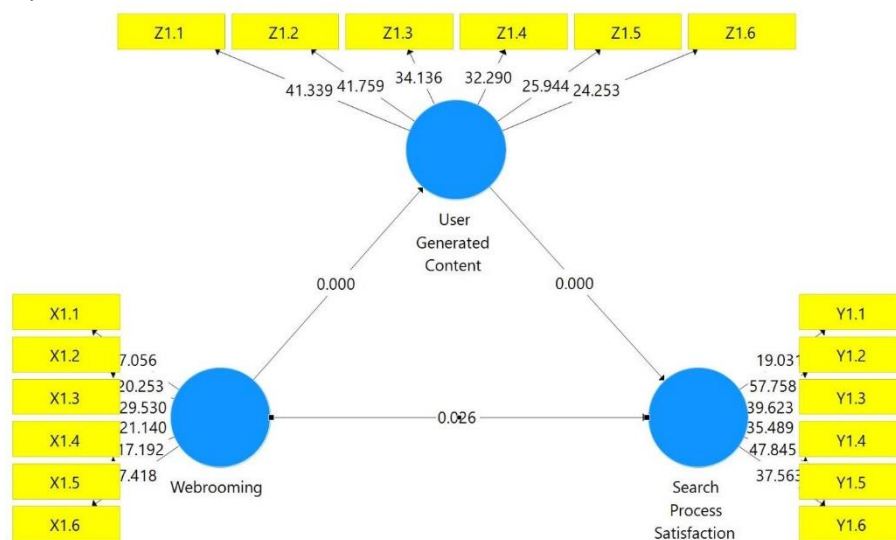

Figure 1. Outer Model Results Source: SmartPLS 3.0 processed data, 2024

Discussion

The Effect Of Webrooming On User Generated Content On Skincare Product Consumers In Pontianak City

Webrooming in this study has a significant effect on User Generated Content on consumers of skincare products in Pontianak City. Webrooming can increase the creation of user

generated content through social media or other online media. Webrooming behavior tends to rely on content from social media about products in their purchasing decisions. Some of the reasons for webrooming behavior are to get product information, ensure the quality of the product while avoiding the risk of product mismatches. The results of this study are in line with research conducted by Kang (2018) which shows the results that webrooming affects user generated content. In addition, the same research was also conducted by Hartini & Hidayati (2021) which showed that webrooming has an effect on user generated content.

The influence of User Generated Content on Search Process Satisfaction for consumers of skincare products in Pontianak City

User generated content in this study has a significant effect on search process satisfaction for consumers of skincare products in Pontianak City. This study proves that creating content on social mediacan support decisions that consumers have made before, in other words that user-generated content can increase feelings of satisfaction with what consumers experience. Sharing good information and experiences can increase the effect and positive feelings of what consumers experience (Colicev et al., 2019). When consumers feel positive about what they experience, they will share it with others, otherwisewhen consumers have a negative experience, negative emotions will arise. Positive things that consumers feel then they will share them with others, this can be interpreted as a feeling of satisfaction with what is felt. However, the results of this study are not in line with the results of research conducted by Hartini & Hidayati (2021) that consumer behavior to share content via the internet network (user-generated content)does not affect satisfaction in the search for information (search process satisfaction). Some of the reasonsconsumers do user generated content are that they have more trust in reviews written by customers who have bought the product, feel more impressed with original reviews written directly based on the experienceof customers who have bought the product and information from the content created about the product is considered to increase their insight regarding the product they want to buy.

The Effect of Webrooming on Search Process Satisfaction

Webrooming in this study has a direct positive and significant effect on search process satisfactionfor consumers of skincare products in Pontianak City. This research is supported by previous research by (Flavian et al., 2016; Flavián et al., 2019) which found that webrooming can increase search process satisfaction. Before purchasing skincare products, consumers will look for information related to these products online, due to the ease of the search process, the availability of complete information, and can minimize risks when shopping, thus making consumers feel more satisfied in the process of searching for beauty product information. Webrooming behavior feels more satisfied than those who do not do webrooming, because they feel more correct in making decisions.

The role of User Generated Content as mediating the effect of Webrooming on Search Process Satisfaction

User generated content in this study mediates the effect of webrooming on search process satisfaction. Content generated by user-generated content is more trusted by consumers who do webrooming, because they consider that user-generated content is more trustworthy and what it is (Kang, 2018; Oum & Han, 2011). The availability of diverse and informative information on the internet makes consumers feel more interested and satisfied with the information search process related to the product theywant to buy. This creates a sense of confidence that they will make the right decision to buy a product whenthey get reliable information about the product.

4. Conclusions

Webrooming has a direct and indirect positive effect on *search process satisfaction.* This shows that the more often consumers experience and perform the *webrooming process* when shopping, the higher the consumer satisfaction in the information search process when shopping. This study also found that there are several implications that *webrooming* can increase consumers' desire to create content about the products they buy on their social media. The internet has become a source of information for consumers before shopping for skincare products. With the internet being one of the sources of information for consumers about a product, practitioners can take advantage of this by providing stimulation to consumers to create content about products by paying attention to the availability of sufficient and appropriate information via the internet network, and taking action. utilize consumer habits in finding information about products on the internet before shopping and consumer habits in creating content on the internet after shopping. For practitioners such as marketers, this study provides information that *webrooming has a* significant influence on customer satisfaction in the process of searching for information, increasing self- confidence, creating a sense of intelligence in shopping, and encouraging them to create content about products on the internet.

Thank You

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