The 3rd Sebelas Maret International Conference on Business, Economics and Social Sciences and AGBA—Indonesia Chapter’s Inaugural Conference
3-4 August 2016
Solo - Indonesia

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**Session:** People Management 1 (PM1)  
**Date:** Wednesday, August 3, 2016  
**Time:** 1:00 pm to 3:00 pm  
**Room:** Violan 7  
**Chair:** Prof. Arifin Angria (Purdue University Northwest)  

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<td><strong>Multidimensional Work Ethics And Task Performance: Mediating Role Of Affective Commitment</strong></td>
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Session: Financial Markets 2 (FM2)
Date: Wednesday, August 3, 2016
Time: 3:30 pm to 5:00 pm
Room: Violin 4
Chair: Zaheer A. Husodo, PhD (Universitas Indonesia)

1. Moderating Effect Of The Value Exchange Rate On Fundamental To Stock Return Required
Mudalifah Azis, Universitas Malawarman
Irnangnyah, Universitas Malawarman

2. Portfolio Rebalancing for Value at Risk and Expected Shortfall under Threshold Accepting
Deddy Priatmadyo, Teknologi Bandung
Hanif Asbar, Institut Teknologi Bandung

3. Analyst Report, Broker Recommendation and Affective Self-Affinity: An Experimental Study
Bambang Susilo Darowiyono, STIM YKPN Yogyakarta
Tetis Haryono, Universitas Sebelas Maret
Djumita, Universitas Sebelas Maret
Irwan Trianggroho, Universitas Sebelas Maret

Session: Marketing and Consumer Behavior 2 (MCB2)
Date: Wednesday, August 3, 2016
Time: 5:30 pm to 7:30 pm
Room: Violin 5
Chair: Prof. Zafer U. Ahmed (Academy for Global Business Advancement)

1. Service Quality Improvement For Account Opening Process In State-Owned Banks
Eko Sampetua Haryanto, Universitas Politeknik
Reini Regina, Institut Teknologi Bandung

2. Analysis Of travel.com Website Quality With Importance Performance analysis (IPA)
Mahmud Pradana, Telkom University
Danny Suryana, Telkom University

3. Exploration Of Concept Of Formation Process Of Intention To Online Transaction In The Context Of Online Shopping In Indonesia
Didik Suryawan, Setia Buji Surakarta University
Rudhi Haryanto, Universitas Sebelas Maret

4. How Does The Life Style Influence The Consumer Preference In Choosing The Foreign Product Or The Local Product
Rudhi Haryanto, Universitas Sebelas Maret
Awang Febrontos, Federal International Finance Group, Surakarta
Exploration of Concept of Formation Process of Intention to Online Transaction: In the Context of Online Shopping in Indonesia

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Abstract

Online transaction intention is still a topic that is interesting to study because there is still no model in the formation of intention to online shopping that can be applied to various research settings. So this research aims to explore the formation process of intention to online transaction by using the concept of behavioral theory applied to the information system and to explore media exposure effects of giving the stimuli of cognitive, affective, and conative behavior relationships of explaining online transaction process of youth ages group. The finding results show that the intention to online transaction that is the conative behavior form is influenced by affective behavior that consists of cognitive attitude and behavior those are perceived easy of use and risk perception. The formation of online transaction intention is also influenced by external factor that is media exposure that gives information stimulus to individuals who can give emotional responses and behaviors.

Keywords: intention to online transaction, attitude, perceived easy of use, risk perception, media exposure