



## Online purchase decisions on the online buying site "Shopee" viewing from the variables of trust, easy and price

**Febsri Susanti<sup>1\*</sup>, Rahma Yosefly<sup>1</sup>**

<sup>1</sup>Sekolah Tinggi Ilmu Ekonomi KBP, Padang, Indonesia

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### ABSTRACT

*The development of business e-commerce has changed consumer behavior of shopping habits in shopping centers are now starting switch by using online media. Online purchasing decisions are preceded by an interest in the minds of consumers to make purchases. This study aims to determine the effect of Trust, Ease and price on Purchase Decisions online at the Shopee trading site. The research population is consumers who have made purchases online on the Shopee site with the sample was 100 people. Data collection was taken using a questionnaire via Google Form. Data were analyzed using multiple linear regression analysis using the SPSS 16.00 program. The results show that Trust has a positive and significant effect on Purchasing Decisions, Ease has a positive and significant effect on Purchase Decisions, price has not significant effect on Purchase Decisions.*

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#### **Kata Kunci:**

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### ABSTRAK

Perkembangan business e-commerce telah mengubah perilaku konsumen dari kebiasaan berbelanja di pusat perbelanjaan yang kini mulai beralih dengan menggunakan media online. Keputusan pembelian secara online didahului oleh adanya minat di benak konsumen untuk melakukan pembelian. Penelitian ini bertujuan untuk mengetahui pengaruh Kepercayaan, Kemudahan dan Harga terhadap Keputusan Pembelian secara online pada situs perdagangan Shopee. Populasi penelitian ini adalah konsumen yang pernah melakukan pembelian secara online di situs Shopee dengan sampel sebanyak 100 orang. Pengumpulan data dilakukan dengan menggunakan kuesioner melalui Google Form. Analisis data menggunakan analisis regresi linier berganda dengan menggunakan program SPSS 16.00. Hasil penelitian menunjukkan bahwa Kepercayaan berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Kemudahan berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Harga berpengaruh tidak signifikan terhadap Keputusan Pembelian

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\* [febsrisusanti@akbpstie.ac.id](mailto:febsrisusanti@akbpstie.ac.id)

## INTRODUCTION

The internet is one of the medias that is not only used to communicate, but can be used as a shopping medium. This has become a basic need for most people on the internet. People's lifestyles are currently experiencing changes due to the influence of these technological developments, one of the most striking of these developments is the tendency to take actions in cyberspace such as *online shopping* known as *online shopping* (Pratiwi et al., 2017) .

According to Pudjihardjo & Wijaya, (2015) The high use of the internet in Indonesia is used by many people as a promising business opportunity. Internet use in Indonesia grew 51% during the year, the highest in the world, even more than the world's global average growth which only reached 10%. While the penetration of internet users in the first Indonesia dominated by the younger generation, especially students s ebesar 89.7%, 69.8% students, 58.4% of workers, housewives 25%, and 6.7% others.

Indonesia has become the largest *e-commerce* market in Southeast Asia. The existence of *e-commerce* is very easy and profitable for consumers and complements their daily needs. This has a big impact on the seller if everyone who visits the *e-commerce* site knows the brand of the product that is being offered (Tyas & Nurhasanah, 2019)

One of the Indonesian *e-commerce* sites is Shopee. Shopee is an application that runs in the field of buying and selling easily by using a *smartphone* . Shopee was launched in early 2015 in the Southeast Asia region. Shopee ber forms such as applications that greatly facilitate the pe makai her without using a computer to shop online, but enough to use *smartphone* you.

CupoNation Indonesia has released a study on Indonesia's most visited online shopping sites in 2019 . The study was conducted in the midst of competition from various *e-commerce* platforms in Indonesia through different ways to become the main choice of users. Here are the results of 10 site rankings issued by CupoNation Indonesia:

**Table 1. Most Visited Online Shopping Sites Throughout 2019**

No	Online shopping site	Number of Visits
1	Tokopedia	1.2 Billion
2	Shopee	837.1 Million
3	Bukalapak	823.5 Million
4	Lazada	445.5 Million
5	Bibli	353.2 Million
6	JD ID	105.4 Million
7	Orami	89.8 Million
8	Bhinneka	62.2 Million
9	Sociolla	51.1 Million
10	Zalora	44.5 Million

Source: CupoNation Indonesia, 2020

Based on the Table 1, Tokopedia is the most visited online store by the Indonesian people, with a total of 1.2 billion visitors, 863.1 million visitors from the cellular network, and 329.8 million visitors from the desktop. In second place is the online shopping site Shopee with 837.1 million visits. This figure automatically changes the position of Bukalapak which in 2019 was visited by 823.5 million visitors. In fourth place is Lazada with 445.5 million visitors. Bibli with 353.2 million visitors; JD ID with 105.4 million visitors; Oram with 89.8 million visitors; Bhineka with 62.2 million visitors; Sociolla with 51.1 million visitors; Alora with 44.5 million visitors.

## LITERATURE REVIEW

According to Laudon & Laudon, (2010) consumer behavior online is a process of buying and offering of goods or services electronically to consumers on the company from the company to the computer as a business transaction. The purchasing decision process according to Kotler & Keller, (2012) consists of five stages, namely: need recognition, information search, evaluation of alternatives, purchase decisions, post-purchase. Husodo, (2015) asserted, after making an assessment, a decision was made to buy or not to buy. Research studies on purchasing decisions are very important to do because by knowing the factors that influence purchasing decisions, business actors can achieve their expectations, namely getting purchasing decisions from consumers.

Then before making a purchase decision, several factors need to be considered, including trust, online transactions have asymmetric information certainty. Therefore, there must be mutual trust between the seller and the buyer (Husodo, 2015). Trust involves the willingness of a person to have certain behaviors or have good behavior, so that the partner's belief in giving what he wants, such as trusting promises, words, or statements of others (Lestari, 2019). The ease of use factor also helps consumers makes online transactions. Ease of use is a person's belief that the use of technology can be easily understood. How easy it is to use technology to help consumers make transactions (Mulyadi, Eka, & Nailis, 2018). Prices affect financial performance and affect buyer perceptions (Gunawan & Susanti, 2019). Price according to Kotler and Keller (2012), namely the total price of the DIBE offered are on a product, the total the amount that consumers exchange the benefits of having or using the product. According to Ilmiyah & Krishernawan, (2020) Price is a measure or monetary unit of an item or service that is paid to obtain ownership rights or use of goods or services. On Shopee, buyers also see the price of the product they are looking for, and sort prices from the lowest to the highest.

Research from Harun & Ayu Salmah, (2020) where the total sample of this study is 110 people. The results showed that there was a positive and significant influence between trust and purchasing decisions. This means that the more someone believes in Shopee PayLater, the more confident that person's decision to transact using Shopee PayLater is. This is in accordance with the current phenomenon of fraud in the use of online shopping transactions, especially using online loans. So if someone does not believe in a platform, there will be no purchase decision. Research from Adityo, (2002) confidence positive and significant effect on the willingness of consumers in making purchasing decisions. This also means that the higher the trust value of a person in the online network, the higher the consumer's willingness to purchase a product through the online network, especially Kaskus. Gunawan & Ayuningtiyas, (2018) that trust has a positive and significant value on purchasing decisions at Lazada. Consumer confidence in the product is created by providing products according to the characteristics advertised on the company's website. When consumers receive products or services that match the company's website or advertisement, it increases consumer confidence in the company and increases purchasing decisions.

### **H 1: Trust has a positive and significant impact on *online* purchasing decisions**

Research from Maharama & Kholis, (2018) states that there is a positive and significant effect of convenience on the decision to purchase GO-JEK services. These results explain that Respondents consider that it is easy to use GO-JEK services, but there is something that companies need to pay attention to regarding the ease of controlling the application on various smartphones related to the operating system that cannot be used entirely and the use of the Indonesian language is minimal. Therefore, the GO-JEK application developer needs to update the application for the convenience of GO-JEK consumers so that purchasing decisions will increase.

The results of Hendra, (2019) that convenience has a positive and significant value on purchasing decisions at Lazada. Meningkatkan ease of use of the increasing purchasing decisions. In line with real life, namely after believing in an online shopping site, usually prospective buyers will find it difficult because of the ignorance factor in doing online shopping. Buyers who find it difficult

will usually discourage their intention to shop online. The results of research by Yunita, Yulianeu, Tri, & Gagah, (2016) There is a positive and significant effect of ease on buying interest among users of the Bukalapak buying and selling site. This can be seen from the t-count value (2.579) which is greater than the t-table value (1.985). The easier the online buying process, the more buying interest it will be.

### H<sub>2</sub>: Ease of Positive Influence on *Online Purchase Decisions*

Research from Istanti, (2017) where the research respondents were 100 people. The result is that the price variable has a positive and significant effect on purchasing decisions. *online* and *offline* prices. If the price *online* is cheaper then consumers will decide to shop *online*. Scientific Research Ilmiah & Krishernawan, (2020) that price has a positive and significant effect on purchasing decisions on the Shopee *marketplace* in Mojokerto. This means that it shows quality in the Shopee market, depending on consumer needs, providing many promotional discounts. Husodo, (2015) which examines the Effect of Trust, Ease, Price and Quality of Information on Online Purchase Decisions (Study on the OLX.co.id Site). This shows that the price has a positive and significant effect on purchasing decisions. These results show that if the price is affordable and negotiable, the purchasing decision will increase.

### H<sub>3</sub>: Price Has a Positive and Significant Effect on *Online Purchase Decisions*

## METHOD

The type of research used is quantitative which is an approach that emphasizes theory testing through metric or numerical measurements of variables (Ningsih & Magdalena, 2020). The population involves all customers who have experience purchasing products *online* on the Shopee.com site. The population is not limited, so a sample of 100 people from a population of 5,000 has almost the same accuracy as a sample of 100 from a population of 200 million (Jumiyati & Hendratmoko, 2014). A sample of 100 visitors from the shopping site Shopee.com. P enyebaran questionnaires are *online* to the respondent through the site *GoogleForm*.

Table 2. Variable Operation

No	Research variable	Variable Definition	Variable Indicator	Source
1.	Trust (X <sub>1</sub> )	Trust is a psychological state of a person or organization that considers a transaction partner (company) to be true to his promise.	a. Brand Characteristics b. Company Characteristics c. Consumer Brand Characteristics	(Son, 2018)
2.	Convenience (X <sub>2</sub> )	Convenience is a customer loyalty tool for efficient, convenient, relatively easy to produce products or services.	a. Individual interaction with the system is clearly easy to understand b. It doesn't take much effort to interact with the system. c. Easy-to-Use System	(Iswara, 2016)
3.	Price (X <sub>3</sub> )	Price is the marketing element that generates revenue.	a. Price Affordability b. Product quality price compatibility c. Price competitiveness	(Kotler& Armstrong, 2012)
4.	Purchase decision (Y)	Purchasing decision is a process in the buyer decision stage where consumers actually buy.	a. Product type decision b. Decision About Product Form c. Brand decision d. Decision About the Seller	(Simamora, 2012)

No	Research variable	Variable Definition	Variable Indicator	Source
			e. Decision About Product Quantity	

## RESULT AND DISCUSSION

**Table 3. Reliability Test Results**

No	Research variable	Cronbach Alpha	Critical Value	Information
1	Trust (X1)	0.868	0.6	Reliable
2	Convenience (X2)	0.960	0.6	Reliable
3	Price (X3)	0.899	0.6	Reliable
4	Purchase Decision (Y)	0.882	0.6	Reliable

Source: SPSS Data Processing Version 16

Results Table 3 value of *Cronbach's Alpha* in the variable k e unbelief 0.868, ease of 0.960, h arga 0.899 and purchasing decisions is 0.882. It is the value of *Cronbach's Alpha* > 0.6, so that questionnaires are reliable.

### Classic assumption test

**Table 4. Normality Test Results**

<i>Kolmogorov-Smirnov Z</i>	<i>asympt. Sig. (2-tailed)</i>	Information
1.184	0.121	Normal Distributed Data

Source: SPSS Data Processing Version 16

Based on Table 4 on the *Asymp* row. *Sig* for two sides, the significance value for purchasing decisions as the dependent variable is 0.121 > 0.05, so the regression model is obtained with a normal distribution.

**Table 5. Multicollinearity Test Results**

No	Research variable	Tolerance	VIF	Information
1	Trust (X <sub>1</sub> )	0.948	1.055	Multicollinearity does not occur
2	Convenience (X <sub>2</sub> )	0.898	1.114	Multicollinearity does not occur
3	Price (X <sub>3</sub> )	0.944	1.059	Multicollinearity does not occur

Source: SPSS Data Processing Version 16

Based on Table 5, it is known that the *tolerance* value is above 0.1 and the *Variance Inflation Factor* (VIF) is below 10. So there is no multicollinearity between the independent variables and the dependent variable.

**Table 6. Heteroscedasticity Test Results**

No	Research variable	Significance	Information
1	Trust (X <sub>1</sub> )	0.206	Heteroscedasticity does not occur
2	Convenience (X <sub>2</sub> )	0.601	Heteroscedasticity does not occur
3	Price (X <sub>3</sub> )	0.893	Heteroscedasticity does not occur

Source: SPSS Data Processing Version 16

The Table 6 has a significance value greater than 0.05 so that the regression model in this study does not occur heteroscedasticity.

## Hypothesis test

**Table 7. Multiple Linear Regression Test Results**

Dependent variable	Free Constants And Variables	Regression Coefficient
Purchase Decision (Y)	Constant (a)	30,368
	Trust (X <sub>1</sub> )	0.209
	Convenience (X <sub>2</sub> )	0.268
	Price (X <sub>3</sub> )	-0.023

Source: SPSS Data Processing Version 16

Based on table 7 above, the following regression equation is obtained:

$$Y = 30.368 + 0.209 X_1 + 0.268 X_2 - 0.023 X_3$$

1. The above equation results in the interpretation of the data which is described as follows:
2. The constant value of 30.368 indicates that if there is no increase in the variables of trust, convenience, and price, then the purchase decision is 30.368.
3. Confidence (X<sub>1</sub>) is 0.209; it means that each increase in confidence by one unit will increase the purchasing decision variable (Y) by 0.209 with the assumption that the other independent variables of the regression model are fixed.
4. Ease (X<sub>2</sub>) of 0.268; it means that every one unit increase in convenience will increase the purchasing decision (Y) by 0.268 assuming the other independent variables of the regression model are fixed.
5. Price (X<sub>3</sub>) is -0.023; This means that every one-unit price increase will reduce the purchasing decision variable (Y) by -0.023 with the assumption that the other independent variables of the regression model are fixed:

**Table 8. Hypothesis Test Results**

No	Research variable	Significance	Significance Level	Information
1	Trust (X <sub>1</sub> )	0.030	0.05	H <sub>1</sub> Received
2	Convenience (X <sub>2</sub> )	0.018	0.05	H <sub>2</sub> Received
3	Price (X <sub>3</sub> )	0.827	0.05	H <sub>3</sub> Rejected

Source: SPSS Data Processing Version 16

1. The results of the t-test listed in table 8 can be interpreted interpretationally as follows:
2. The results of the t-test of the trust variable obtained a significance level of 0.030 < 0.05, so it is said that there is a significant influence between trust and purchasing decisions.
3. The results of the t-test of the convenience variable obtained a significance level of 0.018 < 0.05, so it is said that there is a significant influence between convenience and purchasing decisions.
4. The results of the t-test of the price variable obtained a significance level of 0.827 > 0.05, so it is said that there is no significant effect between price on purchasing decisions.

## Discussion

### The Effect of Trust on Online Purchase Decisions on the Shopee Online Buying Site

From the results of hypothesis testing, trust has a positive and significant effect on online purchasing decisions on the Shopee Online Buying Site. These results are based on the significance value obtained which is smaller than the significance level, so the first hypothesis is accepted. These results explain that the higher the shopee site consumer trust, the higher the purchase decision will be. According to Noptan (2018), trust is created because other parties act according to the needs and desires of consumers. When a person trusts the other party, they believe that expectations will be fulfilled, otherwise there will be disappointment. Iswara (2016) states that brand trust is the willingness of consumers to trust brands with all the risks because brand promises provide positive

results for consumers. The results of this study are in line with Harun & Ayu Salmah, (2020), Adityo, (2002) Gunawan & Ayuningtiyas, (2018) that trust has a positive and significant value on purchasing decisions. The results of descriptive statistics highest product sold on the site Shopee can satisfy the needs of consumers, means that the Trust is a very important factor in online trading. This is also due to the fact that online trading limits consumers' direct contact with producers and the products they offer. Every consumer has a different level of trust. Transacting online has certainty and asymmetric information. Therefore, there must be mutual trust between the seller and the buyer.

#### **The Effect of Ease on Online Purchase Decisions on the Shopee Online Buying Site**

Based on the results of hypothesis testing where convenience has a positive and significant effect on online purchasing decisions on the Shopee Online Buying Site, these results are based on the significance value obtained which is smaller than the significance level, so the second hypothesis is accepted. These results explain that the higher the ease of use of the shopee site, the higher the purchase decision will be. The concept of ease of use shows how much one believes that the use of an information system in this case is an easy online buying and selling site that does not require much effort from the user to be able to use it. If the information system is easy to use, users tend to use the information system when shopping *online*. When consumers find it easy to interact with *e-commerce sites*, find product information, buy products and make payments, they will find *online* shopping more useful. Systems that are considered difficult to use will make users less useful for *online* shopping (Hendra, 2019). The results of this study are in line with Maharama & Kholis, (2018), Hendra, (2019) dan Yunita, Yulianeu, Tri, & Gagah, (2016) where there is a positive and significant effect of convenience on purchasing decisions. The result of the highest descriptive statistic is that it is easier for consumers to get product information through shopee than other shopping sites. After the customer believes then how companies and manufacturers create marketing convenience. Manufacturers or companies usually create convenience in obtaining products by sending a product or goods ordered by customers.

#### **The Influence of Price on Online Purchase Decisions on the Shopee Online Buying Site**

Based on the results of hypothesis testing that price has no effect on online purchasing decisions on the Shopee Online Buying Site, these results are based on the significance value obtained which is greater than the significance level, so the third hypothesis is rejected. These results explain that the high or low prices imposed on the shopee site will not have an impact on consumers' purchasing decisions. Price is one of the most important consumer appraisals features so that company executives can truly understand the role of influencing consumer attitudes. Price as an attribute can be interpreted as a concept of diversity, which has a different meaning for each consumer depending on the characteristics, situation and consumer products (Mowen & Minor, 2002). Ferdinand (2006) argues that price is one of the most important market variables where prices influence consumers to make purchasing decisions for various reasons. Economic reasons may indicate that prices are too low or prices are too competitive.

The results of this study are in line with Isalman et al, (2019), Nasution, (2018) and Pratiwi et al., (2017) which state that price has no effect on purchasing decisions. The unaffected price in this study indicates that the price given to consumers does not affect purchasing decisions because each purchase must have a price, where the price becomes the benchmark in buying and selling transactions because price is the value of an item or service. This is reinforced by the acquisition of descriptive statistics where the lowest score with a value of 79.8% is found in the statement that the postage price is overvalued, so that high postage makes consumers think twice about shopping at shopee. In addition, the opinion of Kotler & Keller (2009) also supports this study where the simplest reason for online purchases is to save money. So, consumers will look for product offers that are rated low as long as the quality of the product is good. As long as the product is pocket-friendly, consumers will buy shopee products, otherwise expensive products at shopee will not attract consumers' attention and switch to other online shopping sites.

## CONCLUSSION

The conclusions of several analysis after searching to find evidence as:

1. Trust ( $X_1$ ) has a positive and significant effect on online purchasing decisions on the Shopee Online Buying Site. These results explain that the higher consumer trust in the shopee site, the higher the impact on purchasing decisions.
2. Ease ( $X_2$ ) has a positive and significant effect on online purchasing decisions on the Shopee Online Buying Site. These results explain that the higher the ease of use of the shopee site, the higher the purchase decision will be.
3. Price ( $X_3$ ) has no effect on online purchasing decisions on the Shopee Online Buying Site. These results explain that the high or low prices imposed on the shopee site will not have an impact on consumers' purchasing decisions.

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