

The influence of trust, convenience, and quality information on purchase decisions at marketplace shopee in Sukabumi

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<https://doi.org/10.47065/imj.v3i2.226>

Article info	A b s t r a k
Received [02-12-2022] Revised [26-12-2022] Accepted [06-01-2023]	<p>Penelitian ini bertujuan untuk mengetahui pengaruh kepercayaan, kemudahan, kualitas informasi terhadap keputusan pembelian di marketplace shopee (studi kasus masyarakat sukabumi). Populasi penelitian adalah konsumen yang pernah melakukan pembelian secara online di situs shopee. Sampel berjumlah 55 orang dengan metode purposive sampling. Pengumpulan data dilakukan dengan menggunakan kuesioner. Data dianalisis menggunakan analisis regresi linier berganda dengan menggunakan program SPSS. Hasil penelitian menunjukkan bahwa kepercayaan berpengaruh positif dan signifikan terhadap keputusan pembelian, kemudahan berpengaruh positif dan signifikan terhadap keputusan pembelian, kualitas informasi berpengaruh positif dan signifikan terhadap keputusan pembelian.</p> <p>Kata kunci: kepercayaan; kemudahan; kualitas informasi; keputusan pembelian; shopee</p>
Corresponding author: Pipit Eriyanti pipit.eriyaniti_mn18@nusaputra.ac.id	<p>A b s t r a c t</p> <p>This study aims to determine the effect of trust, convenience, quality of information on purchase decisions at the shopee marketplace (a case study of the Sukabumi community). The research population is consumers who have made purchases online at the shopee site. The sample is 55 people using purposive sampling method. Data collection is carried out using a questionnaire. Data were analyzed using multiple linear regression analysis using the SPSS program. The results of the research show that Trust has a positive and significant effect on purchase decision, convenience has a positive and significant effect on purchase decision, information quality has a positive and significant effect on purchase decision.</p> <p>Keywords: trust; convenience; quality of information; purchasing decisions; shopee</p>

Introduction

The development of information technology has an important role both directly and indirectly, where today's technology can affect trading systems, transactions and money circulation in the world. One of the most important things in the development of information technology is the Internet. The internet means a world communication network that connects computers and computer networks around the world. This acronym for Interconnected Network allows us to share information and communicate from anywhere and with anyone. According to (Harjono, 2009) the internet is a collection of several personal computers, which can even reach millions of computers around the world that are interconnected and connected to one another.

The internet is slowly changing globalization and technological developments which have brought people in this world into a more advanced era of technology. This is marked by an increase in the number of internet users and the use of the internet for human needs. In this day and age, the role of the internet is very important in all aspects of human life. This happens, because basically the needs of every human being are very diverse, so the existence of the internet helps someone to get information according to the needs that are considered appropriate. The internet is referred to as a barrier-free information center

because it can connect a site in a very short time and is easy to access. Therefore, the internet can play a positive or even negative role according to human needs in using the internet.

Internet users who continue to grow make people take advantage of the role of the internet to be used as a business by humans, which is called e-commerce. Initially, humans made transactions using the traditional system, namely directly. Buyers come to sellers to meet in person to look for the desired goods or services, they negotiate prices for both goods and services in accordance with a mutual agreement. But now times have changed where people shop a lot online, one of which is e-commerce. Online transactions are shopping by utilizing the internet as a liaison between sellers and buyers where the seller offers either goods or services. Transactions online can make it easier for consumers to take advantage of shopping and short time, besides that they can shop anywhere and anytime. Through the marketplace, buyers can find the various types of goods they want from various online shops.

Online stores have a weakness where consumers cannot touch and feel the goods directly. In addition, security in shopping online is still very risky, because consumers feel afraid and anxious when doing online shops and are worried about fraud. Consumer trust in online stores is something that must be built over time and takes a long time. Trust is the main condition that must be built by online stores to be successful, because consumers will hesitate to buy products unless these consumers trust the online store. Consumer satisfaction is very important when shopping online, because the first purchase can be an important factor for consumers to buy products again. Consumer trust in online stores is something that must be built over time and takes a long time. The website is part of the online shop which is important because consumers see the visual form that is in the online shop web.

Trust is defined as the assumption of an individual regarding the worthiness of another party which can be determined through perceptions of integrity, kindness and (Harrison McKnight et al., 2002). Trust is considered important in cyberspace because it is a determinant of attitudes or shopping intentions (Gefen et al., 2003). Online sites that are honest and fulfil agreements with consumers, don't harm consumers and don't cheat in making sales, that can be trusted by consumers in doing business with the online system. According (Harrison McKnight et al., 2002) using a trust model is an important thing in doing business. Trust assumes that the parties involved between the seller and the buyer do not know each other and are not in close proximity. According to (Hsu & Lu, 2004) that a site that is easy to use and useful will reflect a business being run, so that consumer trust will arise. (Tomlinson & Mayer, 2009) state that positive results strengthen beliefs, whereas trust can actually decrease when the results of consumer trust experiences are negative. According to (Lijuan, 2015) trust is a psychological phenomenon in determining the willingness of trust to accept the unexpected.

According to (Insani, 2013) Convenience is recognized as a factor driving consumer decisions to buy online at home. This convenience is about time, space, and effort saved by the consumer. There are no crowds of people shopping or queuing and there are no traffic jams or parking lots so it can help to save and shorten time. Information quality is defined as the customer's perception of the quality of information about products or services provided by a website (Kim et al., 2010). In online purchases, it is better to present information that includes its relation to the products and services available for online purchases. Such information should be useful and relevant in predicting the quality and usability of products or services. Product and service information must be up to date to satisfy the needs of consumers or online buyers. This can help buyers in making decisions, consistent and easy to understand. Definition of Purchase Decision According to (Kotler & Keller, 2016) Purchase decision is an integration process used to combine knowledge to evaluate two or more alternative behaviours and choose one of them. Consumer decision is a problem-solving approach to human activities to buy goods or services to meet their wants and needs.

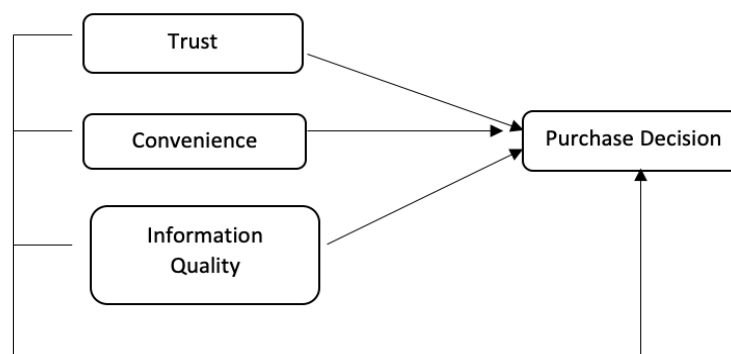


Figure 1. Research Model

Research methods

This study uses a quantitative approach where data analysis will be carried out after the survey is conducted on the respondents and then tabulated into data in the form of numbers. The survey method is a measurement process used to collect information during highly structured interviews with or without interviewers (Cooper & Schindler, 2014). The survey method used in this quantitative approach is to test the hypotheses that are developed and the relationship between the variables forming the model. The population of this study were all consumers who made online purchases at Shopee and 55 respondents were taken from those who made online purchases at Shopee and this research will be conducted in Sukabumi, West Java. Source of data used in this research is primary data. Primary data is data that is collected and processed by an organization or individual directly from the object with a specific purpose (Sekaran & Bougie, 2016). The type of data used in this research is quantitative data. The use of quantitative data is used for the reason that this research measurement is expressed in numerical notation. In this study, several tests will be carried out. The test is a research instrument test consisting of a validity test, a reliability test and a normality test. Besides instrument testing, there is also hypothesis testing which consists of multiple linear regression, t test, f test and coefficient of determination test.

This study uses a questionnaire as a primary data source from respondents. The method of giving questionnaires is connected to respondents to make it easier to fill out the questionnaire given by the researcher. The following are the steps for collecting and collecting primary data, including: (a) Prepare questionnaires connected to respondents using the Google docs facility. (b) Distributing questionnaires connected to respondents through various social media such as Whatsapp, E-mail, Line, Facebook, Instagram, Telegram. This study uses a 5-point Likert measurement scale. The Likert scale is an interval scale designed to examine the power of questions for a subject. The instrument that will be used in this study is a questionnaire and the questionnaire in this study has a closed question type. Closed questions are types of questions in which respondents choose from the alternatives offered by the researcher (Sekaran & Bougie, 2016).

Results and discussion

This test will be carried out using multiple regression analysis techniques. However, before that the researcher will test the validity, reliability and normality.

1. Research instrument test

a. Validity Test

Table 1. Test the Validity of Trust Variables

Variable	Person Correlation	Sig	Status
X1.1	0,777	0.000	Valid
X1.2	0,867	0.000	Valid
X1.3	0,890	0.000	Valid
X1.4	0,879	0.000	Valid

In the test results above, it can be seen that all variables obtain valid results because the Pearson value is above 0.3 where the significance value is $0.000 < 0.05$.

Table 2. Test the Validity of the Ease of Variables

Variable	Person Correlation	Sig	Status
X2.1	0,802	0.000	Valid
X2.2	0,796	0.000	Valid
X2.3	0,904	0.000	Valid
X2.4	0,854	0.000	Valid

In the test results above, it can be seen that all variables obtain valid results because the Pearson value is above 0.3 where the significance value is $0.000 < 0.05$.

Table 3. Information Quality Validity Test

Variable	Person Correlation	Sig	Status
X3.1	0,865	0.000	Valid
X3.2	0,881	0.000	Valid
X3.3	0,810	0.000	Valid
X3.4	0,880	0.000	Valid

In the test results above, it can be seen that all variables obtain valid results because the Pearson value is above 0.3 where the significance value is $0.000 < 0.05$.

Table 4. Test the Validity of Purchase Decisions

Variable	Person Correlation	Sig	Status
Y1.1	0,826	0.000	Valid
Y1.2	0,864	0.000	Valid
Y1.3	0,908	0.000	Valid
Y1.4	0,860	0.000	Valid

Based on the test results, it can be seen that all variables get valid results. This happens because the Pearson value gets a value above 0.3 where the significance value gets $0.000 < 0.05$.

b. Reliability Test

The reliability test is the same as the validity test which is carried out using the IBM Statistics Program for Social Science (SPSS) 23 program. The results of the reliability test can be seen in table

Table 5. Test the Reliability

No	Cronbach's Alpha	N of Item	Status
Trust (X1)	0,83	5	Reliable
Convenience (X2)	0,82	5	Reliable
Information Quality (X3)	0,81	5	Reliable
Purchase Decisions (Y1)	0,83	5	Reliable

Through reliability testing, it can be seen that the results obtained in reliability testing indicate that all variables are reliable and can be used in this study. If the Cronbach's alpha value obtained is above 0.6, it can be said that the data that has been collected has elements that are reliable.

c. Normality Test

The normality test was carried out with the aim of knowing whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2012).

Table 6. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		55
Normal Parameters ^{a,b}	Mean	.0000000
	Std.Deviation	138.567.935
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	.070
Test Statistic		.070
Asymp.Sig. (2-tailed)		.200 ^{c,d}

In the table above, it can be seen that the test data has a normal distribution because the sig value obtained is $0.200 > 0.05$. If the sig value obtained is above the alpha value, then the data is declared to have a normal distribution. Therefore, it can be continued in further research.

2. Hypothesis test

a. Multiple Regression Test

Multiple linear regression analysis was carried out to determine whether or not there was an influence of two or more independent variables (X) on the dependent variable (Y).

Table 7. Multiple Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	-2.390	1.268	
Trust	.250	.131	.227
Convenience	.632	.127	.540
Information Quality	.186	.128	.195

Based on the test results in the table above, the constant value obtained is -2.390. The trust variable gets a value of 0.250 while the ease of getting a value of 0.632. The information quality variable obtains a value of 0.186. Therefore, the following is a regression equation that can be formulated:

$$Y = -2.390 + 0.250X_1 + 0.632X_2 + 0.186X_3$$

1. A constant value of -2,390 shows a negative value, so it can be concluded that the effect formed is inversely proportional to the independent and dependent variables. So, it is proved that in this case, the dependent variable will decrease and make the purchase decision obtain a value of -2.390.
2. The value of the regression coefficient for the variable X1 which is trust produces a value of 0.250. This value shows a positive number so that it is said to have a positive influence on purchasing decisions. In this case, if there is an increase of 1 percent in trust, the purchase decision will increase by 0.250.
3. The coefficient value for the variable X2 which is the ease of producing a positive number is 0.632. Then it is proved that the convenience variable has a unidirectional influence on purchasing decisions. So that if there is an increase of one percent it will affect the purchase decision by 0.632.
4. The coefficient value on the variable X3 which is the quality of information obtains a positive number, namely 0.186. If there is an increase of 1 percent, then the purchase decision will also experience a similar increase of 0.186.

b. T test (Partial test)

According to (Ghozali, 2012) the T test was carried out to find out how far the influence of an independent variable on the dependent variable partially or individually. There are provisions as a basis for making decisions on the T test, namely:

- a) H_a is accepted if $t_{count} > t_{table}$, H_a is accepted if the sig value < 0.05
- b) H_a is rejected if $t_{count} < t_{table}$, H_a is rejected if the sig value > 0.05

Table 8. T- test (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.390	1.268		-1.885	.065
Trust	.250	.131	.227	1.910	.062
Convenience	.632	.127	.540	4.963	.000
Information Quality	.186	.128	.195	1.451	.153

The following are the results of partial testing based on data processing in the table above:

1. Testing H1: Through data processing, it is known that trust does not have a significant influence on purchasing decisions. This is because the sig value is $0.062 > 0.05$ with a t value of $1.910 > 1.660$, so it is said that H1 is rejected.
2. Testing H2: Through data processing, it is known that convenience has a significant and positive influence on purchasing decisions. This is because the sig value obtained is $0.000 < 0.05$ with a t value of $4.963 > 1.660$, it is said that H2 is accepted.

3. Testing H3: Through data processing, it is known that the quality of information does not have a significant influence on purchasing decisions. This is because the sig value obtained is $0.153 > 0.05$ with a t value of $1.451 < 1.660$, it is said that H3 is rejected.

c. F-Test

The purpose of doing the F test is to see whether or not there is a simultaneous effect of the independent variable (X) on the dependent variable (Y) with the following conditions:

- a) If the sig value < 0.05 or f count $> f$ table then there is a simultaneous effect
- b) If the sig value > 0.05 or f count $> f$ table then there is no simultaneous effect

Table 9. F- Test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	474.060	3	158.020	77.725	.000 ^b
	Residual	103.686	51	2.003		
	Total	577.745	54			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Trust, Convenience, Information Quality

Through the above test, the obtained F value is $77.725 > 1.450$ with a sig value of $0.000 < 0.05$. So, it can be concluded that there is a simultaneous influence between trust, convenience, and quality of information on online purchasing decisions at Shopee. In this case, it is stated that H4 is accepted.

d. Coefficient of Determination (R2)

Testing the coefficient of determination functions to determine the percentage of influence exerted by the independent variables simultaneously on variable Y. The results of the analysis of the coefficient of determination can be seen in table 10.

Table 10. R2 Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906 ^a	.821	.810	1.42585

a. Predictors: (Constant), Trust, Convenience, Information Quality

Through testing in the table above, the R square value is 0.821 where these results prove that there is a strong influence of 82 percent between trust, convenience, and quality of information with online purchasing decisions at Shopee.

Discussion

1. The Effect of Trust on Online Purchasing Decisions at Shopee

Based on the results obtained, it is known that there is no influence between trust and online purchase decisions at Shopee. These results are not in line with the research of (Sobandi & Somantri, 2020) which also suggests that there is a positive and significant influence between consumer trust in online purchasing decisions. (Solihin, 2020) also stated that the higher the trust given, the more it will have an impact on purchasing decisions. However, the results of this research are in line with (Vitasari, 2016) which explains that there is no influence between trust and online purchasing decisions.

2. The Effect of Convenience on Online Purchasing Decisions at Shopee

Based on the test results, it is known that convenience has a significant influence on online decisions at Shopee. This is supported by (Ilmiyah & Krishernawan, 2020) who state that convenience has a positive and significant influence on purchasing decisions. (Putri & Iriani, 2020) also stated that there is a significant influence between convenience and purchase decisions on the Shopee Pay Later application. Through the views presented, it can be seen that easy use will attract the attention of customers.

3. The Influence of Information Quality on Online Purchasing Decisions at Shopee

Based on the test results, it is said that there is no significant influence between the quality of information on online purchasing decisions at Shopee. The results found are in line with the research of (Sulistiyawati et al., 2021) which explains that the quality of information does not have a significant influence on purchasing decisions. (Aprodita, 2018) supports this by stating that there is a negative influence between the quality of information and online purchasing decisions.

4. The Influence of Trust, Convenience, and Quality of Information on Online Purchasing Decisions at Shopee

Based on the test results, it is known that there is a significant influence between trust, ease and quality of information on online purchasing decisions on the Shopee application. This is in line with research conducted by (Sulistiyawati et al., 2021) which suggests that trust, convenience and quality of information have a simultaneous influence on purchasing decisions at Shopee. The magnitude of the influence is equal to 57.2 percent. (Rahmawati & Nikmah, 2019) also support this by emphasizing that trust and information quality can have a major influence on online purchasing decisions at Shopee. The reason is, if a company can provide trust, convenience and high quality information, then users will be more interested in making purchases online.

Conclusion

Based on the results of the tests that have been carried out, it is concluded that Hypothesis 1 is rejected because the sig value obtained is $0.062 > 0.05$. So, it can be concluded that there is no influence between trust and purchasing decisions. Hypothesis 2 is accepted because the sig value obtained is $0.000 < 0.05$ so it is concluded that there is an influence between convenience on purchasing decisions. Hypothesis 3 is rejected because the sig value is $0.153 > 0.05$. Thus, it is concluded that there is no influence between the quality of information on purchasing decisions Hypothesis 4 is accepted because the sig value obtained is $0.000 < 0.05$ so it is concluded that there is an influence between trust, ease and quality of information on purchasing decisions. Suggestions that can be given to companies are to be able to implement the ease of use of applications to make customers able to make purchasing decisions. Suggestions for further research are to be able to apply other variables that discuss factors on the influence of purchasing decisions other than those described in this study.

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