



The Influence of Trust and Convenience on Purchasing Decisions in Shopee E-commerce

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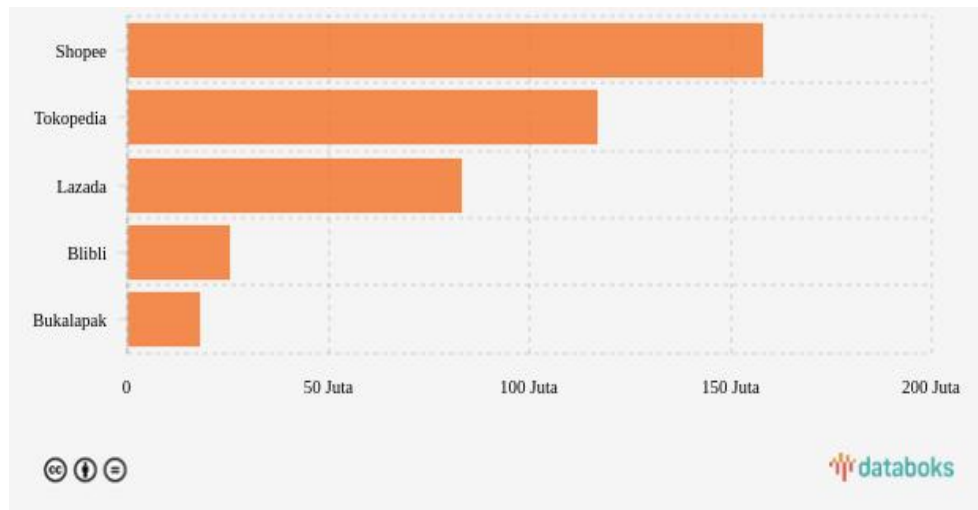
Abstract. This study aims to determine the effect of trust and convenience on Shopee e-commerce purchasing decisions. The data used in this study are primary data. The population in this study are consumers who have shopped and used the Shopee application. The sample respondents were 115 respondents. The sampling technique is purposive sampling method. Primary data from this study were taken from questionnaires. The data analysis techniques used are validity test, reliability test, classical assumption test, which consists of normality test, multicollinearity test, and heteroscedasticity test, multiple regression analysis, hypothesis testing which consists of t test and coefficient of determination. The results in this study indicate that trust and convenience have a positive and significant effect on purchasing decisions in Shopee e-commerce.

Keyword : Trust; Convenience; Purchasing Decision

A. INTRODUCTION

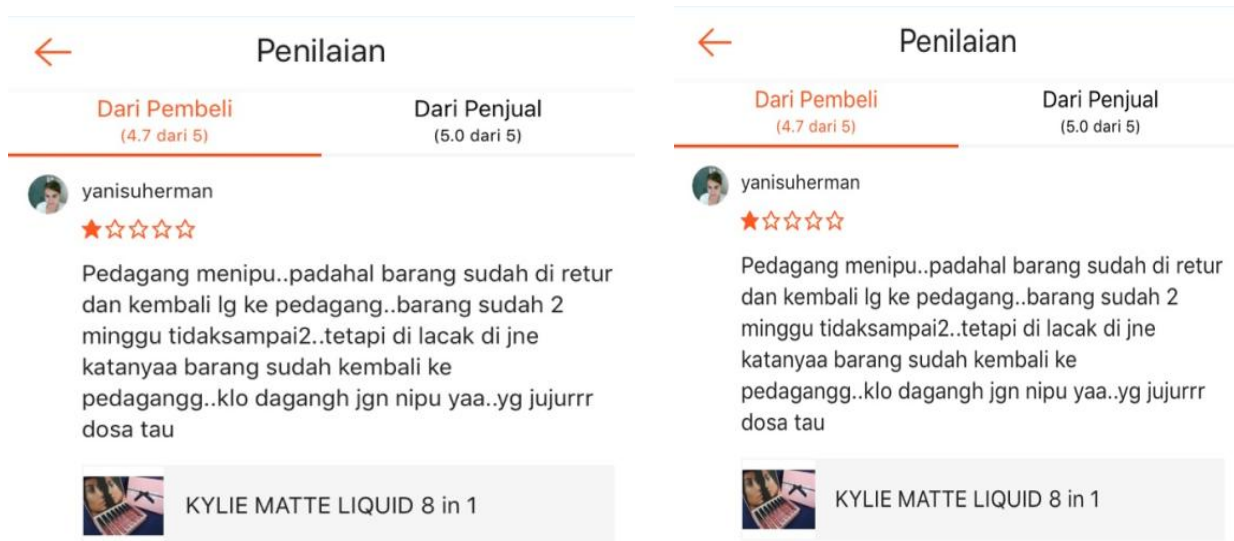
In today's era, the development of internet technology continues to grow, one of the things that marks this development is the rise of people using social media and online applications to support their daily activities. With the internet, we are facilitated in shopping anytime and anywhere with only a smartphone or PC. After people recognize the online transaction system, the level of use of online buying and selling services is increasing. According to (Hismendi, 2016) e-commerce is a business transaction that occurs on electronic networks such as the internet. Anyone who has a device capable of accessing the internet network can participate in e-commerce activities.

Shopee is one of the most popular e-commerce companies in Indonesia launched in 2015 is an application that provides online shopping that can make it easier for sellers and buyers to transact easily, safely, practically, quickly, for customers through strong payment and logistics support. The following is a graph of marketplaces in Indonesia with the number of site visitors.



Source : <https://databoks.katadata.co.id>

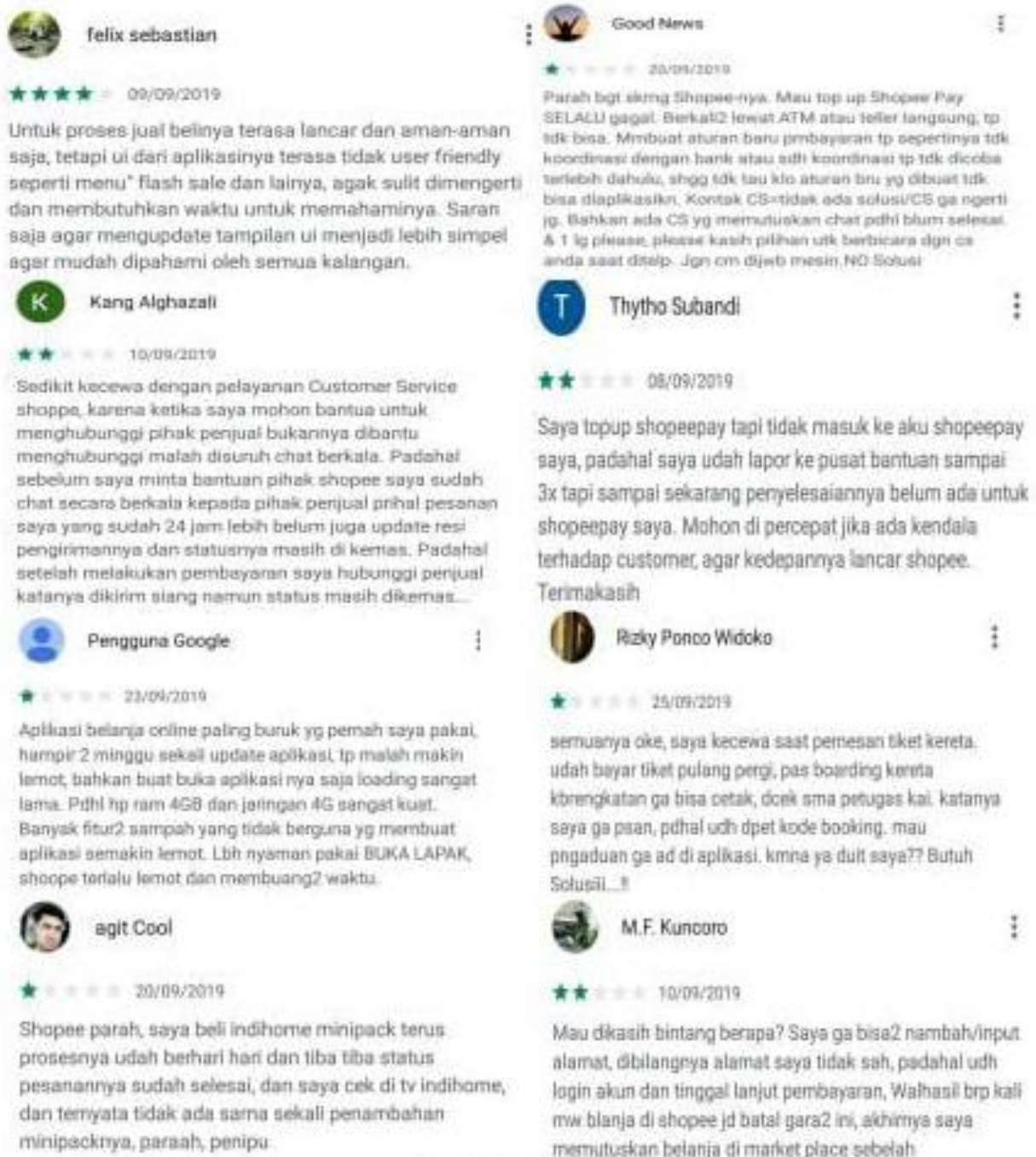
Graph 1. E-commerce Site Visitors



Based on SimilarWeb data, Shopee was the E-commerce with the highest number of site visits in Indonesia in the first quarter of 2023. During the January-March period this year, Shopee's site received an average of 157.9 million visits per month, far surpassing its competitors. The advantages of various kinds of e-commerce such as Shopee, will attract people to decide to shop online. Before a decision is made by consumers, there are several things that are considered by consumers, consisting of trust, ease of use and transactions, quality, price, and several other things. According to Colquitt (2018: 11) in a business, trust in users is needed because it can affect the level of user loyalty so that it will have a positive impact on what is felt (Rudi Lahagu et al., 2020).
 Source : <https://shopee.co.id>

Figure 2. Shopee App Ratings and Reviews

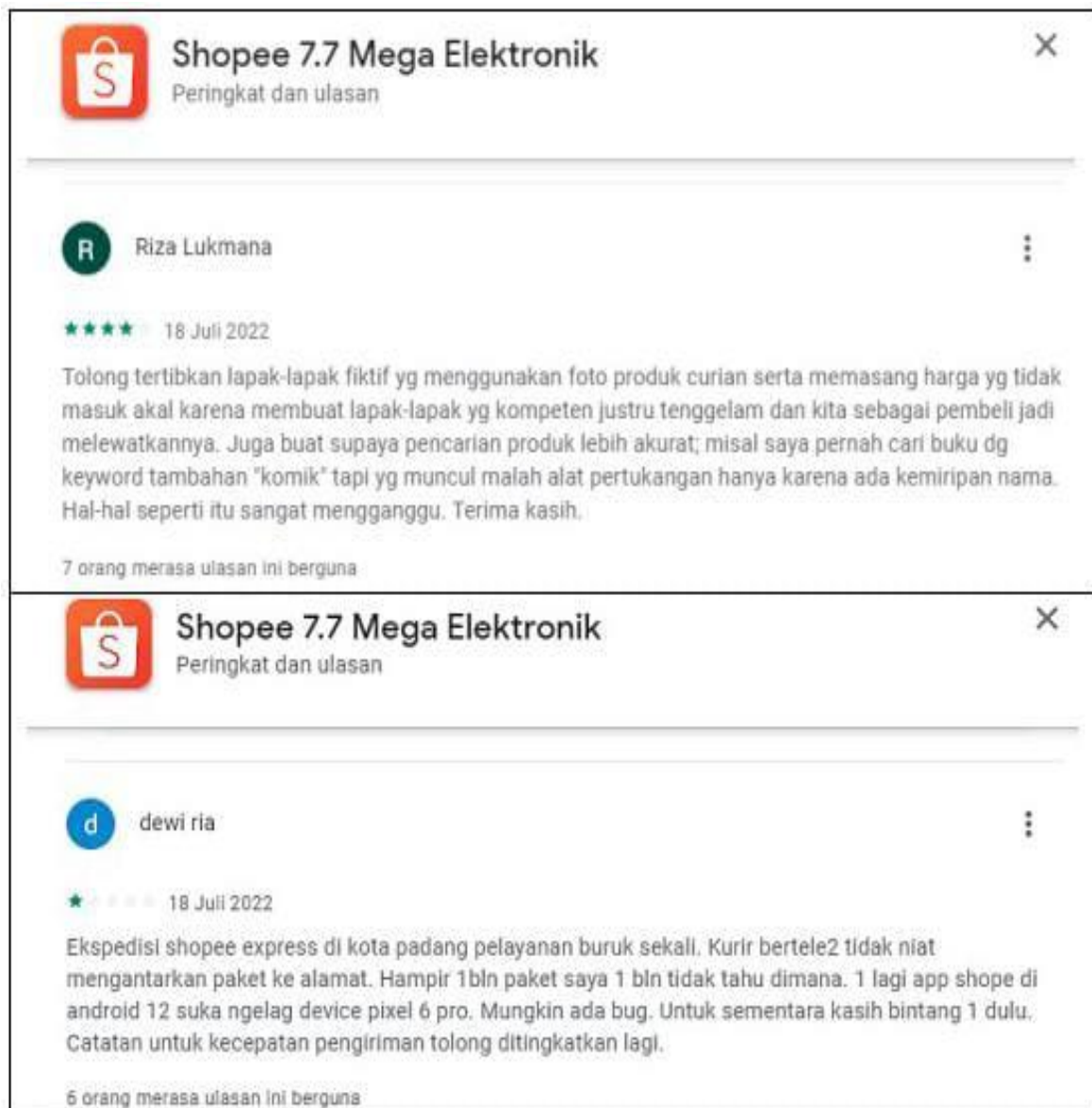
It can be seen in Figure 2 the ratings and reviews of several consumers who use Shopee e-commerce, there are 3 reviews from Shopee e-commerce users who complain that customer service is not appropriate and not trustworthy. This of course makes consumers disappointed and no longer trust Shopee, especially in related stores, meaning that consumer confidence in Shopee is reduced and of course it will also have a negative effect on purchasing decisions, consumers may reduce or not shop online at Shopee due to disappointment and loss of trust in Shopee



Source : <https://play.google.com>

Figure 3. Consumer complaints about ease of use in the Play Store

According to (Jogiyanto, 2019: 34) in (Ernawati & Noersanti, 2020) perceived ease of use is the extent to which a person believes that using a particular technology system will be free from effort. Based on Figure 1.4, it can be concluded from the complaints above that the appearance or navigation of the menu which should be useful for consumers is difficult to understand and always fails to be done, there is consumer disappointment with Shopee's customer service which is less responsive in resolving complaints coupled with a system that must always be updated and always errors, and additional features such as purchasing. On online shopping sites, the number of sellers who sell in the form of goods is not the same as in the photo, and some even do not send the products purchased by consumers. Shopee was formed so that the basis of user safety and comfort when shopping (Harun & Salmah, 2020) however, Shopee also often gets complaints, which can be seen in the image below:



Source: <https://shopee.co.id>

Figure 4. Ratings and Reviews on the Shopee Indonesia App

Based on the review of consumer complaints on the Shopee application above, it can be seen that the lack of public trust in the Shopee application is also caused by a lack of security when using Shopee. This can reduce transactions, because so many complaints come in. The complaints submitted can be read by the wider community and even by visitors to the Shopee (Harun & Salmah, 2020).

B. LITERATURE REVIEW

Trust

According to Jogiyanto, trust is an evaluation of an individual after obtaining, processing, and collecting information, which then results in various judgments and assumptions in the process (Ernawati & Noersanti, 2020). According to Kotler and Keller, trust is measured through several indicators (Yelvita, 2022), namely {1} Benevolence (sincerity), {2} Ability, {3} Integrity, {4} Willingness to depend.

Convenience

According to Jogiyanto, ease of use is defined as the extent to which a person believes that using a technology will be free from effort (Ernawati & Noersanti, 2020). According to (Davis et al, 2019: 30) convenience can be measured through several indicators as follows (Ernawati & Noersanti, 2020), namely {1} Easy to learn, {2} Controllable, {3} Flexible, {4} Easy to use, {5} Clear and understandable.

Purchasing Decisions

According to Kotler & Armstrong (2014), the purchase decision is the stage in the buyer's decision-making process where consumers actually buy in the purchase process (Tua et al., 2022). Indicators of purchasing decisions according to (Thomson, 2013) in (YUNITA et al., 2019) namely {1} According to needs, {2} Has benefits, {3} Accuracy in buying products, {4} Repeated purchases.

C. RESEARCH METHODOLOGY

This type of research is quantitative research with a survey method with a research design using a causal approach. According to Sugiyono (2018) a causal approach is an approach that aims to determine the causal relationship between the independent variable and the dependent variable (Sopian & Suwartika, 2019). According to Sugiyono (2018; 130) quantitative data is a research method based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem under study to produce a conclusion (Imron, 2019).

The population in this study are consumers who have made purchases in Shopee e-commerce. The sample in this study researchers planned 100 respondents. In determining the sample according to Sugiyono (2019: 143) suggests that a feasible sample size in research is between 30 and 500 (Cahyadi, 2022). The sampling technique used in this study was purposive sampling. Purposive sampling according to Sugiyono (2018: 138) in (Dewantoro, 2019) is sampling using certain considerations in accordance with the desired criteria to determine the number of samples to be studied. The sample criteria are consumers who have shopped at Shopee e-commerce.

The type of data in this study is primary data. According to Sugiyono (2018: 456), primary data is a data source that directly provides data to data collectors (Robbani, 2006). The data source used in this study is to use a questionnaire distributed to Shopee e-commerce users.

The technique used to collect data in this study is a questionnaire or questionnaire. According to Sugiyono, a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Prawiyogi et al., 2021). In this study using an online questionnaire created through Google form where the link will be distributed online through the Whatsapp group of Shopee usersberganda, koefisien determinasi, uji t dan uji F.

D. RESULT AND DISCUSSION

Validity Test

Table 1. Validity Test

Variable	Indicator	Sig	Criteria	Description
Trust (X1)	P1	0,000	0,05	VALID
	P2	0,000	0,05	VALID
	P3	0,000	0,05	VALID
	P4	0,000	0,05	VALID
	P5	0,000	0,05	VALID
	P6	0,000	0,05	VALID
	P7	0,000	0,05	VALID
	P8	0,000	0,05	VALID
Convenience (X2)	M1	0,000	0,05	VALID
	M2	0,000	0,05	VALID
	M3	0,000	0,05	VALID
	M4	0,000	0,05	VALID
	M5	0,000	0,05	VALID
	M6	0,000	0,05	VALID
	M7	0,000	0,05	VALID
	M8	0,000	0,05	VALID
	M9	0,000	0,05	VALID
	M10	0,000	0,05	VALID
Purchasing Decisions (X3)	KP1	0,000	0,05	VALID
	KP2	0,000	0,05	VALID
	KP3	0,000	0,05	VALID
	KP4	0,000	0,05	VALID
	KP5	0,000	0,05	VALID
	KP6	0,000	0,05	VALID
	KP7	0,000	0,05	VALID
	KP8	0,000	0,05	VALID

Based on table 1 above, it can be concluded that all statements are valid because the sig value of each variable < 0.05.

Reability Test

Table 2. Reability Test

Variable	Cronbach's Alpha Hitung	Cronbach's Alpha Standard	Description
Trust (X1)	0,776	0,7	Reliable
Convenience (X2)	0,815	0,7	Reliable
Purchasing Decisions (Y)	0,759	0,7	Reliable

Based on table 2 above, it can be concluded that all statements are reliable because the calculated Cronbach's Alpha value is > 0.7 .

The Multiple Regression Testing

Table 3. Multiple Regression Testing

Variable	B	t	Sig.	Result
(Constant)	5,201	2,002	0,048	
Trust	0,475	6,442	0,000	H1 : Accepted
Convenience	0,306	4,921	0,000	H2 : Accepted

F Value : 72,635
Adj R² : 0,557

Based on the results of the F test, the simultaneous influence of the trust and convenience variables on purchasing decisions, the calculated F value is 72.635 with a significance value of 0.048, it is concluded that there is a positive and significant influence between trust and convenience on purchasing decisions.

Partial Test (t Test)

The criteria used in the t test are if the significant value < 0.05 then H_0 is rejected and if the significant value > 0.05 then H_0 is accepted. The table above is the result of the t test that has been carried out.

The Effect of Trust on Purchasing Decisions

Based on table 4.19 above, it can be seen that the t value is 6.422 and the significance of the trust variable is $0.000 < 0.05$. These results indicate that there is an influence of trust on purchasing decisions.

The Effect of Convenience on Purchasing Decisions

Based on table 4.19 above, it can be seen that the t value is 4.921 and the significance of the convenience variable is $0.000 < 0.05$. These results indicate that there is an influence of convenience on purchasing decisions.

E. CONCLUSION

Based on the results of multiple regression analysis and the results of the t test that has been carried out, the results obtained state that the trust variable has a positive and significant influence on purchasing decisions with a B value of 0.475, a calculated t value of 6.422 $>$ t table 1.658, and a significance value of $0.000 < 0.05$. So it is said that the first hypothesis in this study is accepted, which means that trust is able to influence purchasing decisions. So it can be said that the first hypothesis in this study is accepted, which means that trust is able to influence purchasing decisions.



Based on the results of multiple regression analysis and the results of the t test that has been carried out, the results obtained state that the convenience variable has a positive and significant influence on purchasing decisions with a B value of 0.306, a t value of 4.921 > t table 1.658, and a significance value of 0.000 < 0.05. So it can be said that the second hypothesis in this study is accepted, which means that convenience is able to influence purchasing decisions.

Suggestions for further research are to add other variables that influence purchasing decisions such as Product Quality, Online Customer Review, and Online Customer Rating. Based on the results of the coefficient of determination (R²), the variables of trust and convenience explain the purchasing decision variable by 55.7%. The remaining 44.3% is explained by other variables outside the study. So, for further research, it is hoped that it will be able to explain the 44.3% by other variables outside of this study.

Based on the results of the study, it was found that trust and convenience have a positive and significant effect on purchasing decisions in Shopee e-commerce. So the results of this study are expected to strengthen the weaknesses of previous research results, and can increase knowledge and insight or be used as a reference by future researchers who will develop this research.

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