

The Impact Of Consumer Trust On Online Purchase Decisions In Indonesia

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ABSTRACT

The internet in the current era is no longer a medium for obtaining information and communication, but has become a necessity for every individual, including in terms of doing business. People in the current era use information technology to buy and sell goods or services via the internet. Online shopping is an activity of purchasing goods or services carried out via the internet. The difference between online and offline purchases is the mindset of consumers in analyzing a product they see so as to generate interest in the product and end up making a purchasing decision. The purpose of this research is to analyze the impact of consumer trust on online purchase decisions. The type of this research is a quantitative research using simple linear regression analysis. The population in this research are all Shopee marketplace consumers. The sampling method used in this research is purposive random sampling as many as 50 people. The results of this research show that consumer trust has a positive and significant effect on online purchase decisions.

Keywords: Consumer Trust ; Online Purchase Decisions ; Shopee

INTRODUCTION

The development of technology is no longer in doubt in the current era of globalization. The internet in the current era is no longer a medium for obtaining information and communication, but has become a necessity for every individual, including in terms of doing business. People in the current era use information technology to buy and sell goods or services via the internet. Online shopping is an activity of purchasing goods or services carried out via the internet. The internet does not have to be accessed via a computer anymore, but simply by using a smartphone. The internet is no longer a medium for obtaining information and communication, but has become a necessity for every individual including in business. The rapid development of information and communication technology in this era has a very significant impact on growth in all fields, such as social, economic, political and cultural fields and causes changes in lifestyle, including consumption patterns and buying and selling transactions in society. Currently, people use information technology to buy or sell goods or services through the internet. Online shopping is an activity of purchasing goods or services carried out through the internet, or online buying and selling services without having to meet buyers and sellers directly. This trend occurs because of changes in the lifestyle of a more modern society. People generally want everything to be done quickly, easily and practically without having to spend a lot of time. Online buying and selling activities that are widely carried out by people today or what is commonly known as e-commerce with



a marketplace model are the most in demand by the public because they have the advantages of security and convenience in every transaction.

One of the marketplaces that has a strong position in the market is Shopee. Shopee is the number 1 online shop in Indonesia in 2024. Shopee is also the marketplace with the largest transaction value in Indonesia with a total of 2.3 billion visits throughout 2024. This proves that smartphones are widely used by the public to make online buying and selling transactions. The buying and selling transaction activity carried out online without bringing sellers and buyers together directly is certainly influenced by several factors in making purchasing decisions. Some of these factors include trust. This factor acts as a foundation in any business transaction because business transactions between two or more parties will occur if each party trusts each other.

METHODS

This research uses simple linear regression to analyze research data. Simple linear regression analysis is a data analysis tool that aims to determine how much influence the independent variable has on the dependent variable. The independent variable in this research is consumer trust (X), while the dependent variable is the purchasing decision (Y).

Population is a combination of all things or people who have similar characteristics to be the focus of a study (Ferdinand, 2020). Based on this understanding, the population in this study The population in this study is all consumers who buy products online through the Shopee marketplace. The sample is a subset of several members of the population as representatives of all members of the population. The sampling method used in this study is purposive random sampling, which is a method that uses certain considerations in determining the sample. The criteria used are respondents must be 17 years old, respondents must be made online purchases through Shopee in the last 3 months.

RESULTS AND DISCUSSION

Study use SPSS application Version 16 in processing the data . Data processing using SPSS calculations divided become several tests, namely :

Results

Data Validity and Reliability Test

Validity Test

Table 1. Validity Test Results Of The Consumer Trust Variable

Variable	Item	r _{count}	r _{table}	Conclusion
Consumer Trust	X _{1.1}	0.525	0.2787	Valid
	X _{1.2}	0.620	0.2352	Valid
	X _{1.3}	0.512	0.2352	Valid
	X _{1.4}	0.452	0.2352	Valid

Source : Data is processed

In accordance with the data obtained in Table 1, it can be concluded that each indicator contained in the research questionnaire has an **r-count** that is greater than **r-table**, this means that all the indicators used for the consumer trust variable in this study are declared valid for use as data collection tools.

Table 2. Validity Test Results Of The Purchase Decisions Variable

Variable	Item	r_{count}	r_{table}	Conclusion
Purchase Decisions	Y _{1.1}	0.415	0.2787	Valid
	Y _{1.2}	0.567	0.2787	Valid
	Y _{1.3}	0.481	0.2787	Valid
	Y _{1.4}	0.669	0.2787	Valid

Source : Data is processed

In accordance with the data obtained in Table 2, it can be concluded that each indicator contained in the research questionnaire has an **r-count** that is greater than **r-table**, this means that all the indicators used for the purchase decisions variable in this study are declared valid for use as data collection tools.

Realibility Test

Table 3. Reliability Tes Results

Variable	Cronbach Alpha	r_{table}	Conclusion
X	0.781	0.2787	Reliable
Y	0.626	0.2787	Reliable

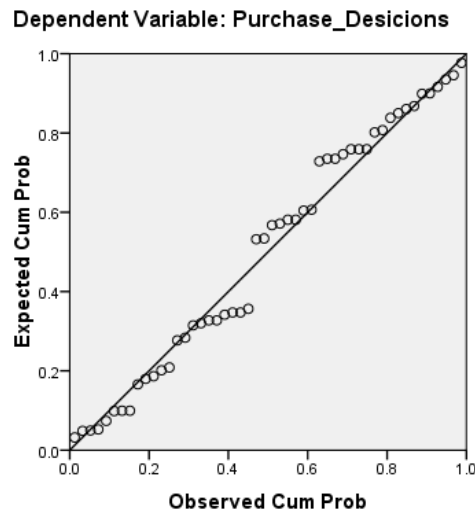
Source : Data is processed

Based on Table 3, it can be concluded that all the variables used in this research are reliable, because they have a Cronbach Alpha value that is greater than r table with a significance level of 5%, besides that the Cronbach Alpha value for each variable is also greater than 0.60 so that all variables are said to be reliable.

Classical Assumption Test Normality Test

Graph 1. Normality Test Results

Normal P-P Plot of Regression Standardized Residual



Source : Data is processed

Based on Graph 1 above, it can be seen that the points are spread around the diagonal line, this shows that the regression model is normally distributed and meets the assumption of model normality.

Multicollinearity Test

Table 4. Multicollinearity Test Results

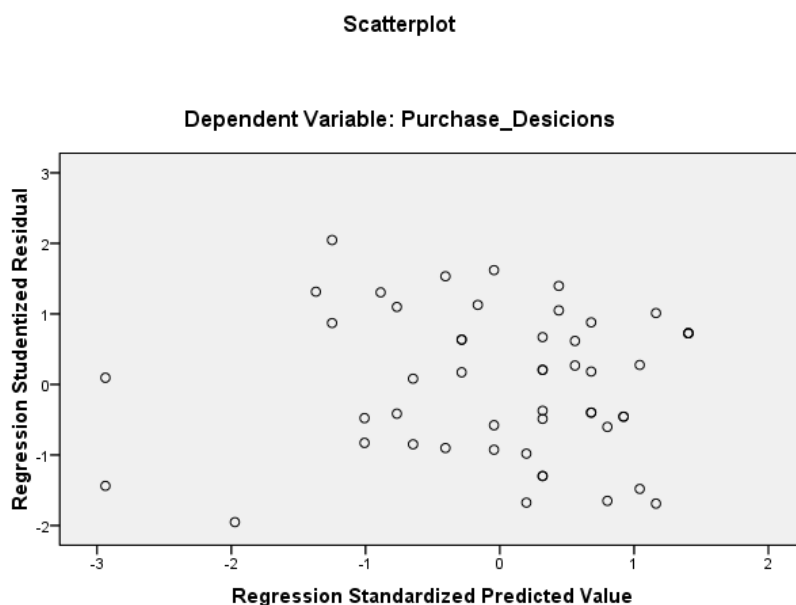
Variabel	VIF	Tolerance Value	Conclusion
X	2.235	0.429	No multicollinearity
Y	1.714	0.367	No multicollinearity

Source : Data is processed

Based on Table 4, it shows that the regression model for variables X and Y has a VIF value below 10 and a tolerance value > 0.1 . So it can be concluded that there is no correlation between the independent variables in this study or multicollinearity does not occur.

Heteroskedasticity Test

Graph 2. Heteroskedasticity Test Results



Source : Data is processed

Based on Graph 2 scatterplot, you can see the dots spreading above and below the number 0 on the Y axis in an unclear pattern, this means that the regression model has met the heteroscedasticity assumption.

Simple Linear Regression Analysis Test

Simple linear regression analysis is used to determine how much influence the independent variable has on the dependent variable. The independent variable in this study is consumer trust (X), while the dependent variable is the purchase decisions (Y). The results of the simple linear regression analysis calculation can be seen in the following table:

Table 5. Simple Linear Regression Analysis Coefficient Values

Independent Variables	Dependent Variable	Beta	t-count	p-value	Conclusion	R ²
X	Y	0.178	2,987	0.000	Significant	0.719

Source : Data is processed

Based on Table 5, it can be seen that the test results show that the trust variable (X) towards purchase decisions (Y) has a beta value (β) of 0.178 or 17.8%. This means that if trust (X) increases by 1 unit, it will increase purchase decisions (Y) by 0.178 or 17.8%. The test results also show that the t-count 2,987 greater than t-Table (2.011; df = 47) with α 0.05 so it can be concluded that the trust variable (X) has a positive and significant effect on purchase decisions (Y).

Test Coefficient of Determination (R^2)

Based on table 5, it can be seen that the trust variable (X) is able to influence purchase decisions (Y) by 0.719 or 71.9%, while the remaining 28.1% is influenced by other variables.

Discussion

The Impact of Consumer Trust on Online Purchase Decisions

Consumer trust is all the knowledge possessed by consumers and all the conclusions consumers make about objects, attributes, and their benefits. While purchasing decisions are various things before making decisions where consumers actually purchase products or services. Trust is very important for sellers to consider for consumers to get purchasing decisions for the products or services offered. The better the level of consumer trust, the more often consumers will make purchasing decisions. Based on simple regression linear analysis test, the results obtained show that consumer trust has a positive and significant influence on the purchasing decisions of Shopee marketplace users with a significance level of $\alpha = 5\%$. These results indicate that consumer trust has a positive and significant effect on online purchase decisions. Consumer trust can be interpreted as a willingness to rely on the ability, integrity and motivation of other parties to act in order to satisfy consumer needs and interests as mutually agreed upon implicitly or explicitly (Tjiptono, 2020). The results of this study support research conducted by Mambu et al. (2021), Sari and Hawignyo (2021), Aprilia et al. (2021), Aziz and Tiarawati (2021) which show that trust has a positive and significant effect on purchasing decisions, meaning that the higher consumer trust in the seller, the more often consumers will make purchasing decisions for the products or services offered. Conversely, the lower consumer trust in the seller, the less often consumers will make purchasing decisions for the products or services offered.

CONCLUSIONS

The results of this research indicate that consumer trust has a positive and significant effect on online purchase decisions. It means that the higher consumer trust in the seller, the more often consumers will make purchasing decisions for the products or services offered. Conversely, the lower consumer trust in the seller, the less often consumers will make purchasing decisions for the products or services offered.

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