



The Influence Factors Interest in Buying on E-commerce

Nuruni Ika Kusuma Wardani^{a,*}, Ignathia Martha Hendrati^b, Sishadiyati^b

^a Management Department, Faculty of Economics and Business, Universitas Pembangunan Nasional “Veteran” Jawa Timur, Indonesia.

^a Economics Department, Faculty of Economics and Business, Universitas Pembangunan Nasional “Veteran” Jawa Timur, Indonesia.

ARTICLE INFORMATION

ABSTRACT

Article history:

Received date: 15 February 2020

Revised date: 2 March 2020

Accepted date: 19 March 2020

Keywords: perceived ease of transaction; trust; purchase interest

Technology in Indonesia is currently experiencing rapid advances in information technology and communication, especially internet advancements. In Indonesia alone, people who use the Internet have increased very rapidly. With the large number of people using the internet in Indonesia, there is a trend of online shopping through websites or online shop applications. Based on these thoughts, it is interesting to examine whether the perception of ease of transaction and trust affect buying interest in e-commerce. The population in this study are consumers who use e-commerce. While the samples taken were 60 respondents. The analysis technique used is Partial Least Square (PLS). From this research it can be seen that the perception of ease of transaction and trust can contribute to e-commerce buying interest.

INTRODUCTION

Internet usage in Indonesia is currently experiencing additional amount to very much. According to a survey conducted by the Association of Indonesian Internet Service Providers (APJI), internet users in Indonesia in 2018 amounted to 171.170.000 million of the total Indonesian population of 264.160.000 million or if the percentage is 64,8% of Indonesia's population. With the large number of internet users in Indonesia, there is a trend of online shopping through websites or online shop applications. This trend can be seen with data from Bank Indonesia that mention Online Store transaction in Indonesia throughout 2018 reached 77,766 trillion. This figure is up 151% compared to 2017 which reached 30,942 trillion.

Based on these data, there are many e-commerce sites that are present in Indonesia, so we who are usually going to buy something have to leave the house and wait for the right time. We can clean without leaving the house then for payment we can transfer via ATM and mobile banking or through the digital wallet that has been provided by the e-commerce. The presence of e-commerce in Indonesia has created intense competition. The intense competition makes e-commerce companies innovate and present interesting programs that can attract the attention of consumers.

One of the innovations made is providing convenience in transactions. Ease of transactions can be in the form of ease of purchase, ease of cancellation, and ease of payment. For convenience in payment, the current trend is that e-commerce provides digital wallets for consumers so that payments do not need to go to an ATM anymore, making it easier for consumers. In addition to the ease of making transactions, trust in consumers is also needed. Trust can be in the form of honesty in which honest in giving discounts or goods received by consumers in accordance with what is described or in accordance with the picture. In addition, the information provided must be as it is and complete so that consumers feel trustworthy and are not afraid to do shopping transactions through the internet so that e-commerce buying interest is high. From the background above the objectives are as follows:

1. How does the perceived ease of transactions against interest Buy in e-commerce.

2. How does the confidence in the Interests Buy in e-commerce

LITERATURE REVIEW

Perceived Ease Transaction

Perceived ease of use is the level of trust by someone where he feels what business will be avoided when using a technology (Jogiyanto, 2007). According to Rizwan et al. (2014), when consumers find ease in interacting when shopping online and ease in finding information about products, online payment on the website, consumers will choose to shop online

Trust

Online customers will generally avoid online sales who can not be believed or customers assume that online sales are not ethical and not behave well (trust becomes worse) (Gefen, 2000). Trust is a person's belief in what is trusted, which is believed to have honesty, attention, good ability and consistency (Pudjarti et al., 2019).

Interests Buy

Interest is the interest of someone after seeing a product, the interest can be an interest to try, buy, and own the product (Kotler & Keller, 2009). Buying interest is the behavior of consumers in their efforts to own, dispose of, and use a product and service (Anwar, 2014).

METHOD

This research is a quantitative research and uses an independent variable, namely perception of ease of transaction, trust and the dependent variable, namely purchase interest.

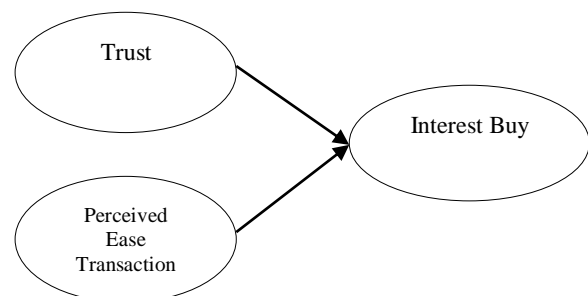


Figure 1. Conceptual Framework

Hypothesis

1. Perceived Ease of Transaction has a positive effect on Purchase Interest in E-Commerce.
2. Trust has a positive effect on buying interest in E-Commerce.

Table 1. Variables measurement

Variables	Conceptual Definition	Indicator	Source
Perceived Ease Transaction (X1)	The perceived ease is a measure of a person believing that using technology will make it easier for the user to do something and reduce the effort of the user.	1. Ease to Recognize. 2. Ease of Navigatio. 3. Ease to collect information 4. Ease to buy	(Alwafi & Magnadi 2016) (Aladwani, 2002)
Trust (X2)	The willingness of the consumer who is ready to accept the risk if he feels disadvantaged when trading online, and based on the hope of doing online shopping, he can satisfy himself	1. Honesty 2. Competene 3. Information	(Mutiaraharja, 2016) (Pudjarti et al., 2019)
Interests Buy (Y)	Behavior of consumers who are interested in buying, and consuming or using a product	1. Interested in finding information about the product. 2. Consider buying. 3. Interested to try. 4. Want to Know the product. 5. Want to have a product.	(Perwira, 2017) (Valentina, 2014)

RESULT AND DISCUSSION

PLS analysis

PLS output results above can be seen the value of the loading factor for each indicator that is located above the arrow between the variable and indicator, also can be seen the magnitude of the path coefficient (path coefficient) that is above the arrow line between the exogenous variables to endogenous variables. In addition, it can also be seen the size of the R-Square which is right within the circle of endogenous variables (Buy Interest variable).

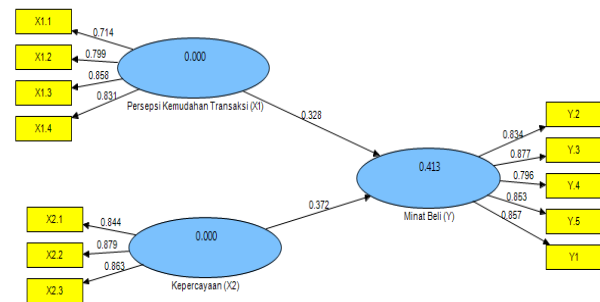


Figure 2. PLS analysis results

Tabel 2. Path Coefficients (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
Kepercayaan (X2) -> Minat Beli (Y)	0.372492	0.372551	0.106263	0.106263	3.505371
Persepsi Kemudahan Transaksi (X1) -> Minat Beli (Y)	0.328071	0.335950	0.092460	0.092460	3.548239

From the above table it can be concluded that the hypothesis which states:

1. Perception of Ease of Transaction (X1) Positive effect on Purchase Interest (Y) can be accepted path coefficient of 0.3280 where the value of T-Statistic = 3.548239 is greater than the value of $Z \alpha = 0.05 (5\%) = 1,96$, then it is significant (Positive).
2. Trust (X2) has a positive effect on Purchase Interest (Y), a path coefficient of 0.3724 is accepted where the T-Statistic value = 3.5053 is greater than the value of $Z \alpha = 0.05 (5\%) = 1.96$, then significant (Positive).

Effect of Perceived Ease of Transactions on Buying Interest

From the research that has been done, the results of the perceived ease of transaction factors on buying interest have a significant and positive effect so that it can be accepted. This research is in accordance with research (Alwafi & Magnadi 2016) and in accordance with research (Ayuningrum & Idris 2016) that the perception of ease of transaction significantly influences buying interest. That any increase in convenience will result in an increase in Purchase Interest. So the convenience of transactions must be a concern for e-commerce to provide convenience for consumers so that buying interest rises.

Influence of Confidence in Buying Interest

The results of research that has been done, the results of the trust factor to buy interest have a significant and positive influence so that it can be accepted. The results of this study are consistent with research conducted by (Anwar & Adidarma, 2016) and (Alwafi & Magnadi, 2016) that trust significantly influences buying interest. Any increase in confidence will also result in an increase in Buy Interest. So trust must be a concern for every e-commerce.

CONCLUSION

Based on the results of the analysis above related to The Influence Factors Interest in Buying on e-commerce, it can be concluded as follows:

1. Perceived Ease of Transaction can contribute to Purchase Interest in E-Commerce. Thus the first hypothesis is accepted. Perceived Ease of Transaction contributes to buying interest. Consumers feel that in payment transactions consumers feel less facilitated by the existence of a digital wallet. So e-commerce must develop its digital wallet to make it even easier and can be used anywhere.
2. Trust can contribute to the Interest in Buying E-Commerce. Thus the second hypothesis is accepted. Trust has a contribution to consumer purchasing decisions. Consumers feel that the information and accuracy provided is still lacking so e-commerce needs to provide accurate and complete information so that consumer confidence increases.

REFERENCES

- Aladwani, A.M. (2002). The development of two tools for measuring the easiness and usefulness of transactional web sites. *European Journal of Information Systems*, 11(3), 223-234.
- Alwafi, F., & Magnadi, R.H. (2016). Pengaruh persepsi keamanan, kemudahan bertransaksi, kepercayaan terhadap toko dan pengalaman berbelanja terhadap minat beli secara online pada situs jual beli tokopedia. *Com. Diponegoro Journal of Management*, 5(2), 134-148.
- Anwar, Q. (2014). Pengaruh program promosi penjualan terhadap minat beli harian kompas di surabaya selatan. *Jurnal Pendidikan Tata Niaga (JPTN)*, 2(2).
- Anwar, R., & Adidarma, W. (2016). Pengaruh kepercayaan dan risiko pada minat beli belanja online. *Jurnal Manajemen dan Bisnis Sriwijaya*, 14(2), 155-168.
- Ayuningrum, S., & Idris, I. (2016). Pengaruh kemudahan penggunaan, pengalaman sebelumnya, kepercayaan konsumen, dan persepsi harga terhadap minat beli dalam transaksi belanja online (studi pada pembelian produk fashion di area semarang) (Doctoral dissertation, Fakultas Ekonomika dan Bisnis).
- Gefen, D. (2000). E-commerce: The role of familiarity and trust. *Omega*, 28(6), 725-737.
- Jogiyanto, H. (2007). Sistem informasi keperilakuan. *Yogyakarta: Andi Offset*.
- Kotler, P., & Keller, K.L. (2009). *Manajemen pemasaran*.
- Mutiaraharja, L.R.P. (2016). Pengaruh kepercayaan, pengalaman, manfaat, dan resiko terhadap minat pembeli untuk menggunakan sistem e-commerce (studi empiris mahasiswa program studi akuntansi fakultas ekonomi dan bisnis universitas muhammadiyah surakarta) (Doctoral dissertation, Universitas Muhammadiyah Surakarta).
- Perwira, R.A. (2017). Pengaruh kepercayaan, harga, dan kemudahan terhadap minat beli konsumen pada toko online (studi pada toko online olx. Co, id). *Prodi Manajemen Universitas PGRI Yogyakarta*.

- Pudjarti, S., Nurchayati, N., & Putranti, H.R.D. (2019). Hubungan e-service quality dan e-loyalty dengan e-satisfaction pada konsumen go-jek dan grab di kota semarang. *Sosiohumaniora*, 21(3), 237-246.
- Rizwan, M., Umair, S.M., Bilal, H.M., Akhtar, M. & Bhatti., M. (2014). Determinants of customer intentions for online shopping: A study from pakistan. *Journal of Sociological Research*, 5(1), 248-272.
- Valentina, E.N. (2014). Pengaruh citra merek terhadap minat beli konsumen (studi pada batik air sebagai brand extension dari lion air) the influence of brand image toward purchase intention (study on batik air as a brand extension from lion air).