

Trust, Perceived Usefulness, Perceived Ease of Use and Attitudes on Online Shopping

Slamet Nuryanto, Dyah Sugandini, Winarno

Universitas Pembangunan Nasional Veteran Yogyakarta
E-mail address slametnuryanto2020@gmail.com; Email address dini@upnyk.ac.id;
winarno@upnyk.ac.id

Abstract

This study aims to analyze the effect of Trust, Perceived Usefulness, Perceived Ease of Use, and Attitudes Towards Intention to Buy on Online Shopping. Respondents in this study are students who are still active in college at the college in Yogyakarta, Indonesia. The phenomenon behind this research is that Trust in online shopping in Indonesia is still the main reason for complaints from customers who shop online. However, on the other hand, although Trust in online spending has increased, online purchases have also increased. So this research is one of them conducted to justify whether there is an influence of Trust on online purchase intentions. The number of samples in this study was 200 respondents. The data analysis technique used is path analysis using PLS-SEM. The results of the study showed that all proposed hypotheses were accepted.

Keywords: Trust, PU, PEOU, Attitude, Intention to buy.



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I. INTRODUCTION

The Indonesian people's shopping trends are starting to shift towards digital and, if in the past, to meet the needs of people shopping in traditional markets, now entering an era where people shop without face to face between buyers and sellers or also called online shopping. This trend is increasing due to the increasing number of internet users in Indonesia. Based on data from the results of a survey conducted by the Indonesian Internet Service Providers Association (APJII) is 2017, the number of internet users in Indonesia reached 143.26 million. This amount is equal to 54.68% of the total population of Indonesia. The composition of internet users in Indonesia is 51.43 percent male and 48.57 percent female. Whereas based on age, internet users are dominated by productive age with a range of 19-34 years which is 49.52%. Along with the increased use of the internet and technology, several electronic media have emerged that use it for business activities, which became

known as Electronic Commerce or e-commerce. Laudon (2012) revealed that e-commerce refers to the use of the internet and websites to conduct business transactions between organizations and individuals. In Indonesia, e-commerce is experiencing very rapid growth and is causing Indonesian people to become interested and interested in using e-commerce services. Purchasing interest, according to Howard in Duriyanto and Liana (2004), is something related to consumers' plans to buy certain products and how many units of product are needed in a certain period. It can be said that buying interest is a mental statement from consumers that reflects the plan to purchase a number of products with a certain brand. It is very necessary for marketers to determine consumer buying interest for a product; both marketers and economists use the variable of interest to predict consumer behavior in the future. The variable TrustTrust perceived Usefulness and perceived ease of use are important variables that influence consumer interest in making purchases online.

One of the most important variables in conducting transactions online is TrustTrust. According to Koufaris & Hampton-sosa (2004), consumer trust in e-commerce is one of the key variables in buying and selling online. Trust has become the most important element in the success of e-commerce. Companies E-commerce should build a high trust of the consumers that are interested in doing transactions through its website. With the TrustTrust of consumers to the company e-commerce, it is expected to increase the Intention to Buy at the e-commerce company.

The theory relating to the use of information systems is the TAM (Technology Acceptance Model). According to Davis (1986), Andryanto (2016), Sugandini (2017), TAM is an information systems theory designed to explain how users understand and use information technology. In addition, TAM considers the adoption of technology by the user to be determined by two perceptions, namely perceived benefits and perceived ease of use. The purpose of TAM is to provide a basis for tracing the influence of external factors on users' trust, attitudes, and goals. Decreased Intention to Buy in Online shopping is one of them caused by trust variables. In 2018, the Indonesian Consumers Foundation recorded the most consumer complaints on experience while shopping online. Total complaints received by YLKI by 16% of them are shopping online. From these complaints, online shopping gets the most complaints. Meanwhile, personal blogs are also joined with a lower portion. This study aims to analyze the influence of TrustTrust, perceived Usefulness, attitudes on online shopping on interest in online shopping.

II. LITERATURE REVIEW

IV.1. Trust and Attitude

State Trust on Attitude is defined as consumers' expectations that service providers can be trusted or relied upon to fulfill their promises. Trust is a perception of competence that has three characteristics: ability, consumer belief, and benevolence. Consumer trust is the ability of service providers to provide goods and services easily (Ganesan, 1994; Pavlou, 2003). Trust is considered important in building long-term business relationships and can affect online purchases (Sugandini et al., 2018a; Sugandini et al., 2018b); Yuliansyah, Rammal & Rose, 2016; Kim et al. (2008). Suh et al. (2015) state that the variable trusts a significant positive effect on the Intention to buy consumers online.

H1: Trus effect on the Attitude of the online shopping

IV.2. Perceived Usefulness (PU)

Intention to buy also be influenced by the Usefulness and ease of a system. TAM considers that two individual beliefs, namely perceived usefulness and perceived ease of use, are the main influences for computer acceptance behavior (Sugandini et al., 2018a; Sugandini et al. 2018b). Perceived Usefulness is a perspective on how useful a system is used to improve one's performance (Thompson. 1991). Andrewanto (2016) perceived Usefulness has a positive and significant effect on the Intention to buy online. Bhatt (2014) found that perceived benefits, perceived enjoyment influence consumer attitudes on online purchases.

H2: Perceived usefulness influences attitudes on online shopping

IV.3. Perceived ease of use (PEOU)

Davis (1989) defines ease of use as a level or condition where someone believes that the use of a particular system will be free of effort (Sugandini et al., 2018a). The main reasons why people shop or don't shop online are the trust variables in the shopping site concerned and the ease of applying the shopping site (Mayer et al., 1995; Baba & Siddiqi, 2016).

H3: Perceived ease of use influences Intention to buy on online shopping

IV.4. Intention to use (PEOU)

Consumer attitude towards online shopping is the main factor influencing actual buying behavior (Baba & Siddiqi, 2016). Kothari & Maindargi (2016) concluded that online shopping attitudes provide the best alternative for customers in online purchases. Dani (2017)

H4: Attitude influences intention to buy on online shopping

III. RESEARCH METHODOLOGY

This research is included in quantitative research. This research uses the technique of Non-Probability Sampling. Non Probability Sampling is a technique that does not provide equal opportunity or opportunity for each element or member of the population to be selected as a sample. Respondents in this study were 200 students who had shopped online shopping in 2019. The data analysis technique used in this study was path analysis using software Smart PLS-SEM 3.2.8. PLS-SEM is an SEM (Structural Equation Modeling) equation model that approaches a causal model that has the objective to maximize the variance of component-based or variant dependent latent constructs. The research uses PLS-SEM because even if the data is not good or the data distribution is not normal, the results will still come out and can be applied at all data scales (Hair et al., 2011).

IV. RESULTS

IV.1. Description of respondents

Respondents with male gender as much as 56% and respondents with female gender as much as 44%. Respondents aged 19 to 20 years were 7%, 21 to 22 years were 52%, respondents aged 23 to 24 years were 41%. Income of respondents earning below Rp1,000,000.00 is 35%, Rp1,000,000.00 to Rp 2,000,000.00 is 46%, and respondents earning above Rp 2,000,000.00 are 19%. respondents conducted transactions one time, 33%, 2 to 3 times 46%, 4 to 5 times 7%, and more than five times 14%.

IV.2. Results of testing the model

R2 Indicates that Attitude is influenced by TrustTrust and PU for 46.3%the remaining of 53.7% is influenced by other factors not included in the model. While the Intention to buy is influenced by Attitude and PEO by 36%, the remaining 64% is influenced by other factors not found in the model. Q-square predictive relevance (Q2) shows that the intuition to buy is influenced by Trust, Public Works, and PEO at 31.6187%, meaning that the observed values have been reconstructed well with predictive relevance.

V. DISCUSSION

Hypothesis testing is done by observing the t value and the significance value. The recommended t-count value is ≥ 1.96 and the significance value or p-value ≤ 0.05 . The results of this study indicate that TrustTrust has a significant influence on Attitude. Trust has an influence on Attitude by 30.2%. It could be stated that the higher the level of TrustTrust, the better the Attitude of consumers towards shopping online. The results of this study support Ganesan (1994) and Gommans et al. (2001) state that in the context of e-commerce, consumer trust impacts attitude. In the context of e-business, TrustTrust becomes an important issue because the exchange is based on the impersonal nature of internet infrastructure (Pavlou, 2003). Trust is considered important in building long-term business relationships (Yuliansyah, Rammal & Rose, 2016). Trust is believed to be able to strengthen positive customer attitudes (Harris and Goode, 2004; Van Der Heijden et al., 2003). Kim et al. (2008) also argue that in an online shopping environment, consumers tend to rely on information provided on websites about products or services because they have limited information.

The results of this study indicate that Perceived Usefulness has a significant effect on Attitude. Perceived Usefulness affects the Attitude of 48.6%. It could be stated that the higher the benefits of using online shopping, the better the Attitude of consumers towards online shopping. The results of this study support the TAM theory, which states that perceived Usefulness can influence computer acceptance behavior (Davis, 2009). Thompson (1991) also states that individuals will use information technology if the person knows the benefits or positive uses for their use. Andryanto (2016) also shows that perceived Usefulness has a positive and significant effect on Intention to Buy online. Bhatt (2014), whose research concentrated on Consumer Attitudes towards Online Shopping in the Preferred Region of Gujarat, states that PU influences consumer attitudes on online purchases.

The results of this study indicate that Perceived ease of use has an influence on Intention to buy. Perceived ease of use has an influence on Intention to buy 27.4%. It can be stated that the easier the online shopping application to use, the better the Attitude of consumers towards online shopping. The results of this study support Ramayah and Ignatius (2005), which state that the complexity of the use of online buying and selling sites can make buyers lose focus on shopping. Davis (1989) also shows that ease of use as a level or condition in which a person believes that the use of a particular system will be free from effort has an effect on attitude (Mayer et al., 1995). The ease of navigating through online sites, the ease of placing orders, the ease of conducting transactions, and other conveniences that allow consumers to buy online increase the liking for online shopping (Davis, 2009).

The results of this study indicate that Attitude has a significant effect on Intention to buy. The effect of Attitude on Intention to buy was 44.6%. It can be stated that the higher one's comfort with online shopping will affect the interest in shopping online. The results of this study support Shergill and Chen (2005), who show that there is an influence of Consumer attitudes towards Online Shopping Interest in New Zealand. Sami Alsmadi, (2002) also shows that Attitude is an important factor that stops the willingness of online shoppers online. Consumer attitudes toward online shopping are the main factors that influence actual buying behavior (Baba & Siddiqi, 2016). Kothari & Mairdargi (2016) states that Customer Attitudes toward Online Shopping in India influence online shopping interests. Dani (2017) conducted a study on Consumer Attitudes toward Online Shopping and specifically studied the factors that influence consumers to shop online. Their research findings indicate that convenience influences online purchases.

VI. CONCLUSIONS

This study uses data of 200 respondents obtained by conducting a survey using Google forms. Online shopping respondents and attitudes towards online shopping interest. The hypotheses proposed in this study are all supported. Trust influences Attitude on online shopping. Perceived Usefulness affects Attitude on online shopping. Perceived ease of use influences intention to buy on online shopping. Attitude affects the Intention to buy on online shopping.

VII. SUGGESTIONS

The results of this study indicate that Perceived Usefulness has the strongest influence in increasing online shopping interest. So it is recommended that every online marketer be able to demonstrate the benefits of online shopping compared to conventional (direct) spending. Services that make it easier for consumers to shop online can be improved through the smooth process of purchasing, availability of information needed through online shopping, practicality in shopping online, and other benefits that can be offered through online shopping. So that the success of consumers in online shopping can be improved, and online shopping by consumers will be more numerous.

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