

The Effect Of Consumer Confidence On The Relationship Between Ease Of Use And Quality Of Information On Online Purchasing Decisions

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The Effect Of Consumer Confidence On The Relationship Between Ease Of Use And Quality Of Information On Online Purchasing Decisions

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Abstract : In the current era of globalization, technology is increasingly sophisticated and continues to grow every time. The development of these technologies can be felt in various fields ranging from transportation, electronic communications and even in the world of sales. Therefore, people's lifestyles are now changing due to the influence of these technological developments, one of the most visible of these technological developments is the purchase of goods through online media and the tendency to move in cyberspace, such as shopping online or more commonly referred to online shopping. In the virtual world, internet has a very important role and currently a lot of countries have entered into a new era, i.e. globalization era. It is an era where geographical boundaries between countries are no longer an obstacle in the process of communication and interaction between individuals. This is increasingly happening when we associate with the internet. Internet stands for interconnection-networking. Internet is a global system of all computer networks that are connected using the Internet Protocol Suite (TCP/IP) standard to serve billions of users throughout the world. This study aims to determine and analyze the effect of the ease and quality of information on online purchasing decisions through consumer trust in buying laptops online. The population of this study are all people who buy laptops online. Because the population is unknown, to get a sample size, this study used a sample size of 5 to 10 for each indicator as suggested by Hair (1998: 604). The number of indicators used in this study are 16 indicators so that the number of samples that can be taken between samples are up to 160 samples. The maximum number of samples determined is $16 \times 10 = 160$ respondents. Data analysis techniques used descriptive statistical analysis and path analysis. The results show that there was a direct influence of ease on purchasing decisions but the quality of information did not show any influence, but the quality of information had to go through consumer trust first to be able to influence the purchase decision.

Index Terms : convenience, quality of information, trust, purchasing decisions, online

1. INTRODUCTION

The development of internet users has pushed great potential for online shopping. There are around 36 million internet users do online shopping. As stated in m.merdeka.com, MasterCard Indonesia as a principle (provider of switching and settlement services) world-class payment system noted the majority of internet users in Indonesia have made online purchases, i.e. 57 percent of total internet users in Indonesia do online shopping (m.merdeka.com). Therefore, the opportunity to run an online business is increasingly open for businesspeople in Indonesia. There are many factors that can cause a person to shop online on internet such as the low cost, the quality and the type of goods, trust, ease of transaction, etc. The factors to be tested in this study are the factors of trust, convenience, quality of information in influencing purchasing decisions through Instagram. According to [1], when a person shops online, the important thing that buyers must consider is whether they trust a website providing online shopping and an online seller on that website. Trust arises when what are involved have gained certainty from other parties and are willing and able to provide obligations. [1] concludes that the higher the level of consumer confidence, the higher the consumer's purchase intention. Manufacturers and companies usually create convenience in obtaining a product by sending a product or goods ordered by the customer. The ease of use of Instagram commerce has supported consumers to make online transactions. [2] argues that ease of use is a person's

trust wherein the use of technology can be easily used and understood. The easier the use of technology will support consumers to make transactions [3].

Information quality can also determine purchasing decisions for goods or services. According to [4], the quality of information is defined as the customer's perception of the quality of information about a product or service adjusted by a website. Other research conducted by [4][5] shows that information quality and system quality greatly affect user satisfaction.

2 LITERATURE REVIEW

2.1 Marketing Management

Marketing Management is the analysis, planning, implementation, and supervision of programs aiming to cause exchange with the intended market to achieve company's goals [6]. [7] states that marketing management is one of the main activities carried out by companies to maintain the continuity of the company, develop, and make profits. The marketing process begins long before the goods are produced, and it does not end with a sale. The company's marketing activities must also provide satisfaction to consumers if they want their business to continue, or consumers have a better view of the company [8][9][10].

2.2 Trust

Trust is believed to have an important role in influencing commitment [11]. The more popular the online shopping website, the higher the level of buyer's trust in the online shopping website. Buyers will increasingly believe in the reliability of the website and believe that the website is real and actually exists. [12] [13] found that trust in the seller is able to form a good cooperative relationship between the buyer and seller and is the key to maintaining the cooperative relationship. The seller with his expertise can convince the

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buyer by guaranteeing his security when making a payment transaction and be able to ensure that the transaction will be processed immediately. On online shopping websites, these sites usually display information about sellers whose shanties are often accessed by visitors. [14] In this case, the buyer can take advantage of this service and information when buying online to find out the status of the seller and not be fooled by a fake account site.

2.3 Ease

[15][16][17] defines ease as a level where someone believes that a technology can be easily used. Ease that leads to individual belief in using the system does not require many efforts. Ease is a part of the Technology Acceptance Model (TAM). TAM is a theory that uses an approach with behavioral theory that is widely used in studying the process of adopting information systems. Through TAM, the assumption when the user will use the new information technology has 2 influencing factors, namely: perceived ease of use and perceived usefulness [18].

2.4 Information Quality

According to [19] [20], information is data that has been processed into meaningful thing for the recipient and has real value and is felt for the current or future decision. It deals with how much information about products and services is useful and relevant for online shoppers for prediction. In his book, Jogiyanto states that the quality of information depends on several things, namely:

- Accurate. The information provided must be error free and not be misleading. Besides, the information must be clear and reflect the intent and purpose.
- Just in time. It must not be too late, so the information submitted is not obsolete.
- Relevant. The information provided must be in accordance with the needs of its users.
- Complete. The information needed is all available and no information is left behind.
- Reducing uncertainty. Information received can provide certainty from several possibilities. Information quality is defined as how much information about products and services is useful and relevant for online shoppers for prediction.

3 RESEARCH METHODS

This research uses a quantitative approach which is a type of research that emphasizes numerical analysis. The type of research used is explanatory research. Explanatory research is research that explains the causal relationship between research variables through hypotheses formulated previously, so that it can determine the contribution of independent variables to the dependent variable [19]. The research location is in Malang, Indonesia. The population used in this study are all people who buy laptops online. Because the population is unknown, in an effort to get a sample size, this study used a sample size of 5 to 10 for each indicator as suggested by [21]. The number of indicators in this study are 16 indicators, so that the number of samples that can be taken between samples are up to 160 samples. The maximum number of samples determined are $16 \times 10 = 160$ respondents. The type of data used in this study is quantitative data expressed in the form of figures that can be calculated. This study involves quantitative data. i.e. the result of filling out the respondent's

questionnaire. The data sources used in this study are primary data and secondary data. Processing qualitative data analysis through stages: Data reduction, data presentation, and drawing conclusions (verification). Data analysis using path analysis. [22]

The variables in this study can be classified as follows:

a. Independent variable

The independent variable is a variable that affects or is the cause of the change or the emergence of the dependent variable (bound). The variables are Convenience (X1) and Information Quality (X2)

b. Dependent variable

Dependent variable is a variable that is affected or which is due, because of the independent variable ([23] . The variable is the Purchase Decision (Z)

7. Moderating Variable

Variables that theoretically affect the relationship between independent and dependent variables become indirect and cannot be observed and measured relationships. This variable is an interim variable located between the independent and dependent variables, so the independent variable does not directly affect the change or the emergence of the dependent variable [24]. The moderating variable in this study is Consumer Confidence (Y)

Table 1 Variables, Indicators, Statement Items

No	Variable	Indicator	Statement
1	Ease (X1)	Information Procedure Ordering Ease of access	<ol style="list-style-type: none"> In my online laptop website it's easy to get information about the product I want / look for I am able to easily understand online transaction procedures on online laptop websites I feel the ease in ordering goods on the online laptop website Online laptop websites have very easy to use access.
2	Information Quality (X2)	<ol style="list-style-type: none"> Update information Conformity Accurate and detailed Transaction information 	<ol style="list-style-type: none"> I always get the latest information from an online laptop via smartphone / website notification. The product information that I have obtained matches what I am looking for Online laptops provide accurate and detailed information on the product I am looking for I get very clear

No	Variable	Indicator	Statement
3	Consumer Confidence (Y1)	9. Be honest	transaction information
		10. Security	Online laptop website providers / services can be trusted and honest
		11. Shipment 12. conformity	In accessing my website I have a secure account data Products ordered are sent directly to consumers The product ordered is as I expected
4	Purchase Decision (Z)	1. As needed	I buy products according to what is needed
		2. Information search	I search for information before making a purchase
		3. Compare	I always compare the price of the product that I will buy with the same product
		4. Will buy	In the near future I will make an online purchase on an online laptop website

5 RESULT AND DISCUSSION

5.1 Validity and Reliability Test

Table 2 : Validity Test Results

Variable	Code	r	r tab	Sig	Inf
Ease (X1)	X1.1	0,744	0,433	0,000	Valid
	X1.2	0,763	0,433	0,000	Valid
	X1.3	0,700	0,433	0,000	Valid
	X1.4	0,406	0,433	0,000	Valid
Information Quality (X2)	X2.1	0,542	0,433	0,000	Valid
	X2.3	0,839	0,433	0,000	Valid
	X2.4	0,531	0,433	0,000	Valid
Consumer Confidence (Y)	Y1.1	0,798	0,433	0,000	Valid
	Y1.2	0,677	0,433	0,000	Valid
	Y1.3	0,931	0,433	0,000	Valid
	Y1.4	0,825	0,433	0,000	Valid
Purchase Decision (Z)	Y2.1	0,695	0,433	0,000	Valid
	Y2.2	0,605	0,433	0,000	Valid
	Y2.3	0,619	0,433	0,000	Valid
	Y2.4	0,497	0,433	0,000	Valid

From Table 2, the results of validity can be seen that all instruments used in this study are valid because the r count of all instruments is greater than r table (0.433), meaning that the existing instruments can be used or forwarded to be distributed to respondents.

Table 3: Results of Reliability Test

Variable	Coefficient Reliability	Information
Ease (X1)	0,657	Reliable
Information Quality (X2)	0,655	Reliable
Consumer Confidence (Y)	0,819	Reliable
Purchase Decision (Z)	0,627	Reliable

From Table 3 the data processing, it can be seen that all variables have a reliability coefficient greater than 0.6. Therefore, the existing instruments are suitable to be used

5.2 Statistical Test

Table 4: Summary of statistical models 1 and 2

Model	Information	R ²	Adjusted R	Standardize	T	sig
				Beta		
I		.299	.290			
	Constant			-	4,585	.000
	Ease			.429	6,342	.000
	Quality			.277	4,091	.000
II		.621	.614			
	Constant			-	4,691	.000
	Ease			.017	0,307	.759
	Quality			.251	4,780	.000
	Trust			.657	11,176	.000

a. Path coefficient Model I

Referring to the output of the Model I regression results in the coefficient table, it can be seen that the two variables are significant, namely X1 = 0.000 and X2 = 0.000, meaning less than 0.05. Therefore, it can be concluded that the regression model I namely Variables X1 and X2 has a significant effect on Y. The amount of R2 or R Square contained in the Model Summary table is 0.621. This shows that the contribution of the influence of X1 and X2 to Y is 62.1%, while the remaining 37.9% is contributed by other variables which are not included in this study. Meanwhile $e1 = \sqrt{1 - 0.621} = \sqrt{0.379} = 0.616$.

b. Path Coefficient Model II

Referring to the output of the Model II regression results in the coefficient table, it can be seen that the two variables are significant, namely X1 = 0.000 and X2 = 0.000, meaning less than 0.05. Therefore, it can be concluded that the regression model II namely Variables X1 and X2 has a significant effect on Z. The amount of R or R Square contained in the Model Summary table is 0.299. This shows that the contribution of the influence of X1 and X2 to Z is equal to 29.9%, while the remaining 70.1% was contributed by other variables which are not included in this study. Meanwhile $e1 = \sqrt{1 - 0.299} = \sqrt{0.701} = 0.837$.

From the aforementioned results, it can be made the structure model pathways as follows:

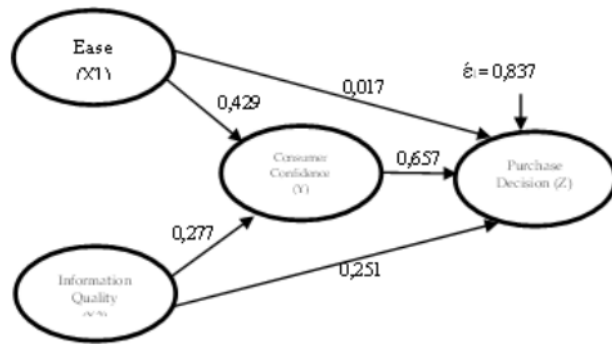


Figure 1: Structural Model of Research Analysis Path

- Effect of $X1 \rightarrow Y$: From the analysis results obtained a significance value of $X1$ of $0,000 < 0,05$, it can be concluded that there is a direct significant effect of $X1$ on Y
- Effect of $X2 \rightarrow Y$: From the analysis results obtained a significance value of $X2$ of $0,000 < 0,05$, it can be concluded that there is a direct significant effect of $X2$ on Y
- Effect of $X1 \rightarrow Z$: From the analysis results obtained a significance value of $X1$ of $0,759 > 0,05$, it can be concluded that there is no significant direct effect of $X1$ on Z
- Effect of $X2 \rightarrow Z$: From the analysis results obtained a significance value of $X2$ of $0,000 < 0,05$, it can be concluded that there is a direct significant effect of $X2$ on Z
- Effect of $Y \rightarrow Z$: From the analysis results obtained a Y value of $0,000 < 0,05$, it can be concluded that there is a direct significant effect of Y on Z
- Effect of $X1 \rightarrow Y \rightarrow Z$: The direct effect given $X1$ on Z is $0,017$, while the indirect effect of $X1$ through Y on Z is (multiplication of Beta $X1$ values against Y with Beta Y values against Z , namely: $0,429 \times 0,657 = 0,282$. Then the total effect given $X1$ on Z is direct effect plus indirect effect namely: $0,017 + 0,282 = 0,299$. Based on the calculation results obtained direct effect results of $0,017$ and indirect effects of $0,282$, this shows that the indirect effect is greater than the direct effect, these results indicate that indirectly $X1$ through Y has a significant effect on Z .

6 DISCUSSION

The results of this study indicate that there is a direct influence between convenience and consumer confidence. Furthermore, the results of the study indicate there is an influence of information quality on consumer confidence. In addition, the results of this study indicate there is no influence of the convenience variable on purchasing decisions but the quality of information has an influence on online purchasing decisions. Judging from the effect of convenience on purchasing decisions through consumer trust, there is an indirect effect. In addition, the indirect effect between the quality of information on purchasing decisions through trust obtained significant results. This shows that the indirect effect is greater than the direct effect, indicating that indirectly the quality of information through trust has a significant influence

on purchasing decisions. This is consistent with the opinion by [25] stating that the success of an information system is influenced by the quality of information. The quality of information can have a significant impact on individuals. Positive impacts expected include: increased ability to make decisions, other opinions expressed [26] resulted in research stating that online purchasing decisions are very influential with the quality of information provided on the website owned by the company. Information quality has a significant effect on purchasing decisions. Thus, it can be interpreted that the better the quality of information carried out, the higher the online purchasing decisions of users on the Instagram either as buyers or sellers [27][28][29]. The results of this study are also based on statistical results which state that the quality of information influences purchasing decisions.

CONCLUSION

Trust has a significant effect on purchasing decisions. Thus, it can be interpreted that the better the trust that is carried out, the higher the online purchasing decisions on users of the Instagram either as buyers or sellers. The results of this study are also based on statistical results which state that trust influences purchasing decisions. Trust is characterized by: Credibility, reliability of sellers, concern, security, confidentiality, compensation for losses, seller's image, honesty of the seller. This finding at the same time strengthens the respondents' answers which show that every statement related to trust is responded to with an answer quite agreeing. Likewise, the average respondent's response to trust is responded by quite agreeing. This finding reinforces the research that has been carried out by Arista, discussing the effect of promotion, trust, convenience, and quality of information on online purchasing decisions on users of online trading sites on Instagram, shows that promotion, trust, convenience, and quality of information have a significant effect on the purchase decision.

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