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HUMAN SECURITY, GOVERNANCE AND POLICY

Malang, INDONESIA
November 5-6, 2020

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The Effect Of Perceived Usefulness And Perceived Ease Of Use On Online Buying Interest Is Through The Attitude Of Using Social Media

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ABSTRACT

The development of information technology has penetrated various aspects of social life, including the pattern or lifestyle of the community in buying and selling activities. With the very rapid development of technology today plays an important role in fulfilling all the needs of society. Currently, on average, all levels of society use internet media every time they do something, especially during the Covid 19 period, where like it or not and like it or not, people are required to use something online, including in buying and selling or trading transactions. Electronic commerce or e-commerce is an e-lifestyle trading system today by enabling buying and selling transactions to be made online. This research is used to see from the Technological Acceptance Model (TAM) theory with every activity related to technology or information systems used to find out the easy benefits and ease of use of the technology used and associated with the attitude of using social media towards online buying interest. The population in this study are all people who use or have purchased goods transactions online, the sample in this study amounted to 147 respondents. Data analysis using: Validity Test, Reliability Test, path analysis. The results of the analysis show that the perceived benefits and ease of use have a significant effect on the attitude of using social media and buying interest online. However, when viewed from the indirect effect, the perceived benefits and ease of use do not have a significant effect on online buying interest through the attitude of using social media.

Keywords : Technology Acceptance Model, perceived benefits and ease of use, Buying Interest Online, Satisfaction

1. INTRODUCTION

The development of the era of digital technology is inevitable, especially during the Covid 19 pandemic like today, where every company has to adjust to the use of a marketing strategy with an online system to sell all of its products. Online shopping has become a habit for many people because of the convenience it provides, and many people think that online shopping is one of the means to find the items needed. The research method used is to compare the results of research and journals that examine online shopping in Indonesia and abroad. Furthermore, the existing theory of consumer behavior is reviewed and reviewed so that it can be concluded that consumers' considerations of shopping online at an online store are reviewed. The findings from previous studies show that many factors influence it. The results of research from several previous studies are used by the author as a reference and consideration for online shops in Indonesia in linking and keeping customers shopping online.

On the other hand, companies that are currently booming in the use of online sales systems have understood that almost all people, from students to professionals, use internet access to connect, provide and access information quickly. The birth of social media makes people's behavior patterns experience a shift in both culture, ethics and existing norms. Indonesia with a large population with various ethnic, racial and religious cultures has a lot of potential for social change. From various backgrounds and ages, almost all Indonesians own and use social media as a means of obtaining and conveying information to the public. Searching for the information needed at this time on average uses the internet which is used as a source in making decisions, and can even buy goods online. Online shopping has been shown to provide more satisfaction to modern consumers who are looking for convenience and speed (Yu and Wu, 2007).

According to (Bai et al., 2008) has tested empirically with a conceptual model of the effect of website quality on customer satisfaction and purchase intention. The results show that the quality of the website directly has a positive effect on customer satisfaction, and customer

satisfaction has a positive influence on purchase intention. Meanwhile, according to (Amit et al., 2006) the quality of the website has an influence on buying interest. From the factors and references to previous research and literature and based on the acceptance model theory (TAM), it is the researcher's interest to conduct an in-depth study of some of the attributes that shape people to shop online such as easy benefits and ease of use linked to the attitudes and interests of consumers who do online shopping transactions.

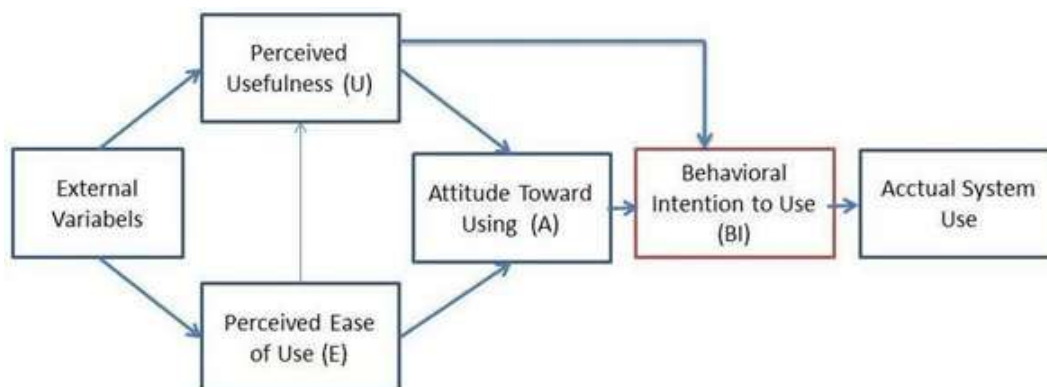
2. LITERATURE REVIEW

2.1. Management Information Systems

The Management Information System (MIS) is an information system between humans and computer machines that is teringrasi for use as decision making in which an information system is provided that can be used by users with various needs. (Mcleod, 2008). SIM has the objective, one of which is to meet the needs of general information for all lines and sub-lines within the company, SIM can also be used to provide information in the form or in the form of the required reports, and other outputs from the system itself depending on the SIM application used.

2.2. Technology Acceptance Model (TAM)

TAM was originally obtained from the opinion of Ajzen and Fishbein (1980) in Theory of Reasoned Action introduced and developed by Davis (1989). In TAM, the system of a person's acceptance of information technology is described as seen from two main variables, namely Perceived Usefulness and Perceived Ease of Use (Perceptions of Ease of Use). The following is a drawing of the initial TAM construct introduced by Davis (1989):



Gambar 1 : Technology Acceptance Model (TAM) Davis Bagozzi dan Warshaw (1989)

Figure 1. Technology Acceptance Model (TAM), Davis (1989)

2.3. Ecommerce

Ecommerce is a system of buying and selling goods or services over a network with an internet connection (Nugroho, 2006: 5). Ecommerce has advantages such as sales and marketing systems and information on a product can be done easily. Another advantage is that buyers can make purchase transactions more easily, especially in selecting and comparing the goods or services to be purchased. Thus, consumers can get products in the form of goods or services that are desired, which are good and at prices that are in line with the budget. Besides the advantages of using e-commerce, it also has disadvantages such as security factors, knowledge of online buyers, and the availability of supporting infrastructure.

2.4. Attitude to Use of Social Media

Attitude is a general term that describes and defines certain behavior of a person (Fishbein and Ajzen, 1975). The concept is summarized as attitudes such as one's attractiveness, one's liking and existing behavioral intentions, which in the organization can be described as loyalty to brand beacon, brand image, and general attitudes towards existing products (Fishbein and Ajzen, 1975).

In other words, attitude is not behavior in itself but it is disposition that can influence the behavior of a person. (Fishbein and Ajzen, 1975).

2.5. Buying Interest Online

Purchase interest is a behavior of a person (consumer) where consumers have the desire to choose, use and even want the products offered by producers or companies (Kotler, 2005: 205). Online buying interest is described as someone's buying interest online where the individual has the desire and goal to be involved in conducting an online transaction. Online transactions can be considered as a process in which information retrieval takes place, transfers information and purchases products / services (Kwek, et al, 2010).

2.6. Social media

Social media is defined as "a group of applications that use the internet and build on the ideology and technology of Web 2.0 and enable the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010) examples of social media such as Wikipedia, YouTube, Facebook, Second Life, and Twitter, and others.

2.7. Relevant Research

To avoid plagiarism, researchers conducted a search on previous research. From the results of these searches, several titles were obtained related to the problem to be studied, namely:

Technology Acceptance Model Revised - An Investigation on the Managerial Attitudes towards Using Social Media in Innovation Processes, Jennifer Austermann, Birte Mertins, 2014, Conclusion This research model is based on the extended Technology Acceptance Model (TAM2) and is revised for the purposes of this study. The research model consisted of PU, PEU, PBC, SN, PIIT, ATT and BI factors. It aims to explain the influence between PU, PEU, PBC, SN and PIIT on managerial ATT on the use of social media for innovation and to see whether there is an influence of attitudes on the use of BI in using social media in process innovation.

The Impact of Website Quality on Customer Satisfaction and Purchase Intentions: Evidence from Chinese Online Visitors, author of Bai, Law & Wen / 2008, where website quality has a positive impact on customer satisfaction, and customer satisfaction variables have a positive impact on online buying interest. There is an effect of website quality on purchase intention, customer satisfaction significantly mediates this effect.

The Influence of Website Quality on Purchase Intention for Jaben Bandung Products, author Yuliandi & Prasetyo / 2012, conclusions There is a simultaneous influence between the quality of the website and the interest in buying Jaben Bandung products.

3. METHODS

Explanatory research is the type of this research. The population in this study are all people of Malang City who use social media to shop online. Because the population in this study is unknown, the number of samples in this study is based on opinion (Hair, Jr, 2015) which suggests a sample size of 5 to 10 for each indicator used when the population is unknown. The number of indicators in this study is 21 indicators, so the number of samples that can be taken is between 105 and 210 samples. The number of samples taken in this study is $21 \times 7 = 147$ respondents. Data analysis using the SPSS program using 2 regression models.

3.1. Operational definition :

Table 1: Research Variables and Indicators

Variable	No	Indicator
<i>Usefulness (X1)</i>	X1.1	Social Media allows me to get work done more and faster
	X1.2	Social media is currently very qualified in online sales
	X1.3	Social Media makes it easier for me to transact
	X1.4	Social Media can improve my innovation in shopping
	X1.5	The use of social media increases the effectiveness of online shopping

Variable	No	Indicator
	X1.6	Social media gave me access to a lot of information about online shopping
	X1.7	The advantages of shopping on social media outweigh the disadvantages
Ease Of Use (X2)	X2.1	Overall, existing social media is easy to use
	X2.2	Shopping online with social media is very easy to operate
	X2.3	Shopping on social media doesn't confuse me
	X2.4	Social media in online shopping is easy to navigate
	X2.5	Social Media allows me to have more accurate information
Attitudes towards using Social Media (Z)	Z.1	I think positively about using social media for online shopping
	Z.2	Social media is a positive tool for online shopping
	Z.3	Using social media for online shopping is a wise idea
	Z.4	Social media is worth using in online shopping
	Z.5	Using Social Media in online shopping is fun
Interests Buy online (Y)	Y2.1	I use social media for online shopping
	Y2.2	I plan to use social media for regular online shopping in the future
	Y2.3	The pleasant feeling of seeing interesting information for online shopping
	Y2.4	Promotions on social media make me shop online

Source: Taken from several articles, processed (2020)

3.2. Research Conceptual Framework

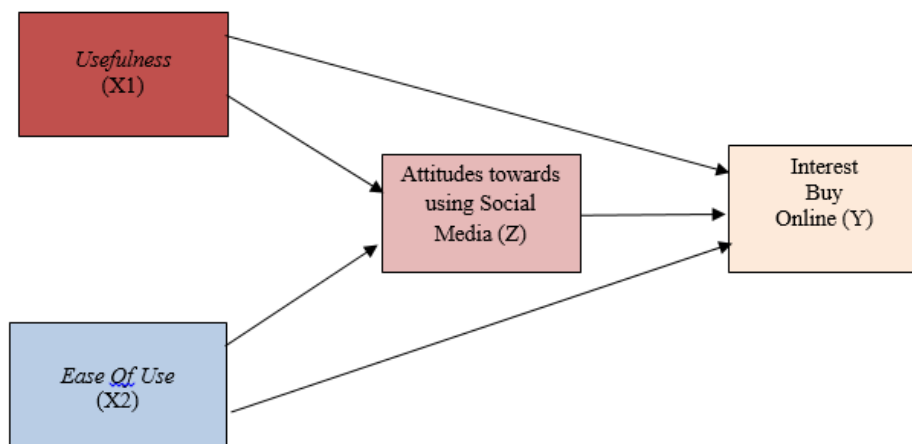


Figure 2 : Conceptual framework for research

Main Reference:

1. (Luarn & Lin, 2005) : Understanding how to use the mobile internet
2. (Alharbi & Drew, 2014) Technology Acceptance Model on Behavioral Intention of Using Learning Management Systems for academics
3. (Shroff et al., 2011) Technology acceptance model towards the intention of student behavior in using the e-portfolio system
4. (Hong et al., 2006) Comparison of three models in the context of the mobile internet: Behavioral models of information technology use

3.3. Hypothesis :

From the existing pathway model, 7 (seven) hypotheses can be made in this study. The existing hypotheses are as follows:

- H1 : Usefulness affects Attitudes towards using Social Media
- H2 : Ease Of Use affects attitudes towards using Social Media
- H3 : Usefulness affects Buy Online Interest Attitudes

- H4 : Ease Of Use affects Buy Online Interest Attitudes
- H5 : Attitudes towards using Social Media have an effect on Buy Online Interest Attitudes
- H6 : Usefulness affects Buy Online Interest Attitudes through Attitudes towards using Social Media
- H7 : Ease Of Use affects Buy Online Interest Attitudes through Attitudes towards using Social Media

4. Analysis Test

4.1. Multiple Linear Regression Model 1

This analysis is to determine the effect of Usefulness and Ease Of Use variables on Attitudes towards using Social Media. The regression model of this equation is:

Equation Model 1 $\rightarrow Z = PZX1 + PZX2 + e$

Table 2: Results of SPSS Analysis of Regression Equations Model 1

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error	Beta		
Usefulness (X1)	0,749	0,068	0,660	10,969	0,000
Ease Of Use (X2)	0,230	0,070	0,198	3,294	0,001
<i>Dependent Variabel</i>	Attitudes towards using Social Media (Z)				
R	0,775				
R ₂	0,601				
R _{2Adjusted}	0,596				
F _{hitung}	108,596				
<i>Probability</i>	0,000				
<i>Line Equation</i>	$Z = PZX1 + PZX2 + e$				
<i>Result</i>	$\epsilon_1 \quad Z = 0,660 X_1 + 0,198 X_2 + e$				

Source: Primary research data, processed by SPSS (2020)

In the regression equation model for model 1 (table 2) it is known that the probability value of the Perceived Benefit variable (X1) = 0,000 and the Easy-to-Use variable (X2) = 0,000, when compared with the alpha used (5% = 0.05) it can be concluded that The two variables studied were X1 and X2 which had a positive and significant influence on the attitude variable of using social media (Z). Furthermore, to find out how much the contribution of the independent variable under study is used the value of R Square with a value of 0.601 or 60.1% of variables X1 and X2 affect variable Z and the remaining 39.9% is the contribution of other variables not analyzed in this study. And the value of $e_1 = \sqrt{(1-0,775)} = \sqrt{0,225} = 0.474$.

The next analysis looks at the effect of the variables together using the F test. The F test results are 108.596 with a probability of 0.000, when compared to the standardized probability of 5% (0.05), it can be concluded that the regression model 1 together with Perceived benefits and easy-to-use variables affect the attitude of using social media.

4.2. Multiple Linear Regression Model 2

This analysis is to determine the effect of the variables Usability, Ease of Use and Attitudes on online buying interest. The regression model of this equation is:

Equation Model 2 $\rightarrow Y = PYX1 + PYX2 + PYZ + e$

Table 3: Results of SPSS Analysis of Regression Equation Model 2

Model	Unstandardized	Standardized	T	Sig.
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	Coefficients		Coefficients		
	B	Std.Error	Beta		
Usefulness (X1)	0,345	0,072	0,327	4,761	0,000
Ease Of Use (X2)	0,387	0,057	0,359	6,833	0,000
Attitudes towards using Social Media (Z)	0,292	0,065	0,314	4,481	0,000
<i>Dependent Variabel</i>	Buy Online Interest Attitudes (Y)				
R	0,848				
R ₂	0,720				
R ₂ Adjusted	0,714				
F hitung	122,311				
Probability	0,000				
Line Equation	Y = PYX ₁ + PYX ₂ + PYZ + e				
Result	Y = 0,327X ₁ + 0,395X ₂ + 0,314 Z + e				

Source: Primary research data, processed by SPSS (2020)

The regression equation model for model 2 (table 3) shows that the probability value of the Perceived Benefit variable (X1) = 0,000, the Easy-to-use variable (X2) = 0,000 and the Attitude variable for using social media (Z) = 0,000, when compared to the alpha used (5 % = 0.05) it can be concluded that the three variables studied in model 2 such as variables X1, X2 and Z have a positive and significant influence on the attitude variable online buying interest (Y). Furthermore, to find out how much the contribution of the independent variable under study is used the value of R Square with a value of 0.720 or 70.2% of variables X1, X2 and Z affect the variable Y and the remaining 29.8% is the contribution of other variables which are not analyzed in this study. . And the value of $e1 = \sqrt{(1-0,848)} = \sqrt{0,152} = 0,390$.

The next analysis looks at the effect of the variables together using the F test. The results of the F test are 122.311 with a probability of 0.000, when compared to the standardized probability of 5% (0.05) it can be concluded that regression model 2 is jointly variable. Perceived Benefits, Easy to Use variables and attitude variables of using social media have an effect on online buying interest.

4.3. Hypothesis testing

From the results of the analysis that has been done, it can be seen that the direct effect and indirect effect as well as answering the hypothesis proposed in this study. The results of the hypothesis in this study can be seen in the following table:

Table 4: The value of the direct, indirect and total effects of each variable

Hypothesis	Direct Influence	Prob	Indirect Effect	Total Effect	Information
X1 → Z	0,660	0,000			Significant
X2 → Z	0,198	0,001			Significant
X1 → Y	0,327	0,000			Significant
X2 → Y	0,359	0,000			Significant
Z → Y	0,314	0,000			Significant
X1 → Z → Y			0,660 x 0,314 = 0,207	0,660 + 0,327 = 0,987	No Significant
X2 → Z → Y			0,198 x 0,314 = 0,062	0,359+ 0,327 = 0,686	No Significant

Source: Primary research data, processed by SPSS (2020)

Based on the results of hypothesis testing as involved in table 4, it can be seen that the direct effect and the indirect effect can be seen. For the direct effect of all the variables studied with the free variables, easy to use and easy to use, which are associated with the attitude of using social media and buying interest online, all of them have a positive and significant effect, but for all the independent variables associated with interest through attitude, all of them are not significant. This can happen because in the use of social media in doing online shopping, respondents think

they do not need an attitude because from the open questionnaire, respondents do shopping based on urgent needs so that there are still concerns in respondents about the quality and suitability of the goods purchased so that respondents do not think something positive and a wise idea to make purchases for certain items on social media. Moreover, the security aspect must also be considered.

5. DISCUSSION

5.1. The effect of perceived benefits on attitudes in the use of social media

The results of statistical testing with the SPSS program in the regression equation model I obtained the effect of perceived benefits on the attitude of using social media, the result is the perceived benefit variable (X1) obtained Beta value 0.660, t count = 10.969 and a significance level of 0.000. By using an alpha standard of 0.05, it means that the X1 variable is smaller than the standardized significant limit, so that it can be concluded for the first hypothesis which says there is thought to be an influence between the perceived benefits on the attitude of using social media which can be accepted or statistically tested. This article is in line with the research conducted by (Nasution, 2018) The results of his research said that there was an effect of convenience and price simultaneously on the decision to purchase clothing products online. Case studies of online shopping students at FEBI IAIN Padangsidempuan. This research is also in line with research conducted by (Fitriana & Wingdes, 2017) Where this research proves that partially the three factors of Perceived Usefulness, Perceived Ease of Use, and Perceived Credibility are proven to influence Indomaret consumer interest in using e-Money.

5.2. The effect of ease of use on the attitude of using social media

The results of testing with SPSS on Model I regression, it is known that the effect of ease of use on attitudes to using social media, the result is the X2 variable (easy to use) obtained a Beta value of 0.198, t count = 3.294 and a significance level of 0.000. By using an alpha tolerance limit of 0.05, it means that the significance value of X2 is smaller than the standardized significant limit so that it can be concluded for the second hypothesis which says that there is an influence between ease of use on attitudes towards using social media which can be accepted or tested statistically. This article is in line with the research conducted by (Sugianto Putri, 2016) said the perceived ease of use of online shopping had a significant effect on consumer attitudes on the attitude of using social media. This research is also in line with research conducted by (Syahril & Rikumahu, 2019)(Rachmawati et al., 2019) This study used 380 respondents with the results of perceived benefits, perceived ease of use, and perceived risk, both partially and simultaneously, had a positive and significant effect on the interest in using e-money.

5.3. The effect of perceived benefits on online buying interest

The test results with the SPSS program for regression Model II in Table 3 show the effect of perceived benefits on Purchase Intention, the result is that the X1 variable (perceived benefits) has a beta value of 0.327, the value of t count = 4.761 and a significance result of 0.000. By using a significant alpha standard limit of 5% (0.05), it means that the significance value of X1 is smaller than the significance limit used, this can be concluded for the third hypothesis which says there is an effect between perceived benefits on online buying interest can be accepted or statistically tested. This article is in line with the research conducted by (Silaen & Prabawani, 2019) from the results of research with multiple linear regression analysis shows that there is an effect of perceived convenience, perceived benefits and promotions on repurchase interest.

5.4. Effect of ease of use on online buying interest

The test results with SPSS on Model II regression showed that the effect of ease of use on online buying interest, the result was that the X2 variable (easy to use) obtained a beta value of 0.359, t count = 6.833, and a significance level of 0.000. By using an alpha of 5% or a significant limit of 0.05, it means that the significance value of X2 is smaller than the significant limit used so the

researchers conclude for the fourth hypothesis which says there is an influence between ease of use on online buying interest that can be accepted or statistically tested. This article is in line with the research conducted by (Rizki et al., 2015) (Rachmawati et al., 2020) The results showed that the convenience and quality of information had a significant effect on purchase intention and purchase decision. The results of the analysis also show that the ease of use variable influences consumers to purchase interest and that the quality of accurate information about a product online has an influence on consumer buying interest or people buying online..

5.5. The influence of the attitude of using social media on online buying interest

The results of testing with SPSS in regression Model II show the influence of social media use attitudes towards buying interest, the result is that the variable Z (attitudes to using social media) is obtained beta (0.314), t count (8.559) and a significance level of 0.000. By using alpha 5% or a significant limit of 0.05, it means that the significance value of X3 is smaller than the significant limit used so that it can be concluded for the fifth hypothesis which says there is an influence between the attitude of using social media on online buying interest can be accepted or tested statistically. This article is in line with the research conducted by (Mila Setiawati , Yulfitia Aini, 2015) Where from the regression analysis, the results show that there is a very strong and significant relationship between social media and buying interest, the researchers suggest that consumers who shop on social media should visit a trusted website and have a guaranteed level of security and be more careful. in using online shopping services so as not to be disappointed in the future.

5.6. The effect of perceived benefits on buying interest online through the attitude of using social media

The results of hypothesis testing in Table 4 show that the attitude of using social media as a moderating variable between the perceived benefits of online buying interest can be seen from the magnitude of the indirect effect (0.207) compared to the direct effect (0.327). Because the results of the direct effect are greater than the indirect effects, it can be concluded that the perceived benefits have no effect on online buying interest through the attitude of using social media so that the sixth hypothesis cannot be accepted or not statistically tested. The influence of the moderator variable is insignificant due to the attitude of using social media of consumers who shop online, not or not considering social media as a positive tool for online shopping transactions or not stuttering social media is a wise solution there in making transactions. This can happen because consumers are still afraid of the existence of negative information from online shopping such as goods that do not arrive as ordered, the difficulty of payment systems made with virtual money and others so that the perceived benefits do not get significant results. (Febrianto, 2018). Likewise the research results submitted by (Karnadjaja et al., 2018) The results of his research state that risk perception has a negative effect on the trust and attitude variables. This study also shows that beliefs and attitudes have a positive effect on people's intentions to transact or shop online.

5.7. The effect of ease of use on interest in buying online through the attitude of using social media

The results of the hypothesis test in Table 4 show that the attitude of using social media as a moderating variable between ease of use and interest in buying online, the value of the indirect effect is 0.062 compared to the direct effect of ease of use on the attitude of using social media as big as 0.359. Because the results of the direct influence are greater than the indirect effects, it means that the perceived benefits do not affect the interest in buying online through the easy use of social media so that it can be concluded that the seventh hypothesis cannot be accepted or not tested statistically. The insignificant influence of the moderator variable can be caused by consumers who buy goods online not only seeing the convenience, but also the existence of the desired item, so even though it is not easy to operate online purchases, if the desired item is there, consumers are willing to buy it. This is in line with what was stated by (Rachmawati et al., 2020) (Febrianto, 2018) where in online purchasing is not only the aspect of convenience but also the factor of trust and quality of information offered. In line with this (Hariyanti et al., 2020) (Shodiq

et al., 2018) Say what makes consumers satisfied in making online purchases such as Influence Of Design, Information Quality And Customer Services from existing websites.

6. CONCLUSION

The results of the analysis show that perceived benefits and ease of use have a significant effect on attitudes to using social media and online buying interest. However, when viewed from the indirect effect, perceived benefits and ease of use do not have a significant effect on buying interest online through the attitude of using social media. Consumer interest in buying goods online is not only seen from the variables that the researchers have done, but also from various aspects and many aspects. The quality of the goods, and the quality of the website are also very influential in the decision to buy online, especially in the current coronavirus situation (Hidayatullah, Khourouh, et al., 2020). In addition, the role of the marketing information system is also very important to inform the existence of a company in a comprehensive manner (Hidayatullah, Rachmawati, et al., 2020), as well as financial support with an online system development system so that system administrators must understand and understand also business development with investment (Windhyastiti et al., 2019). Online service business management is what is really needed is the trust in the services we will offer and the quality we provide, because service businesses can and can develop because of trust and satisfaction and vice versa, these service businesses can also lose money and even close because of lack of trust and quality there is no (Hidayatullah, Windhyastiti, et al., 2020)(Alvianna & Hidayatullah, 2020).

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