

## THE INFLUENCE OF CONVENIENCE, TRUST, SECURITY AND BENEFITS OF SHOPEE ONLINE SHOPPING IN THE PESANTREN ENVIRONMENT

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### ABSTRACT

*This research is entitled "(Effect of convenience, Trust, Security in Transaction and Shopping advantages on online purchase decision at shopee in an anvironment of students pp Nurur Rahmah)". This study aims to determine directly and indirectly the influence of ease of access to applications, prices, consumer confidence, benefits for buyers and sellers and transaction security on online purchasing decisions in Islamic boarding schools. The population of this study were students who had used the Shopee application for shopping. The sample used was 50 respondents. Sampling technique with Non-Probability Sampling (Accidental Sampling). The data analysis method uses path analysis with the help of SPSS 25. The tests used are instrument data tests (validity test, reliability test), classic assumption test (normality test, multicollinearity test, and heteroscedasticity test), sobel test, coefficient of determination, t test and F test. The results showed that there was no direct effect of the convenience variable and buyer's trust on customer satisfaction.*

**Keywords:** *The influence of convenience, trust, security and benefits of Shopee shopping in the Islamic boarding school environment.*

## INTRODUCTION

The rapid development of the era and increasingly modern times encourage various kinds of system changes, both directly and indirectly, such as trading systems, ways of transacting and marketing systems. In the past, if you want to buy a product or item, you must meet with the seller of the product, between the buyer and seller must meet face to face until an agreement occurs between the seller and the buyer or what is often called a transaction. The reach between sellers and buyers is very limited, but now with the advancement of the times and technology, especially the *internet*, all limitations of distance, time, and cost can be overcome easily. One type of technology implementation in terms of increasing business, sales and product purchases is to use *electronic commerce (ecommerce)* to market and buy various kinds of products or services, both in physical and digital form.

Currently, even people make it as a tool to meet needs, one of which is buying or shopping for goods and services *online*, consumers in the world can shop within 24 hours. This activity can be done because of the easy access to shop at *online* stores that provide ease of transactions, and the types of products offered are increasingly varied. Shopee Indonesia was officially introduced in Indonesia in 2015 under the auspices of PT Shopee International Indonesia. In 2017 Shopee was recorded to have reached a record 80 million application downloads and more than 180 million products were sold from a total of 4 million entrepreneurs who have joined Shopee to market their wares. *Another achievement* of Shopee is to rank 1st in the number of active users (monthly active users) and downloads in the shopping category on Google Play and iOS App Stores, based on Annie's app data since the third quarter of 2019, Shopee has carried out many interesting initiatives as an e-commerce brand that is always close to the needs of the Indonesian people. Shopee provides quality services that make it easier for consumers to find according to their needs and Shopee provides the Shopee Paylater feature where consumers can pay in the future for the goods they buy, there is also Shopee Pay which functions as an electronic wallet that can be used to shop for various kinds of merchants at Shopee.

## RESEARCH METHODS

This section presents the results of the research used this is quantitative research, the data obtained from the sample of the study population are analyzed according to the statistical methods used and then interpreted. In order for the research objectives to be achieved in accordance with the formulation of the problem posed, data and information about consumers will be collected through surveys, this is very helpful and compares existing conditions with predetermined criteria.

This research uses multiple regression analysis. Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis was carried out to determine the direction and how much influence the independent variable has on the dependent variable (Firdaus, 2019).

## RESULT ANALYSIS

### Validity Test

The Validity Test is used to determine the feasibility of items in a list of statements in deniphysicalizing a variable. The basis for decision making is as follows:

- (a) If  $r_{\text{counts}} > r_{\text{table}}$  then it is said to be valid.
- (b) If  $r_{\text{count}} < r_{\text{table}}$  then it is said to be invalid.

The validity test below uses the help of the SPSS Version 22 program, from the results of the test can be obtained as follows:

Table 1. Validity Test

Variable	Indicator	rcalculate	>/<	Tableable	Information
Convenience (X1)	X1.1	0.696	>	0,279	Valid
	X1.2	0.874	>	0,279	Valid
	X1.3	0.798	>	0,279	Valid
Trust (X2)	X2.1	0.575	>	0,279	Valid
	X2.2	0.774	>	0,279	Valid
	X2.3	0.797	>	0,279	Valid
Transaction Security (X3)	X3.1	0.742	>	0,279	Valid
	X3.2	0.785	>	0,279	Valid
	X3.3	0.666	>	0,279	Valid
Advantages of online shopping (X4)	X4.1	0.580	>	0,279	Valid
	X4.2	0.657	>	0,279	Valid
	X4.3	0.832	>	0,279	Valid
Purchase decision (Y)	Y.1	0.809	>	0,279	Valid
	Y.2	0.763	>	0,279	Valid
	Y.3	0.863	>	0,279	Valid

Based on the table above, the results of variables (ease, trust, security of transactions, online shopping benefits and purchase decisions) and indicators have  $r_{\text{calculated}} > r_{\text{table}}$ , with a sample number of 50 people and  $\alpha = 5\%$  obtained  $r_{\text{table}}$  of 0.279

### Reliability Test

If the resulting Alpha coefficient  $\geq 0.6$ . Then the indicator is said to be reliable or trustworthy. The following table is the results of reliability tests in this study conducted on 50 respondents.

Table 2. Reliability Test

No	Variable	Number of items	Cornbach's Alpha	>/<	Alpha kritis	Information
1	(X1)	4	0.823	>	0,60	Reliable

No	Variable	Number of items	Cornbach's Alpha	>/<	Alpha kritis	Information
2	(X2)	4	0.785	>	0,60	Reliable
3	(X3)	4	0.790	>	0,60	Reliable
4	(X4)	4	0.770	>	0,60	Reliable
5	Purchase decision (Y)	4	0,832	>	0,60	Reliable

Source: Appendix 5

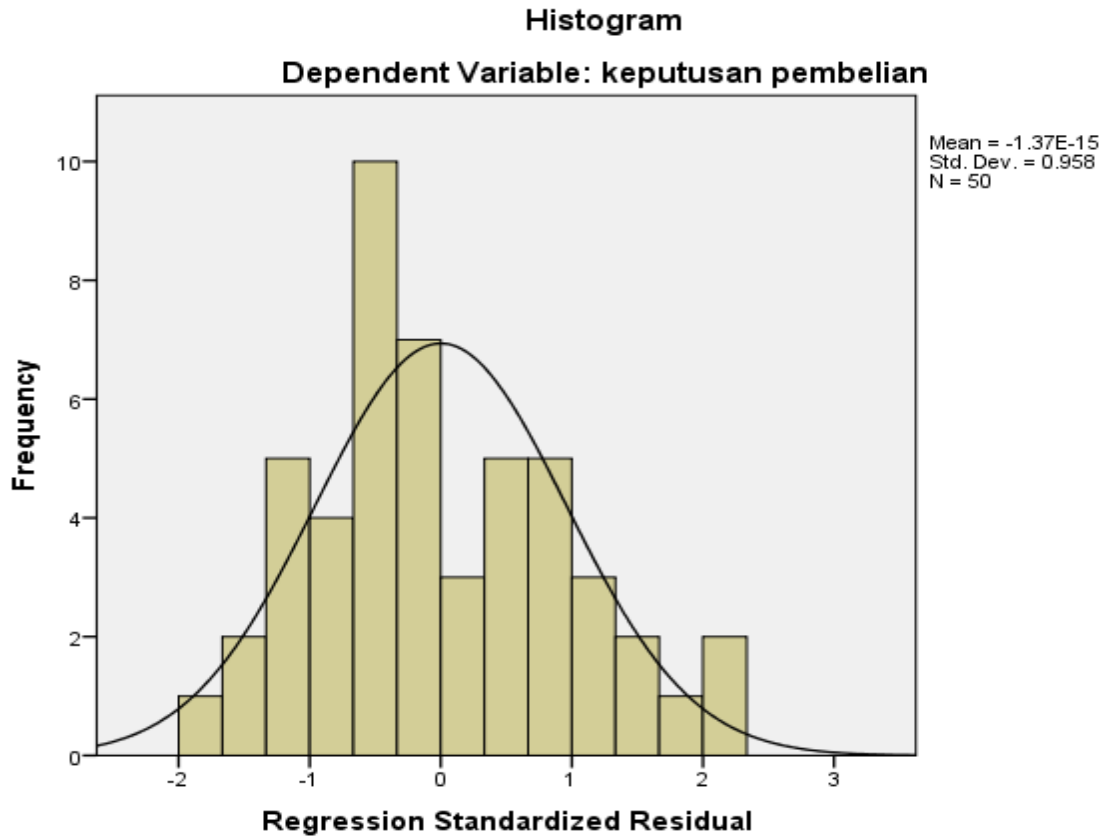
From the table above, it can be seen that each indicator used both independent and dependent variables has a Cronbach Alpha value  $> 0.6$ . This means that the indicators used in this research variable are reliable or consistent and reliable in data collection.

### **Test for normality.**

If the data spreads around the diagonal line and follows the direction of the diagonal line or its histogram graph shows a normal distribution, then the regression model satisfies the normality assumption.

If the data spreads far from the diagonal and/or does not follow the direction of the diagonal line or its histogram graph does not show a normal distribution, then the regression model does not meet the normality assumption.

Figure 3. Histogram of Normality



The picture above shows that the residuals are normally distributed, this can be proven by the symmetrical shape of the graph, not deviating left or right.

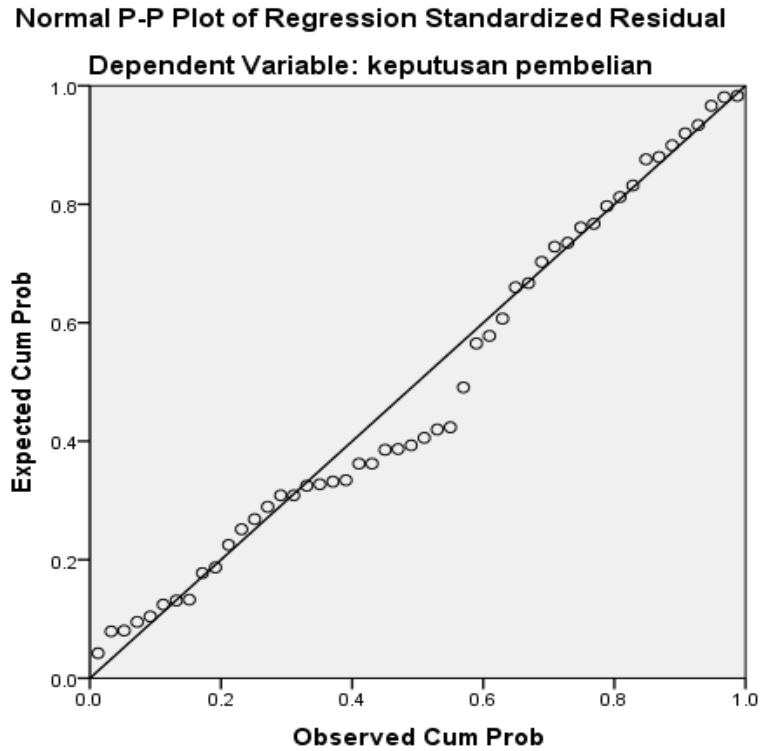


Figure 1. Normal P-P Plot

The picture above shows that data from the variables of convenience, confidence in transaction security, online shopping benefits and purchasing decisions form a diagonal line pattern. So it can be concluded that the data is normally distributed.

**Multicollinearity Test**

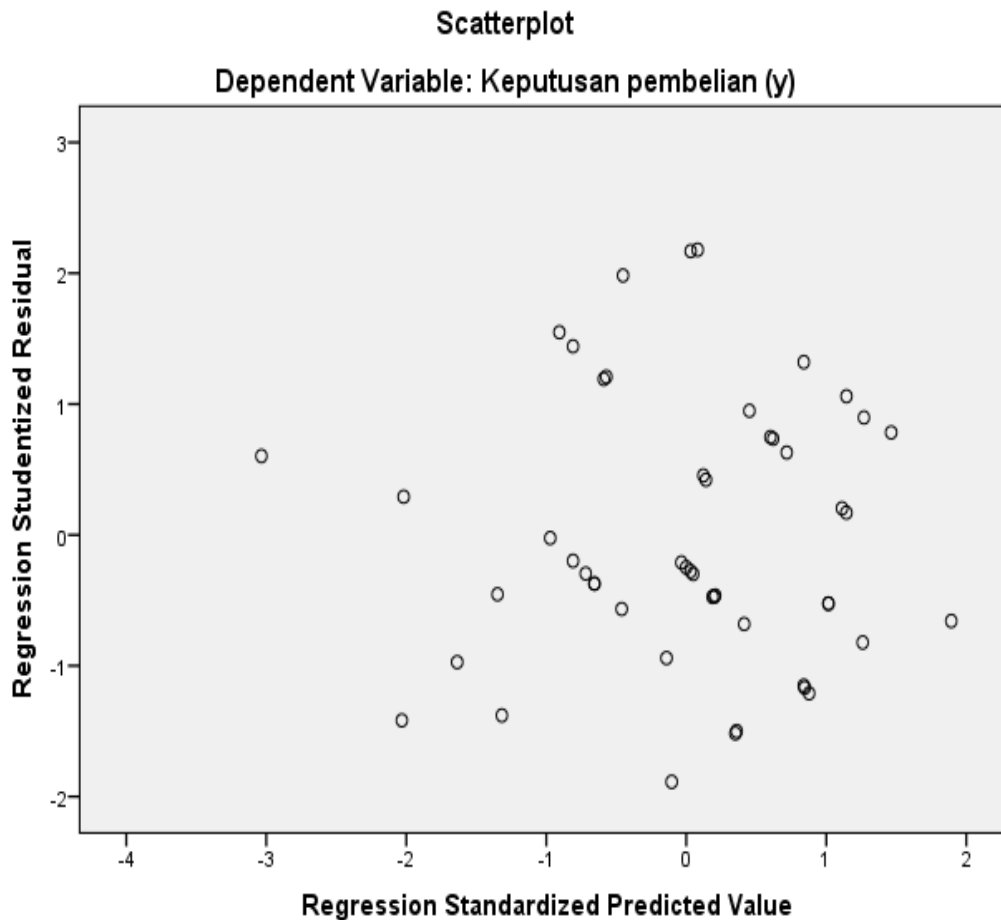
Table 3. Multicollinearity Test

<b>Model</b>	<b>Coefficient</b>	
	<b>Tolerance</b>	<b>BRIGHT</b>
X1	.334	2.995
X2	.608	1.645
X3	.673	1.486
X4	.477	2.096

## Heteroscedasticity Test

One way to determine whether there is heteroscedasticity in a multiple linear regression model is to look at the scatterplot graph between the predicted value of the bound variable, namely SRESID and the residual error, namely ZPRED. If there is no certain pattern and the point spreads above and below the number 0 on the Y axis, then heteroscedasticity does not occur. The scatterplot graph is shown in the following figure:

Figure 4.1 Heterokedasticity Test



The figure above shows that the data is spread above or below the number 0 on the Y axis but does not form a certain pattern. Thus it can be concluded in the regression model that there are no symptoms of heterokedasticity.

### *Analisis Regresi Linear Berganda*

Regression analysis is the study of the dependence of a variable (bound) with one or more (independent) with the aim of estimating or predicting population averages or values. This analysis is used to determine the effect of independent variables (ease X1, trust X2, security of transactions X3 and advantages of online shopping X4) on the dependent variable (purchase decision Y). The calculation of linear regression analysis in this study used the help of the Computer SPSS for Windows version 22 program. The results of processing multiple linear regression analysis data can be seen in the appendix and will then be explained in the following table:

Table 4. Multiple Linear Regression Analysis Results

**Coefficient**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	.562	1.928	
	Convenience (X1)	.041	.182	.039
	Trust (X2)	-.168	.147	-.148
	Transaction Security (X3)	.398	.148	.331
	Benefits of online shopping (X4)	.644	.162	.580

a. Dependent Variable: Purchasing decision

From the results of the regression analysis above, the multiple regression equation can be known as follows:

From the table data above, the regression equation obtained is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

$$Y = 0,562 + 0,041 X_1 + - 0,168 X_2 + 0,398 X_3 + 0,644$$

From the explanation above, it can be implied that the regression coefficient for independent variables consisting of X1 (convenience), X3 (transaction security) and X4 (online shopping profits) has a positive regression coefficient for purchasing decisions (Y). While the variable X2 (trust) has a negative regression coefficient to the purchase decision (Y).

**Individual Test (t test)**

The value of t – the table in this study is calculated based on the degree of freedom (df) value of the n-k value where n is the number of observations (samples) and k is the number of variables used. The f value for the t-table of this study is 45, where the total observations are 50 - 5 total variables used so that the table t value is 2.01410



Table 5. Calculation Results of t Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,562	1,928		0,292	0,772
	Convenience (X1)	0,041	0,182	0,039	0,224	0,824
	Trust (X2)	-.168	0,147	-.148	-1.141	0,260
	Transaction Security (X3)	0,398	0,148	0,331	2.689	0,010
	Benefits of online shopping (X4)	0,644	0,162	0,580	3.973	0,000
a. Dependent Variable: Purchasing decision (Y)						

1. Testing the convenience hypothesis (X1) on purchasing decisions with a 95% confidence level obtained a smaller calculated value than the table ( $0.224 < 2.01410$ ) which means H0 is accepted and Ha is rejected thus it can be concluded that the convenience variable does not have a significant effect on the purchase decision partially.
2. Testing the confidence hypothesis (X2) on the purchase decision with a 95% confidence level obtained a calculated t value smaller than t table ( $-1.141 < -2.01410$ ) which means H0 is accepted and Ha is rejected thus it can be concluded that the trust variable does not have a significant effect on the purchase decision partially.
3. Testing the transaction security hypothesis (X3) on purchasing decisions with a 95% confidence level obtained a calculated t value greater than t table ( $2.689 > 2.01410$ ) which means H0 is rejected and Ha is accepted, thus it can be concluded that the transaction security variable has a significant effect on partial purchasing decisions.
4. Testing the online shopping profit hypothesis (X4) on purchasing decisions with a 95% confidence level obtained a calculated t value greater than t table ( $3.973 > 2.01410$ ) which means H0 is rejected and Ha is accepted, thus it can be concluded that the online shopping profit variable has a significant effect on partial purchase decisions.

Simultaneous Test (F test)

This test is used to see the effect of independent variables (convenience, trust, security of transactions, benefits of online shopping) on the dependent variables (purchase decisions) together.

The decision-making criteria for this test are:

- a. If  $F_{\text{is calculated}} > F_{\text{table}}$  H0 is rejected and Ha is accepted, meaning that there is a significant influence between the independent variables together or simultaneously on the decision (Y)
- b. If  $F_{\text{counts}} \geq F_{\text{of the table}}$  at the specified significant rate, then H0 is accepted and Ha is rejected, meaning that there is no significant effect between the independent variables together or simultaneously on the decision-bound variable (Y)

Table 6. F test results

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	83.764	4	20.941	13.322	.000 <sup>b</sup>
	Residual	70.736	45	1.572		
	Total	154.500	49			
a. Dependent Variable: Purchasing decision (y)						
a. Predictors: (Constant), Benefit of Online Shopping (X4), Trust (X2), Transaction Security (X3), Convenience (X1)						

The data above shows that  $k = 4$  (ease, trust, security of transactions, benefits of online shopping) and  $n = 50$ . Next we enter this value in the formula, then produce the numbers  $(4; 50 - 4) = (4; 46)$ , this figure then it is known that the F value of the table is 2.57. Because the calculated F value of 13.322 is greater than the table F of 2.57, it can be concluded that the independent variables of convenience (X1), trust (X2), transaction security (X3), and online shopping benefits (X4), together have an influence on consumer decisions to make purchases on Shopee.

#### 4.3.5 Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) is essentially to measure how far the model is able to explain the variation of the dependent variable. The value of the coefficient of determination is  $0 < R^2 < 1$  where a small value of R<sup>2</sup> means that the ability of independent variables to explain the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the formation needed to predict dependent variables

Table 7. Coefficient of Determination (R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 <sup>a</sup>	.542	.501	1.25376

a. Predictors: (Constant), Benefit of Online Shopping (X4), Trust (X2), Transaction Security (X3), Convenience (X1)

Judging from the table above, the coefficient of determination (Adjusted R Square) obtained is 0.501. This means that 54.2% have stated that the variables of convenience, trust, security of transactions and benefits of online shopping have explained consumer purchasing decisions. While the remaining 45.8% was influenced by other variables that were not studied in this study

## INTERPRETATION

Based on this equation, it is known that the regression coefficient of convenience (X1), transaction security (X3) and online shopping profits (X4) have a positive regression coefficient. While the confidence regression coefficient (X2) has a negative value coefficient. The explanation of the results of the multiple regression equation above is as follows:

- a. A constant of 0.562 means that if the convenience (X1), trust (X2), transaction security (X3) and online shopping benefits (X4) are fixed or zero, then the value of consumer purchasing decisions is positive.
- b. The regression coefficient of the convenience variable (X1) has a positive value, meaning the ease of consumer purchasing decisions, if the convenience is increased it will increase purchasing decisions, and vice versa if the ease decreases it will reduce purchasing decisions.
- c. The regression coefficient of the trust variable (X2) has a negative value, meaning that the trust variable has a non-directional relationship with consumer purchasing decisions, if consumer confidence decreases it will increase purchasing decisions, vice versa if trust increases it will decrease purchasing decisions
- d. The regression coefficient of the transaction security variable (X3) has a positive value, meaning that transaction security has a unidirectional relationship with consumer purchasing decisions, if transaction security is improved, it will increase purchasing decisions, vice versa, if transaction security decreases, it will reduce purchasing decisions
- e. The regression coefficient of the online shopping profit variable (X4) has a positive value meaning that online shopping profits have a unidirectional relationship with consumer purchasing decisions, if online shopping profits are increased it will increase purchase decisions, vice versa if shopping profits decrease it will reduce purchase decisions.

From the explanation above, it can be implied that the regression coefficient for independent variables consisting of X1 (convenience), X3 (transaction security) and X4 (online shopping profits) has a positive regression coefficient for purchasing decisions (Y). While the variable X2 (trust) has a negative regression coefficient to the purchase decision (Y).

## CONCLUSION

The study was conducted to examine the factors that influence consumer decisions in online purchases on Shopee consumers in the Nurur Rahmah student environment. Based on data analysis and discussion, the following conclusions can be drawn:

- a. The convenience variable does not have a partial effect on purchasing decisions for Shopee consumers in the Nurur Rahmah student environment.
- b. Trust variables do not have a partial effect on purchasing decisions in the Nurur Rahmah student environment.
- c. Transaction security variables have a partial effect on purchasing decisions in the Nurur Rahmah student environment.

- d. The variable profit of online shopping has a partial effect on purchasing decisions in the Nurur Rahmah student environment.
- e. The variables of convenience, trust, transaction security and online shopping benefits simultaneously affect the purchase decisions of Shopee consumers in the Nurur Rahmah student environment.

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