

The Influence Of Trust On Public Intention To Buy In Nunukan Regency (Case Study Lazada Online Store)

Nur Aida*, Harianti, Herlina

Bussiness Administration, Politeknik Negeri Nunukan,
3MJR+XGC, Jl. Ujang Dewa, Ujang Dewa, Nunukan Sel.,
77482 Kabupaten Nunukan, Kalimantan Utara, Indonesia

* Corresponding author e-mail address: aidaaris365@gmail.com

Article History: Received 15 August 2023; Revised 3 September 2023;
Accepted 15 November 2023

©2023 N. Aida. Published by Jabatan Pendidikan Politeknik dan Kolej Komuniti.
This article is an open article under the CC-BY-NC-ND license
(<https://creativecommons.org/licenses/by-nc-nd/4.0/>).

Abstract

This study aims to determine if trust affects public intention to do online purchasing. The sample used for this research consisted of as many as 42 individuals who had shopped on the online marketplace (Lazada) and was collected using quota sampling. This study's data acquisition method was questionnaires. Quantitative data is employed, and SPSS 20 is utilized for data administration. The validity test, reliability test, determinant test (R²), partial test (T), and simple linear regression test are utilized as data analysis techniques. The magnitude of these variables' influence was measured using simple linear regression, the coefficient of determination, and the T-test. The straightforward linear regression test calculation yielded $Y = 0.084$ based on the study's findings. After comparing the t-count of 4.094 to the t-table of 2.021, it can be concluded that variable X significantly affects variable Y. The coefficient of determination is 0.18 percent, while other factors influence the remaining 0.82 percent.

Keywords: Online Trust; Buying Interest

1.0 Introduction

The increasing number of internet users in Indonesia makes it an excellent market for e-commerce industry players (Mahkota, et al 2014; Solihin, 2020; Sobandi & Somantri, 2020). So it's no wonder that large e-commerce and marketplaces have sprung up in Indonesia with fantastic capital for the size of the industry in Indonesia, namely Matahari Mall, Bukalapak, Lazada, Blibli, Tokopedia and others. Not only do official shopping sites emerge, there are also those that only use e-commerce actors' personal accounts on social media such as Instagram, Facebook, Whats App, Twitter.

E-commerce will make it less complicated for consumers to make purchases. Consumers are not required to travel directly to the store; they only visit the destination location and identify the required goods/services. In addition, shopping aims to increase consumer buying interest, which is supported by sophisticated technology so that it can attract consumers' attention from the sought-after images, colors, sounds, shapes, services,

and availability, which in turn stimulates consumer interest in purchasing products/services from these sites (Sophia, 2014). According to Salisbury et al. in Ling et al. (2010), individual buying interest can be used to determine the strength of individual interest in making certain purchases. According to Pavlou in Mayer et al. (2015), purchase intention is a situation when a customer is willing and interested in being involved in a transaction.

Shopping through online stores is fun, because it can be done from anywhere, and in an easy way. Even so, people need to be careful because many people try to take advantage of the ignorance of beginners in the world of online shopping. They commit fraud in various ways that can cause both small and large losses.

Therefore, it is essential to be alert before buying. Various acts of fraud that may occur at Lazada are incompatible products, cheating with other party accounts, and on behalf of Lazada. To be more careful, the consumers need to know the characteristics of accounts that need to be suspected of being fraudsters at Lazada who usually take advantage of the innocence of consumers, such as prices are too cheap, weird descriptions, transactions outside the Lazada site, bad reviews and selling goods with limited types.

As for anticipating fraudulent actions even though there are fraudsters roaming Lazada, the consumers don't need to be afraid when shopping, if they are careful when choosing sellers and items to buy. There are several tips that can be followed to ensure that goods arrive in good hands, without being caught in fraud:

- i. Select Products at the Mall
- ii. Shop at the Official Store
- iii. Check store ratings
- iv. Only Make Transactions Through Lazada
- v. Invite COD / Pay on the Spot

2.0 Literature Review

Buying interest according to Kotler (2008) is something that arises after receiving stimulation from the product he sees, from there an interest arises to buy in order to be able to own it. Consumer buying interest will arise by itself if consumers feel interested or give a positive response to what is offered by the seller. Purchase intention is also a consumer's self-instruction to buy a product, plan, take relevant actions such as proposing, recommending, choosing and finally making a decision to make a purchase (Rossiter and Percy, 1997).

Behavioral intention to buy is the result of an evaluation process for the brand. The last stage of complex decision making includes buying the desired brand, evaluating the brand at the time of consumption and storing this information for future use (Sylvana, 2006). Purchase intention is part of the consumer purchasing decision process, where the process begins with need recognition, information search, evaluation of alternatives, purchase decisions, post-purchase behavior.

Trust according to Gefen (2002) is the willingness to make himself sensitive to the actions taken by those who are trusted based on belief. Trust is considered as an important factor and is one of the critical factors in stimulating online transactions. When trust is higher, of course it can be used as a measure to foster consumer buying interest in transacting online, so that the higher the trust, the higher the buying interest. Positive trust certainly affects consumer interest in shopping online because they believe that sellers are able to carry out their business activities properly and can be trusted by sending the products purchased to consumers.

According to Kramer in Ling et al (2010), belief is a complex statement because individuals do not know other motives and interests. Kimery and McCard in Suryani (2013) define trust as consumers' willingness to accept vulnerabilities in conducting online transactions based on positive expectations regarding their future online shopping behavior.

Buying interest according to Kotler (2008) is something that arises after receiving stimulation from the product he sees, from there an interest arises to buy in order to be able to own it. Consumer buying interest will arise by itself if consumers feel interested or give a positive response to what is offered by the seller.

3.0 Methodology

Based on the level of explanation, this research is classified as causal or relationship-associative research, namely research to determine cause and effect to determine the relationship or influence of the independent variable (X) on the dependent variable (Y) (Sugiyono, 2012). This research was conducted on active internet users in Nunukan District, Nunukan Regency, who had shopped on the Lazada online site. This research was conducted in July 2021. Data collection techniques in this study used a questionnaire.

Descriptive analysis was used to analyse data one by one based on the answers of the respondents who were collected based on the questionnaires that had been filled out by the respondents during the research. There are three things presented in the descriptive analysis which include:

- i. Analysis of the characteristics of the respondents consisting of age, sex, age, and last education
- ii. The data is then processed using statistical description analysis.

This analysis also describes the respondents' answers from the proposed questionnaire. In this section, the author will analyse the data one by one based on the answers of the respondents collected based on the questionnaires that have been filled out by the respondents during the study as for based on the criteria used in the category of respondents' answers.

3.1 Hypothesis Testing : T-test

To test the truth of the hypothesis used in this study, testing was carried out using the t test. According to Imam Ghozali (2011), the t test basically shows how far the influence of one independent variable individually can explain the variation of the dependent variable. This decision was taken based on a comparison of the predetermined significance value, which was 5% ($\alpha = 0.05$). If the significance of T-count is greater than α then H_0 is accepted, meaning that the variable has no effect on the dependent variable. Meanwhile, if the significance is less than α then H_0 is rejected, which means the independent variables affect the dependent variable.

3.2 Coefficient of Determination Test (R²)

According to Ghozali (2011), the coefficient of determination (R²) aims to measure how far the model's ability to explain variations in the dependent variable. The value of the coefficient of determination ranges from zero to 1. The small value of R² means that the ability to explain the independent variable in explaining the dependent variable is very limited. Meanwhile, a value that is close to one means that the independent variable provides almost all the information needed to predict the variation of the dependent variable. The weakness of using the coefficient of determination R² is bias towards the dependent variable in the model. Therefore, many researchers recommend using the Adjusted R² value when evaluating which regression model is good. Each addition of one independent variable, then R² will definitely increase regardless of whether the variable has a significant effect on the dependent variable. According to Gujarati (2003) if the empirical test produces a negative adjusted R² value, then the adjusted R² value is considered zero. Thus, this study does not use R² but uses adjusted R² values to evaluate the regression model.

4.0 Results and Discussion

4.1 Validity Test

This study uses questionnaire data as primary data, so it is necessary to test the statement (questionnaire) to find out whether the question is appropriate or not used as a statement in the questionnaire. This test is used to measure the validity or suitability of the questionnaire used by researchers in organizing and obtaining research data from respondents. The research questionnaire is said to be of high quality if its validity and reliability have been proven. The basis for making decisions from validity tests is: 1. By comparing the value of r count with r table where if the value of r count > r table then the statement is said to be valid. Conversely, if the value of r count < r table then the statement is said to be invalid. How to find the r table value, namely N - 2 at 5% significance, then the r table value is = 0.2573 2. By looking at the significance value (sig) where if the significance value is <0.05 then the statement is said to be valid. Conversely, if the significance value is > 0.05, the statement is said to be invalid. The tables below are the output of validity test:

Table 1: The Correlation of Variable X

No		X1	X2	X3	XT
X1	Pearson Correlation	1	.248	.531**	.761**
	Sig.(2-tailed)		.113	.000	.000
	N	42	42	42	42
X2	Pearson Correlation	.248	1	.503**	.740**
	Sig.(2-tailed)	.113		.001	.000
	N	42	42	42	42
X3	Pearson Correlation	.531**	.503**	1	.857**
	Sig.(2-tailed)	.000	.001		.000
	N	42	42	42	42
XT	Pearson Correlation	.761**	.740**	.857**	1
	Sig.(2-tailed)	.000	.000	.000	
	N	42	42	42	42

Table 2: The Correlation of Variable Y

No		Y1	Y2	Y3	YT
Y1	Pearson Correlation	1	.248	.531**	.761**
	Sig.(2-tailed)		.113	.000	.000
	N	42	42	42	42
Y2	Pearson Correlation	.248	1	.503**	.740**
	Sig.(2-tailed)	.113		.001	.000
	N	42	42	42	42
Y3	Pearson Correlation	.531**	.503**	1	.857**
	Sig.(2-tailed)	.000	.001		.000
	N	42	42	42	42
YT	Pearson Correlation	.761**	.740**	.857**	1
	Sig.(2-tailed)	.000	.000	.000	
	N	42	42	42	42

Table 3: The Output of the Validity Test

No	Indikator	Rhitung	Rlabel	Standard Sig	Nilai Sig	Ket
1	Ability	761	0,2573	0,05	000	Valid
2	Kind	740		0,05	000	
3	Integrity	857		0,05	000	
No	Indikator	Rhitung	Rlabel	Standard Sig	Nilai Sig	Ket
1	Transactional Interest	568	0,2573	0,05	000	Valid
2	Referential Interest	825		0,05	000	
3	Preferential Interest	864		0,05	000	
4	Explorative Interest	753		0,05	000	

4.2 Reliability test

In the concept of reliability testing, there are several basic Cronbach's alpha reliability tests:

- i. A research questionnaire is said to be of high quality if its validity and reliability have been proven
- ii. The reliability test is carried out after the questionnaire items are declared valid
- iii. The reliability test aims to see whether the questionnaire has consistency if the measurement is carried out with the questionnaire repeatedly
- iv. Reliability test can be carried out jointly on questionnaire items in a research variable.

The basis for decision making for reliability testing according to Wiratna Sujerweni (2014), the questionnaire is said to be reliable if the Cronbach's alpha value is > 0.6 .

Table 4: The Result of the Reliability Test

No	Variabel	Cronbach's Alpha	Standard Value	Explaintion
1	Trust (X)	.689	0,6	Realiabe
2	Purchase Interest (Y)	.755	0,6	Realiabe

The results of the reliability test show that all variables have an Alpha coefficient that is greater than 0.6 so that it can be said that all the measurement concepts for each variable from the questionnaire are reliable so that the items in each of these variable concepts are suitable to be used as a measuring tool.

4.3 Simple Linear Regression Equations

Simple regression analysis is used to find out how the dependent variable (Y) can be predicted through the independent variable (X), the simple regression analysis can be obtained through SPSS. In the coefficient table and for the regression is

$$Y=a+bx$$

Information:

- Y : Subject in the predicted dependent variable
- a : Constant
- b : The number of directions or the regression coefficient, which shows the number of increases or increase or decrease in the dependent variable based on the variable independent person who has a certain value.
- x : Subjects on independent variables that have a certain value

Based on the data analysis used simple regression calculations with the SPSS program, the following results are obtained.

$$Y= 0.143+0.084x$$

Table 5: The Output of Simple Linear Regression
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.044	3.431		4.094	.000
	XT	.143	.268	.084	.533	.597

a. Dependent Variable: YT

Based on the equation obtained above, it can be seen that the standardized coefficient beta is 0.084, which means that for every 1% addition, the effect of x on y is 0.084.

4.3 Hypothesis Test

4.4.1 t-test (Partial)

The basis for making a decision for the t test is:

- i. If the Sig. < 0.05 or t count > t table, so there is an influence between variable X on variable Y
- ii. If the Sig. > 0.05 or t count < t table, so there is no influence between variable X on variable Y

$$T\text{-table} = t(a/2 ; n-2) = t(0.025 ; 40) = 2.021$$

Table 6: (Partial) T-Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.044	3.431		4.094	.000
	XT	.143	.268	.084	.533	.597

a. Dependent Variable: YT

4.4.2 Determination Coefficient Test (R²)

The purpose of the test for the coefficient of determination (R²) is to find out what percentage of the influence the variable X simultaneously has on variable Y.

Table 7: R² Output

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.084	.007	.018	2.850

a. Predictors: (Constant), XT

Based on the output above, it is known that the R square value is 0.18. This means that the X variable has an effect on the Y variable by 18% and 82% is influenced by other variables not examined by the researcher. The results of the analysis show that there is less trust in buying interest, based on the results of the respondent's analysis that trust in buying interest is less influential and significant. This shows that many respondents disagree on each variable and research indicator.

From the results of the study the researchers concluded the results of the analysis of Trust (X) per indicator of Ability (Ability) as many as 3 people with a percentage of 7.1%, Virtue (Kindness) as many as 8 people with a percentage of 19%, Integrity (Integrity) as many as 6 people with a total percentage 14.3% and the results of the analysis of Buying Interest (Y) per indicator Transactional Interest is 2 people with a total percentage of 4.8%, Reference Interest is 8 people with a percentage of 19%, Preference Interest is 13 people with a percentage of 31%, Explorative Interest is 11 people with a percentage of 26.2%. It can be concluded that the indicators of ability, kindness, integrity have little effect or significance on Transactional Interest, Reference Interest, Preferential Interest, Explorative Interest, so they do not generate trust in Purchase Interest.

5.0 Conclusion

Based on the results of the conclusions from the formulation of the problem, it can be concluded from the results of the analysis and discussion between Trust and Purchase Interest, it is proven by testing the hypothesis where Trust has less influence on Purchase Intention and the coefficient of determination test (R^2) where Trust has less influence and is significant on Purchase Interest, which is equal to 7%. This shows that there is less influence between Trust and Purchase Intention online.

Acknowledgements

The authors would like to extend their sincere gratitude to Politeknik Negeri Nunukan and Jabatan Pendidikan Politeknik dan Kolej Komuniti for publishing the study.

Author Contributions

Nur Aida: Abstract, Introduction, Methodology, Results and Discussion;

Harianti: Data Curation, Validation, Writing-Reviewing and Editing.;

Herlina: Conclusion, Editing.

Conflicts Of Interest

The manuscript has not been published elsewhere and is not under consideration by other journals. All authors have approved the review, agree with its Submission, and declare no conflict of interest in the manuscript.

References

Kusuma, D.F., & Septarini, B.G. (2013). Pengaruh Orientasi Belanja Terhadap Intensi Pembelian Produk Pakaian Secara Online Pada Pengguna Online Shop. Vol 02. Jurnal Psikologi dan Organisasi. Surabaya: Universitas Airlangga.

Ling, Kwek Choon et.al. (2010). The Effects of Shopping Orientations, Online Trust and Prior Online Purchase Experience toward Customers' Online Purchase Intention. Vol 3. International Business Research. Malaysia.

- Mahkota, A. P., & Suyadi, I. (2014). Pengaruh kepercayaan dan kenyamanan terhadap keputusan pembelian Online. *Jurnal Administrasi Bisnis (JAB)*, 8(2).
- Pamungkas, Y.F.C. (2014). Pengaruh Orientasi Pembelian, Kepercayaan, Dan Pengalaman Pembelian Online Terhadap Minat Beli Online.
- Pavlou, P. A., dan Gefen, D., (2002). Building Effective Online Marketplaces with Institution-based Trust. *Proceedings of Twenty-Third International Conference on Information Systems*, pp. 667-675.
- Samuel, Hatane. (2006). Dampak Respon Emosi Terhadap Kecenderungan Perilaku Pembelian Impulsif Konsumen Online dengan Sumberdaya yang Dikeluarkan dan Orientasi Belanja Sebagai Variabel Mediasi. Vol 8. *Jurnal Manajemen dan Kewirausahaan*. Surabaya: Universitas Kristen Petra.
- Seock, Yoo-Kyoung. (2003). Analysis of Clothing Website for Young Consumer Retention Based on A Model of Consumer Relationship Management via Internet. Unpublished dissertation. Faculty of the Virginia Polytechnic Institute and State University.
- Sobandi, A., & Somantri, B. (2020). Pengaruh Kepercayaan Konsumen Terhadap Keputusan Pembelian Secara Online. *Winter Journal: Imwi Student Research Journal*, 1(1), 41-52.
- Solihin, D. (2020). Pengaruh Kepercayaan Pelanggan Dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Online Shop Mikaylaku Dengan Minat Beli Sebagai Variabel Intervening. *Jurnal Mandiri: Ilmu Pengetahuan, Seni, Dan Teknologi*, 4(1), 38-51.
- Sophia. (2014). Pengaruh Orientasi Belanja, Kepercayaan Online, dan Pengalaman Pembelian Sebelumnya terhadap Minat Beli Pelanggan Secara Online pada Mahasiswa/i Fakultas Ekonomi Universitas Syiah Kuala.
- Sugiyono. (2006). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: CV. Alfabeta.