

THE INFLUENCE OF E-COMMERCE WEBSITE DISPLAY, CONSUMERS' TRUST, AND EASE OF TRANSACTION ON ONLINE PRODUCT TRANSACTION

Anastasia Angelina Salim¹, Dr. Nuryakin, S.E,MM², Dr. Susanto,MS³

Universitas Muhamadiyah Yogyakarta

noni.angelinas@gmail.com

Universitas Muhammadiyah Yogyakarta

nuryakin@umy.ac.id

Universitas Muhammadiyah Yogyakarta

susanto@umy.ac.id

ABSTRACT

This study aims to determine the effect of Website view, Trust, and Ease of Transaction on online products. This type of research used in this research using descriptive analysis and multiple linear regression analysis. Source of data in this study is used by spreading an online questionnaire to the respondents. The object of this research is 80 people.

The result showed that significantly influence the website view purchasing decisions, trust significantly influence purchasing, and ease of shopping purchasing decisions online simultaneously. From the result of the analysis, online store can be better the facilities provided by the website so can make consumer confidence.

Keys : Website view, Trust, ease of transaction, purchase decision.

INTRODUCTION

Online transaction is an advanced technology and information which is commonly used. Initially, the society was not too sure to do an online transaction. It happened because, in an online transaction, the prospective buyers can only rely on their trust in the online shop regarding the product information conveyed by the seller. Moreover, they cannot see the offered product directly (Buttner & Goritz, 2008). However, an online transaction is rapidly increasing. The number of online consumers in Indonesia is increasing annually. The same thing happens to the number of online shop in various marketplaces. In the world of e-commerce, not only the opportunity for online stores is getting bigger but their competition

will also be getting intense. Online stores have to find out and meet consumers' needs in order to increase consumers' trust and make them buy again from them.

This is a difficult challenge for sellers. They have to compete with each other to get the consumers. The prospective buyers will visit their online shop anytime and from anywhere. Thus, the owner of the online shop has to give their best by considering their online shop quality as well as their product quality to persuade the prospective consumers in order to get their trust which leads to consumers' loyalty (Sadeh et al. 2011). Trust is an important factor which influences online transaction in an online shop. Consumers need to have a trust to do an online transaction with an online shop. Without consumers' trust, a transaction through the Internet would be impossible to happen. (Gustavsson & Johansson 2006).

Various factors influence consumers in deciding to do an online transaction. Every consumer has their own consideration in deciding to do an online transaction. During that decision process, some stages are done by online buyers or consumers. Those stages are problem recognition, information search, alternative evaluation, buying decision, and post-purchase behavior. Knowing the needs is the first step in the decision process in which consumers feel and acknowledge the need of something.

Through an advanced technology, nowadays, people are able to look for information easily. Thus, it is expected that we can be smart in selecting the information whether they are useful or not. Nowadays, the Internet users have changed their way of using the Internet. Initially, they used the Internet as a mean of information exchange. However, the Internet becomes a mean to implement a business strategy such as marketing and consumers' services. Using the Internet to market a product or service tends to be effective in overcoming various hindrances such as place, time, and rules in effect. A company's website is not only to display products catalog and promotion media but also used to consult and discuss with the consumers online.

THEORETICAL REVIEW

1. The Definition of Marketing

According to American Marketing Association: AMA, marketing is a planning process and concept implementation, pricing, promoting and ideas distribution of goods and services in order to create a transaction which satisfies the purpose of individual and organization (Cravens, 1999). Marketing, according to Kotler, is a social process in which someone or a group of people are able to obtain what they need and what they want by

making, offering, and freely exchanging product which has the same value or price with other parties (Kotler, 2002).

Meanwhile, according to Dharmmesta in his writing regarding “The Development of Marketing Theories” mentioned the latest definition of marketing. Marketing is a whole system from a planned business activity such as pricing, promoting, distributing product and service which satisfy consumers’ need in order to get quality of life which is culturally and esthetically becomes a benefit with minimal environmental sacrifice (Dharmmesta, 1997).

2. E-commerce Website

Electronic Commerce (E-commerce) Website is a place where a purchase of goods or services takes place through a new concept on the Internet World Wide Web (Shim. Quershi. Siegel. Siegel: 2000 in Suyanto: 2003) or a purchase process or service and information exchanges through information network such as Internet (Turban, Lee, King, Chung: 2000 in Suyanto: 2003).

3. Trust

Morgan and Hunt in Ferdinand (2006) defined trust as a feeling of trust between someone with another person in which a relationship is established. Trust arises from a long process. If a trust has been established between consumer and company, then it will be easy to foster a cooperative relationship. Trust and commitment determine a success or failure of marketing. Thus, marketing could be done by making use of information technology to provide satisfaction to consumers in order to meet their desires.

4. Purchase Decision

Purchase decision according to Kotler and Armstrong (2008) is a process in which consumers notice their needs, look for information regarding the product, choose and evaluate some alternative places where the product is offered to meet their need before the purchase decision. In Models of Consumer Behavior written by Kotler (2008), there are 6 decisions made by consumers namely choosing a product, choosing a brand, choosing a dealer, deciding the number of purchase, deciding the time to make a purchase, and deciding to do a payment.

According to Kotler (2008), the purchase decision is a consumer’s act to do or not to do a purchase on a product. Consumers will consider product quality, product price, and well-known product. Before deciding a purchase, consumers will go through the following stages: (1) problem recognition, (2) information search, (3) alternative evaluation, (4) buying decision, and (5) post-purchase behavior. Purchase decision according to Schiffman and Kanuk (2000) is “the selection of an option from two alternative choices”.

In general, the purchase decision is a comparison and selection from several alternative choices (Schffman & Kanuk, 2008). In other words, in making a decision there should be several alternative choices. However, if consumers do not have any alternative choices, it cannot be considered as purchase decision.

RESEARCH METHOD

1. Object and Subject

The object of this study was online stores which have an e-commerce website. Meanwhile, the subject of this study was the consumers of the concerned e-commerce website.

2. Population and Sample

According to Roscoe in Sugiyono (2014), a correlational study or a multiple regression study has to have minimal samples as many as 10 times of the variables (dependent + independent). In this study, there will be samples as many as 15 times of every variable. Thus, the samples of this study were 60 respondents (15 x 4 variables).

3. Data Collection Technique

This study used primary data obtained from the result of questionnaires which had been distributed online with the help of Google Form. The questionnaires had been made and measured using a Likert scale. In the questionnaires, the subjects were asked to identify their agreement level on each question with the number of 5 as the highest and 1 as the lowest.

4. Data Analysis Method

a. Descriptive Analysis

Primary data obtained from the questionnaire were collected in form of a measurement scale. The measurement scale is a means which is agreed to be used as a reference in determining the length of the existing interval in measuring instrument in order to obtain quantitative data (Sugiyono, 2012). In this study, the measurement scale used was the Likert scale.

To analyze the quantitative data, respondents' responses were scored as follows:

No	Respondents' Response	Score
1	Totally Disagree	1
2	Disagree	2
3	Neutral	3
4	Agree	4
5	Totally Agree	5

From those data, ordinal data were obtained. That primary data in form of Likert scale were then analyzed using data analysis method which was appropriate to be used in this study.

b. Multiple Linear Regression

The objective of multiple linear regression was to know how high the variation in the independent variables toward the dependent variable. The researcher used a linear regression test because this study had 3 independent variables. Thus, the researcher used the following multiple linear regressions to obtain the result:

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

Source: Sugiyono (2007)

Description:

Y	: Online purchase decision (bound variable)
X1	: E-commerce Website (free variable)
X2	: Trust (free variable)
X3	: Ease (free variable)
a	: Constant
b1, b2, b3	: Regression efficiency of each variable
e	: error

c. F Test (simultaneous)

According to Ghazali (2012), F test shows all independent variables stated in the model have the same influences on the dependent variable. To test the hypothesis of this study, the F test was done with the following criteria as the consideration in making a decision:

- 1) The hypothesis is accepted if the score is > 0.05 . This is to show that the concerned independent variables do not have any significant influence on the dependent variable simultaneously.
- 2) The hypothesis is rejected if the score is ≤ 0.05 . It means that the concerned independent variables have a significant influence on the dependent variable simultaneously.

d. T-Test

According to Ghazali (2012), the t-test is used to test how significant the influences of the independent variables used in this study individually on the

dependent variable partially. The bases in making a decision in t-test were as follows:

- 1) The hypothesis is rejected if the probability score is > 0.05 . If the hypothesis is rejected, it means that the independent variable does not significantly influence the dependent variable.
- 2) The hypothesis is accepted if the probability score is < 0.05 . If the hypothesis is accepted, it means that the independent variable significantly influences the dependent variable.

FINDINGS AND DISCUSSION

1. The Result of Descriptive Analysis

The Result of Descriptive Analysis

Variable	Minimum Score	Maximum Score	Mean	Standard of Deviation
E-commerce Website Display (X1)	10	25	20.76	3.439
Trust (X2)	9	20	15.49	2.387
Ease of Transaction (X3)	11	25	20.87	2.852
Purchase Decision (Y)	8	20	15.67	2.623

Source: The Processed Data, 2018

The data above were described as follows:

a. E-commerce Website Display

The result of the descriptive statistical test from the 5 questions and 80 respondents shows that the mean of e-commerce website display which had been observed was 20.76. Whereas, the minimum score was 10 and the maximum score was 25 with 3.439 standards of deviation.

b. Trust

The result of the descriptive statistical test from the 4 questions and 80 respondents shows that the mean of trust which had been observed was 15.49. Whereas, the minimum score was 9 and the maximum score was 20. Meanwhile, the standard of deviation was 2.387.

c. Ease of Transaction

The result of the descriptive statistical test from the 5 questions and 80 respondents shows that the mean of ease of transaction which had been observed was

20.87. Whereas, the minimum score was 11 and the maximum score was 25. Meanwhile, the standard of deviation was 2.852.

d. Purchase Decision

The result of the descriptive statistical test from the 4 questions and 80 respondents shows that the mean of purchase decision which had been observed was 15.67. Whereas, the minimum score was 8 and the maximum score was 20. Meanwhile, the standard deviation was 2.623.

2. The Result of Multiple Linear Regression Analysis

The Result of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(constant)	-.374	1.408		-.266	.791
E-Commerce Website Display (X1)	.203	.075	.267	2.723	.008
Trust (X2)	.374	.116	.340	3.220	.002
Ease of Transaction (X3)	.289	.084	.314	3.446	.001

a. Dependent variable: Purchase Decision (Y)

Source: The Processed data, 2018

From the analysis above, it can be described as follows:

- The regression coefficient of e-commerce website display variable (X1) was 0.267. Thus, in every one improvement of e-commerce website display, there was 0.267 improvement of purchase decision with the assumption that the other independent variables had the constant score.
- The regression coefficient of the trust variable (X2) was 0.340. Thus, in every 1 improvement of trust, there was an improvement on purchase decision as much as 0.340 with the assumption that the other independent variables had the constant score.
- The regression coefficient of ease of transaction variable (X3) was 0.314. Thus, in every 1 improvement of ease of transaction, there was an improvement on purchase decision as much as 0.314 with the assumption that the other independent variables had the constant score.

3. The Result of F Test

The Result of F Test (Regression Coefficient at the same time)

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	350.403	3	116.801	45.959	.000 ^b
Residual	193.147	76	2.541		
Total	534.550	79			

Source: The processed data, 2018

From the table above, it can be inferred that the significance was 0.000. This was the same as the decision making in F test in which the significance was < 0.05 . Thus, the hypothesis was rejected. It can be concluded that the display of e-commerce website (X1), trust (X2), and ease of transaction (X3) simultaneously had significant influences on the purchase decision (Y).

4. The Result of T-Test

The Result of t-test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(constant)	-.374	1.408		-.266	.791
E-commerce Website Display (X1)	.203	.075	.267	2.723	.008
Trust (X2)	.374	.116	.340	3.220	.002
Ease of Transaction (X3)	.289	.084	.314	3.446	.001

a. Dependent Variable : Purchase Decision (Y)

Source: The processed data, 2018

a. The test on the coefficient of e-commerce website display (X₁)

Based on the result of the calculation above, the e-commerce website display had t value of 2.723 and significant level for 0.008. Based on the decision

making used in the t-test which was $0.008 < 0.05$, thus it can be concluded that e-commerce website display significantly influenced the online purchase decision. □

b. The test on the coefficient of trust (X_2)

Based on the result of the calculation above, the trust had t value for 3.220 and significant level for 0.002. Based on the decision making set in this t-test which was $0.002 < 0.05$, thus it can be concluded that trust significantly influenced the online purchase decision.

c. The test on the coefficient of ease of transaction (X_3)

Based on the result of the calculation above, the trust had t value of 3.446 and significant level for 0.001. Based on the decision making set in this t-test which was $0.001 < 0.05$, thus it can be concluded that the ease of transaction significantly influenced the online purchase decision.

5. Discussion

a. The Influence of E-commerce Website Display on Purchase Decision

From the result of this study, it can be proven that e-commerce website display had a significant influence on the purchase decision. It can be seen on the result of descriptive analysis which showed the mean of 20.76. It is in line with the theory of Daeaj et.al (2003) in which efficiency makes the use, the search, and the information easy.

b. The Influence of Trust on Purchase Decision

From the result of this study, it can be proven that trust had a significant influence on the purchase decision. It can be seen on the result of descriptive analysis which showed the mean of 15.49. It is in line with the theory of Gustavsson & Johansson (2006) in which without consumers' trust, an online transaction is impossible to happen.

c. The Influence of Ease of Transaction on Purchase Decision

The result of the descriptive analysis showed the mean of 20.87. Thus it could be proven that the ease of transaction had a significant influence on the purchase decision. It is in line with the theory of Davis et. al. (2008). Ease is defined as a level

in of someone's belief that marketing or purchasing is an easy thing. There is no need for a big effort from the consumer to purchase things.

CONCLUSION

From the analysis results above, the following conclusions were made:

1. The e-commerce website display had a significant influence on consumers' decision making in an online purchase. It means that the better display had by e-commerce website, the bigger influence on the purchase decision.
2. Trust had a significant influence on consumers' online purchase decision. Based on the Beta score, trust was the most influencing variable on the purchase decision compared to the other independent variables.
3. The ease of transaction had a significant influence on consumers' online purchase decision. The easier the transaction made the more interested consumers in making an online purchase.
4. The display of e-commerce website, trust, and ease of transaction at the same time had a significant influence on consumers' online purchase decision. The third independent variables had the influence for 63.1% on the purchase decision.

SUGGESTION

After the analysis and the observation on every limitation, the researcher suggests the following suggestion:

1. The Internet Marketing Users
E-commerce website display, trust, and ease of transaction were proven to have the influence on the purchase decision. Thus to get people's interest in the online shop, those three aspects should be improved to increase the sales.
2. Further Researchers.□
Further researchers can use more respondents such as 200 respondents and more shops in order to get more valid data and the wider population.

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