The effect of trust, ease and product reviews on purchasing decisions through e-commerce jd.id (Case Study of Mikroskill University Students)

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ABSTRACT

The purpose of this study was to analyze the effect of trust, ease and reviews on purchasing decisions by e-commerce JD.ID on students of Mikroskil University Class 2018, partially or simultaneously. The sampling technique was carried out using the saturated sampling method with a sample of 93 respondents. The data analysis method using multiple linear regression analysis. Partially, trust have significant impact on purchasing decisions, while ease and reviews has no significant impacts on purchasing decisions. Simultaneously, trust, ease and reviews influence significantly on purchasing decisions. The result of the coefficient of determinations is 0.467, shows the trust, ease and reviews influence to purchasing decision by 46.7%. While the remaining 53.3% is explained by variables not examined in this study.

INTRODUCTION

The emergence of e-commerce brought a new lifestyle among the people. They prefer to take the time to search for product information online rather than visiting the store in person before deciding on a purchase. The need for ease of access and information is what makes e-commerce influence purchasing decisions made by consumers (Marketing, 2020).

Currently, there have been many e-commerce sites that have emerged in Indonesia such as OLX, Shopee, Zalora, TokoPedia, Bukalapak.com, Blibli.com, Lazada and JD.ID with the tagline “DiJaminOri”. JD.ID with the mission of ‘Make The Joy Happen’ which is to bring happiness to all customers in Indonesia by providing reliable, fast, and safe services to choose a series of original quality products at competitive prices (News, 2020). JD.ID is one of the 10 most visited e-commerce in Indonesia. Here’s a picture of the most popular e-commerce tiers in Indonesia in 2021.
In online shopping there is no meeting between buyers and sellers, so to decide on an online purchase, there are several considerations such as trust, convenience and product reviews in transacting. Trust is the most important thing in an online business.

Trust in the product or service can be realized if the product or service has met the expectations and needs of consumers, where they will be satisfied with the product that has been purchased. Trust will arise if consumers have felt satisfaction because they have consumed or used products with a certain brand (Resa Nurulaela Anwar, 2018). Based on the results of a pre-survey conducted on several students of Mikroskil University class 2018 who had made transactions at JD.ID stated that they felt safe and comfortable when transacting at JD.ID. In accordance with its tagline "DiJaminOri" JD.ID guarantee that the products in it were original or original products (News, 2020). In e-commerce JD.ID is famous for the authenticity of its electronic products, this can be proven because since the beginning of e-commerce JD.ID did not work with individual sellers like other e-commerce. JD.ID only cooperates with the manufacturer directly so that electronic products in e-commerce JD.ID ensured to be authentic and reliable (Yud, 2016).

Ease is defined as the extent to which one believes that using a technology will be free from effort and conditions where consumers believe that the use of technology is easy and does not require hard work from the user (Siti Lam’ah Nasution, 2020). E-commerce provides facilities that are able to make consumers save time and effort by making it easy to find sellers, search for goods and make offers. Consumers will feel happy if they get convenience in the process of making transactions for the goods to be purchased. So that ease of use is said to be a trust for the decision-making process (Ike Kusdyah Rachmawati, 2019). Based on the results of a pre-survey conducted on several students of Mikroskil University class 2018 who had made transactions at JD.ID that JD.ID provide ease of use, especially in finding products and features that are easy to understand. As well as consumers say that the products in the JD.ID complete and original so that consumers easily look for what they will want, especially electronic products.

Product reviews contain images reflecting the actual quality of the goods, such as color issues, inconsistent specifications, usage issues, or high quality and poor experience (Khafidatul Ilmiyah, 2020). Based on the results of a pre-survey conducted on several students of Mikroskil University class 2018 who had made transactions at JD.ID said that product reviews are one of the important things because online shopping buyers do not know the original form of the item so that a product review is needed that contains the experience of someone who has bought and used the product. So from product reviews, it can be used as a reference by consumers before making a purchase decision.

RESEARCH METHOD

The type of research used in this study is descriptive with a quantitative approach. Descriptive research is research that seeks to describe phenomena that occur in real, realistic, actual, real and at the present time. The purpose of descriptive research is to make descriptions, drawings or paintings systematically, factually and accurately regarding the facts, properties and relationships between the phenomena under investigation. Quantitative methods are research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical with the aim of testing predetermined hypotheses. This study will analyze the relationship of influence between free variables consisting of trust, convenience and product reviews on the bound variable, namely purchasing decisions. Then data collection is carried out by providing questionnaires to respondents, and the data is converted into quantitative data to facilitate data processing into the SPSS 26 program.

Population and Sample

The sample used in this study is saturated sampling is a sample determination technique when all members of the population are used as samples (Fijra, 2021). The population in this study was students of Mikroskil University 2018 which amounted to 867 students. To find out how many students have made online purchases through e-commerce JD.ID the researchers distributed the form to all students of Mikroskil University Class 2018 and got the students who had made transactions through e-commerce JD.ID was 93 students.

Method of Collecting Data

In this study, direct data collection on the object of the study, namely Students of Mikroskil Stambuk University 2018 who had made online purchases through e-commerce JD.ID. The method used in data collection, namely questionnaires, is a data collection technique carried out by giving a set of questions or written questions to respondents for them to answer (Prof, 2016). The questionnaire can be a closed or open question, it can be given to the respondent directly or sent via the Internet (Prof, 2016). This research juga is carried out by reading and studying compulsory books, complementary books or references obtained through the internet and other sources that aim to obtain theories in analyzing data and as a theoretical basis.
RESULTS AND DISCUSSIONS (10 PT)

t Test (Partial Test)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>11.617</td>
<td>2.602</td>
</tr>
<tr>
<td>Kepercayaan</td>
<td>.540</td>
<td>.086</td>
</tr>
<tr>
<td>Kemudahan</td>
<td>.143</td>
<td>.074</td>
</tr>
<tr>
<td>Ulasan_Produk</td>
<td>-1.17</td>
<td>.080</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Keputusan_Pembelian

Based on the table above, it can be seen that the results in the test for each of the free variables are as follows:
1. The test results for the trust variable (X1) show the value of $t_{hitung}$ 6.284 > $t_{tabel}$ 1.98698 with a significance value 0.000 < 0.05. Then the hypothesis $H_0$ is rejected and $H_a$ is accepted, meaning that Trust affects the purchase decision.
2. The test results for the ease variable (X2) show the value $t_{hitung}$ 1.941 < $t_{tabel}$ 1.98698 with a significance value of 0.055 > 0.05. Then the hypothesis $H_0$ is accepted and $H_a$ is rejected, meaning that Ease has no effect on purchasing decisions.
3. The test results for the product review variable (X3) show the value $t_{hitung}$ -1.452 < $t_{tabel}$ 1.98698 with a significance value 1.50 > 0.05. Hence, the hypothesis $H_0$ is accepted and $H_a$ is rejected, meaning product reviews have no effect on purchasing decisions.

Simultaneously Test (F Test)

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>451.853</td>
<td>3</td>
<td>150.618</td>
<td>27.889</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>480.663</td>
<td>90</td>
<td>5.401</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>932.516</td>
<td>93</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on the table above, it can be seen that the value $F_{hitung}$ 27.889 > $F_{tabel}$ 2.71 and a significance value of 0.000 < 0.05. Then the hypothesis $H_0$ is rejected and $H_a$ is accepted, meaning that Trust, Ease, and Product Reviews simultaneously affect purchasing decisions.

Determinative Coefficient ($R^2$)

<table>
<thead>
<tr>
<th>Model Summary</th>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>.696*</td>
<td>.485</td>
<td>.467</td>
<td>2.324</td>
</tr>
</tbody>
</table>

Based on the table above, the test results of the coefficient of determination ($adj R square$) obtained were 0.696*. This means that the contribution of the influence of the variables of trust, convenience, and product reviews on purchasing decisions is 46.7%, while the remaining 53.3% is influenced by other variables that were not studied in this study.

Discussion

a. The trust variable test results partially show the value of $t_{hitung}$ 6.284 > $t_{tabel}$ 1.98698 with a significance value of 0.000 < 0.05. So the hypothesis $H_0$ is rejected and $H_a$ is accepted, meaning that Trust affects purchasing decisions. The results of this study are in line with the results of previous studies which stated that the confidence variable has a significant positive effect on purchasing decisions (Erry Setyo Prabowo, 2019). However, the results of this study are not in line with the results of other previous studies which stated that trust does not have a significant effect on purchasing decisions (Raden Bagus Rendy Putra Pradwita, 2020). In conducting online transactions, both parties, especially the consumer party, must have a level of trust in the seller who is not yet known to him (Sawlani, 2021). Based on the answers from respondents and the results of this study, in accordance with the distinctive tagline of the JD.ID, namely #DiJaminOri, JD.ID can guarantee the authenticity of all electronic products contained in it. This is because JD.ID do not work with individual sellers, but JD.ID only cooperate with direct manufacturers so that electronic products sold in e-commerce JD.ID have been trusted with their authenticity (Yud, 2016).
b. The results of the partial ease variable test have no significant effect on purchasing decisions because $t_{hitung}$ 1.941 < $t_{table}$ 1.9698 with signification value 0.055 > 0.05. So that the hypothesis $H_0$ is accepted and $H_a$ is rejected, meaning that Convenience has no effect on purchasing decisions. The results of this study are in line with previous research because it states that convenience does not affect purchasing decisions (Eko Yuliawan, 2018). However, the results of this study are not in line with the results of other previous studies which stated that ease influences purchasing decisions (Kartika Ayuningtiyas, 2018). Convenience is defined as a state in which individuals believe that the use of a certain technology will improve their performance (Eko Yuliawan, 2018). If it is associated with the online shopping system at this time, convenience is not the main factor in the online shopping system at this time. Because in consumers in the category of young people where they easily adapt to technological developments (Eko Yuliawan, 2018). Based on the answers from respondents and the results of this study, convenience does not affect purchasing decisions through e-commerce JD.ID in Mikroskil University Students Class 2018. Because all respondents came from young people who were used to the sophistication of technology. So that the factors of ease of transacting online in the form of ease of access, ease of finding information, ease of filling out order formats and ease of making purchase decisions are no longer an obstacle for students to make transactions through e-commerce JD.ID.

c. The test results for the product review variable partially have no significant effect on purchasing decisions because they show value $t_{hitung}$ -1.452 < $t_{table}$ 1.9698 with a signification value of 1.50 > 0.05. So the hypothesis $H_0$ is accepted and $H_a$ is rejected, meaning that Product Reviews have no effect on purchasing decisions. The results of this study are in line with the results of previous studies because they state that product reviews do not affect purchasing decisions (Khafidatul Ilmiyah, 2020). However, the results of this study are not in line with the results of other researches that state that product quality affects purchasing decisions (Kuswanto, 2020). Product reviews are a feature used to describe the advantages or disadvantages of a product by using testimonials from previous buyers. Based on the answers from respondents and the results of this study, the product review variable did not affect purchasing decisions through e-commerce JD.ID in the Mikroskil University Students Class 2018. Naturally this research the influence of product reviews does not affect purchasing decisions, it shows that many consumers only look at the information listed and product images. Consumers also have confidence in e-commerce JD.ID because they only work with the manufacturer and warranty the product is damaged when it is received (Yud, 2016). So that consumers do not see the product review feature from other consumers who have bought to make a purchase decision.

d. Simultaneous testing of the variables of trust, convenience and product reviews of purchasing decisions showed $F_{hitung}$ 27.889 > $F_{table}$ 2.71 and a signification value of 0.000 < 0.05. So that the hypothesis $H_0$ is rejected and $H_a$ is accepted, meaning that trust, convenience and product reviews simultaneously affect the purchase decision. The value of the coefficient of determination is 0.467. This means that the total proportion of the variables of trust, convenience and product reviews to influence purchasing decisions in this study was 46.7%. While the remaining 53.3% was influenced by other variables that were not studied in this study. Other factors that may influence purchasing decisions such as promotional variables that were not studied in the study.

CONCLUSION

From the results of this study, the following conclusions can be drawn:

1. Partially, the trust variable affects purchasing decisions through e-commerce JD.ID in Mikroskil University Students Class 2018. Meanwhile, the variables of convenience and product reviews do not affect purchasing decisions through e-commerce JD.ID in Mikroskil University Students 2018.

2. Simultaneously, the three free variables, namely trust, convenience and product reviews, affect purchasing decisions through e-commerce JD.ID.

3. The value of the coefficient of determination (Adjusted R-Square) was obtained by 0.467. This shows that the free variable consisting of trust, convenience and product reviews is able to explain the bound variable of purchasing decisions of 46.7%. While the remaining 53.3% was explained by other variables that were not studied in this study.
REFERENCES


