



## Original Article

### The Influence of Online Shopping Convenience and Consumer Trust on Online Purchasing Decisions in Medan City Society

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#### Abstract:

This study was conducted based on a phenomenon, namely why consumers want to buy products online even though this system has several risks such as fraud by sellers, the length of time for goods to arrive and others. The purpose of this study was to determine the effect of ease of online shopping and consumer trust on online purchasing decisions in the Medan City community. This study uses a quantitative approach by collecting data through a survey method. The population used in this study were consumers who had shopped online in Medan City. This study uses a non-probability sampling technique with a stratified random sampling approach or sampling based on stratification. The sample in this study was 100 people based on the Household Analysis Unit taken from 3 sub-districts in Medan City. The data collection technique used a questionnaire that had been tested for validity and reliability. The data analysis technique used to answer the hypothesis was multiple regression. The results of this study indicate that Ease of Online Shopping has a positive and significant effect on Online Purchasing Decisions, as evidenced by the t-count value of 7.541 with a significance value of 0.000 and the regression coefficient has a positive value of 0.749. Consumer Trust has a positive and significant effect on Online Purchasing Decisions as evidenced by the t-value of 3.759 with a significance value of 0.000 and the regression coefficient has a positive value of 0.499. Ease of Online Shopping and Consumer Trust have a positive and significant effect on Online Purchasing Decisions as evidenced by the F-value of 79.765 with a significance of 0.000. The R Square value of 0.622 indicates that the ability of the independent variable to explain the variation of the dependent variable is 62.2%, and the remaining 37.8% is explained by other variables outside the research model.



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**Keywords:** Ease of Online Shopping, Consumer Trust, Online Purchasing Decisions.

## Introduction

The changing times have made the development of information and communication technology more practical. The changing times have also caused significant social changes that have taken place rapidly, especially internet technology. The internet has changed the paradigm of society so that it can connect with each other more easily and quickly. [Utomo, 2013](#). This very rapid development certainly opens up opportunities for business actors to develop business activities through electronic media. One form of e-business that is most well-known to the public is electronic trading activities or what is known as electronic commerce or e-commerce.

The internet has become the most extensive public communication system in the world which currently competes with the global telephone system in terms of reach and distance. [Priansa, 2017](#), explained that the internet is a form of direct marketing. The advantages for consumers with this form of marketing include saving time, easy and convenient. Meanwhile, the advantages for producers are being able to introduce new products quickly, cost-effectively and being able to build personal and continuous relationships with each of their customers.

The development of internet service usage is increasingly growing where people have felt that the internet is an important human need and so is what happens in Indonesia. Through data from the Indonesian internet service community, it is recorded that internet service users are 54.68% of the population of Indonesia in 2017 of 143.26 million people.

Today we see a phenomenon that occurs in society, namely the tendency of people to prefer to transact online (e-business) rather than make conventional/normal transactions. One of the online transactions that is often done is e-commerce. According to the explanation of Management Expert Rhenald Kasali, there are two things that hinder the growth of modern retail, namely because of the tight competition and the emergence of e-commerce that facilitates online business transactions, [\(Dini Hertita, 2018\)](#).

E-commerce applications are current business applications for conducting buying and selling transactions in today's world, making it easier for buyers and sellers to make transactions., [Kenneth and Jane, 2018](#). One of the e-commerce services that is most often used by the public is the online shopping feature (online shop).

With the existence of e-commerce applications through Online shops, it can help people easily make transactions for buying and selling human needs with the availability of applications on all existing media devices such as computers and Mobile phones. With the existence of e-commerce applications, everyone can easily buy and sell human needs because it can be facilitated through e-commerce applications for online shopping. The government only prepares internet networks in every region in Indonesia so that it can be easily reached in carrying out transactions for buying and selling goods for human needs. With the existence of online shops, there is a change in the way people shop where initially shopping had to meet between sellers and buyers which took a lot of time, but this time with online shopping, it can facilitate shopping transactions effectively and efficiently and the desired goods are quickly available ([www.kompasiana.com](http://www.kompasiana.com)). With online shopping, transactions for buying and selling goods occur through the available internet network ([www.coursehero.com](http://www.coursehero.com)).

Observations through the Indonesian internet service community show 32.19% or 46.12 million internet users use the internet itself to make online purchases. Meanwhile, as many as 54.18 million more internet users in Indonesia use the internet to search for online purchasing information. This is a phenomenon that is worth studying, how this can happen and what are the factors that cause the high interest of the Indonesian people to decide to make online purchases.

According to Lovelock, [Wirtz and Mussry, 2012](#), purchasing decisions are the result of the pre-purchase stage which is mostly taken from performance expectations and risk perceptions of various alternatives.

With the background of the existing problems described starting from the events that occur in the object of research as a phenomenon that occurs in the object. in this study the Independent Variables are Ease of Online Shopping (X1) and consumer trust (X2), and the dependent variable is online purchasing decisions (Y). The formulation of the problem is as follows: How big is the influence between X1 on Y?, How big is the influence between X2 on Y, How big is the influence between X1 and X2 on Y?. The objectives of the study are; 1). To find out if there is an influence of X1 on Y; 2). To find out if there is an influence between X2 on Y; 3). To find out if there is an influence between X1 and X2 on Y. Hypothesis: 1). There is an influence of variable X1 on variable Y; 2). There is an influence of variable X2 on variable Y; 3). There is an influence of X1 and X2 on variable Y.

### Previous Research.

Trust and security have a positive influence on purchasing decisions, while convenience has a negative influence on purchasing decisions on E-marketplace sites ([Rachmahita Resti Hidayah, 2018](#)).

There is a significant influence of trust on online shopping decisions for Tokopedia customers and there is a significant influence of convenience on online shopping decisions for Tokopedia customers ([Indah Tri Lestari and Widayastuti Widayastuti, 2019](#)).

[Aulia NirmalaSari, 2018](#). The Influence of Trust, Convenience and Information Quality on Online Purchasing Decisions on the Shopee Site Trust, Convenience, Information Quality, Online Purchasing Decisions Multiple Linear Regression Analysis and Hypothesis Testing Trust, Convenience and Information Quality positively and significantly influence Online Purchasing Decisions.

### Methods

To facilitate researchers in conducting research, a research methodology is needed. Generally, research methodology is a way to facilitate researchers in completing research because they have been given techniques and methods in completing research using scientific studies. This type of research is a type of quantitative research, namely research that aims to measure the relationship between independent variables and dependent variables. While the instrument used is a questionnaire that is distributed to respondents and then withdrawn after the questionnaire is filled out by the respondents. The variables studied in this study are the online shopping convenience variable (X1), consumer trust variable (X2) and online purchasing decision variable (Y).

Table 1. Operational of Variables.

| Number | Variable                                                                             | Operational Defenition                                                                                                                                                                                    | Variable Indicator                                                                                                                                                                                                     | Measurement Scale |
|--------|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 1      | Convenience (X1)<br>(Dara Juwita, 2015)                                              | Convenience<br>Convenience is a process where consumers can easily use internet technology as a means of online purchasing.                                                                               | 1. Easy to obtain information<br>2. Technology is easy to operate<br>3. Not bound by time<br>4. Easy to transact                                                                                                       | Likert            |
| 2      | Trust (X2)<br>(Hidayat, I., Arifin, R., dan Priyono, A., 2017)                       | Trust is a general belief or intention of trust in all parties we can trust                                                                                                                               | 1. 1. Trustworthy website information.<br>2. 2. Guarantee of product transactions.<br>3. Trustworthy website reputation.                                                                                               | Likert            |
| 3      | Online Purchasing Decision (Y)<br>(Kotler and Keller, 2009 dalam Naufa Savero, 2017) | Purchasing decision is a decision from consumers in forming preferences for several brands that are available in several choices, consumers can also form a decision to purchase the most preferred brand | . 1. Decision about the brand<br>2. Decision to buy from whom (supplier)<br>3. Decision about the number of products to be purchased<br>4. Decision about the time of purchase<br>5. Decision on the method of payment | Likert            |

## Results

### Research Result

The data presented in the study is data about respondents seen from the respondent's age perspective.

Table 2. Respondent Age

| Age     | Number Of People | (%) |
|---------|------------------|-----|
| 18 - 20 | 18               | 18  |

|         |     |     |
|---------|-----|-----|
| 20 - 22 | 26  | 26  |
| 22 - 25 | 27  | 27  |
| 25 - 28 | 10  | 10  |
| >28     | 19  | 19  |
| -----   |     |     |
| ----    |     |     |
|         | 100 | 100 |
| =====   |     |     |
| ===     |     |     |

Sources : Data Processing Results

Respondents based on age in Table 2 shows that respondents aged 18-20 years old numbered 18 people (18%), 20-22 years old numbered 26 people (26%), 22-25 years old numbered 27 people (27%), 25-28 years old numbered 10 people (10%) and respondents aged > 28 years old numbered 19 people (19%). Thus, the characteristics of respondents based on age are dominated by the age of 22-25 years reaching 27% of the total sample. This is generally because this age is a stage of change from adolescence to adulthood so that they are more adaptable to the products worn, especially fashion products that are widely offered by online shopping sites.

### Descriptive Analysis

#### Classical Assumption Test Results.

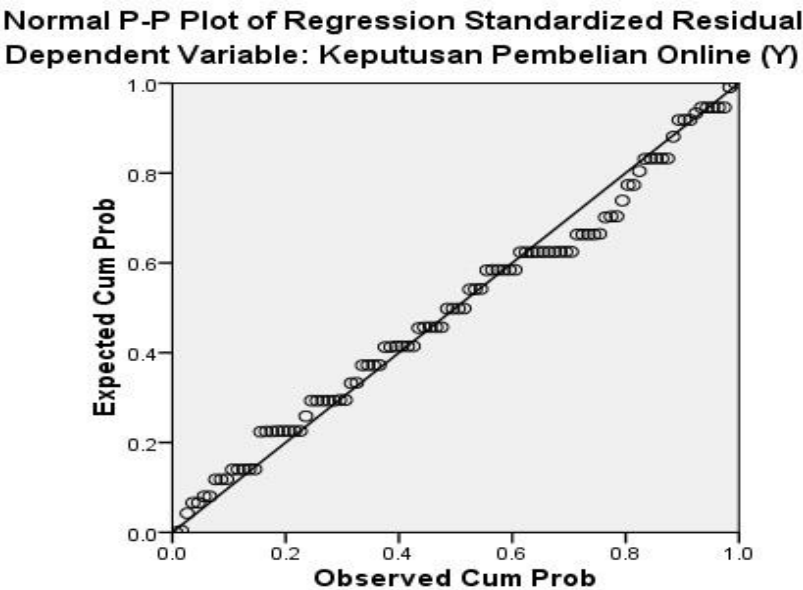
##### 1. Data Normality Test.

to find out whether the data is normally distributed, a normality test is carried out. Data is said to be normal if it does not violate or deviate from the classical assumptions that can be known through a graphical approach and a Komogorov-Smirnov statistical approach.

##### a. Graphical Approach

To see normally distributed data is done with the data normality test is the Graphical Approach. The graphical approach used is the Normality Probability Plot.

Figure 1. Graphical Approach



Source: Research Results ([Processed Data, 2019](#))

By looking at Figure 1, it is explained that the data is normally distributed, which is on a line that is in the distribution of points around the diagonal axis of the graph.

## b. Kolmogorov-Smirnov Approach

Table 3 . Kolmogorov-Smirnov Normality Test  
One-Sample Kolmogorov-Smirnov Test

|                                |                | Unstandardiz<br>ed Residual |
|--------------------------------|----------------|-----------------------------|
| N                              |                | 100                         |
| Normal Parameters <sup>a</sup> | Mean           | .0000000                    |
|                                | Std. Deviation | 2.30362615                  |
| Most Extreme Differences       | Absolute       | .094                        |
|                                | Positive       | .094                        |
|                                | Negative       | -.072                       |
| Kolmogorov-Smirnov Z           |                | .939                        |
| Asymp. Sig. (2-tailed)         |                | .341                        |

a. Test distribution is Normal.

Source: Primary Data Processing with SPSS, 2019.

With the processed data results can be explained through the Kolmogorov-Smirnov approach that the Asymp. Sig. (2-tailed) value of 0.341 > 0.05 means that the residual variables are normally distributed and the Kolmogorov-Smirnov Z value is 0.939 < 1.97.

## 2. Multicollinearity Test.

To test the data whether there are symptoms or not there are symptoms between the variables in this study used through the Multicollinearity Test. then in Table 4 below can explain whether there are symptoms of the relationship between variables by looking at the Tolerance value and VIF value.

Table 4 Tolerance and VIF Values

| Coefficients <sup>a</sup> |                               |                             |            |                           |       |      |                         |       |
|---------------------------|-------------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model                     |                               | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|                           |                               | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1                         | (Constant)                    | 2.547                       | 1.778      |                           | 1.432 | .155 |                         |       |
|                           | Kemudahan Belanja Online (X1) | .749                        | .099       | .582                      | 7.541 | .000 | .654                    | 1.529 |
|                           | Kepercayaan Konsumen (X2)     | .499                        | .133       | .290                      | 3.759 | .000 | .654                    | 1.529 |

a. Dependent Variable: Keputusan Pembelian Online (Y)

Source: Data Processing Research, 2019

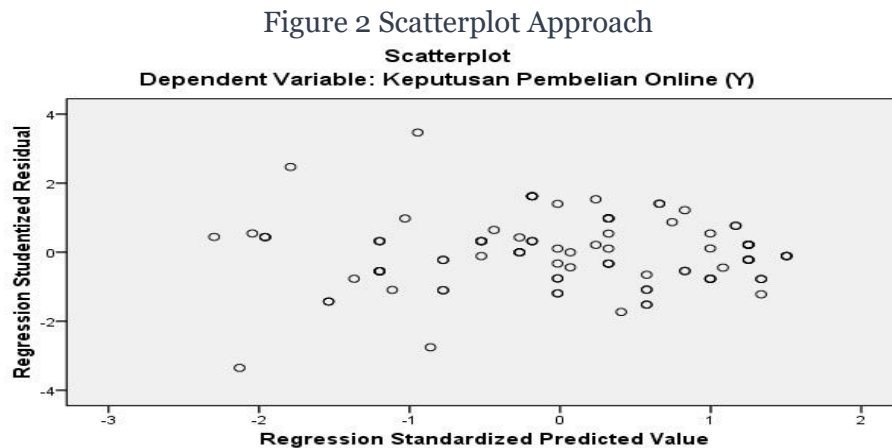
The processed data results in Table 4 explain that the tolerance value of the Ease of Online Shopping variable (X1) is 0.654 where the VIF value is 1.529 and the tolerance value of the Consumer Trust variable (X2) is 0.654 where the VIF is 1.529. This is the same as the decision-making criteria where the tolerance value is > 0.1 and the VIF value is < 10. So it can be concluded that there is no multicollinearity in the data used.

## 3. Heteroscedasticity Test.

## a. Graphic Approach (Scatter Plot)

Then the data is also viewed from the presence or absence of Heteroscedasticity through the Heteroscedasticity Test (Scatter Plot). The following

are the results of the Heteroscedasticity Test with Scatter Plot. In Figure 2 below, you can see the Scatter Plot graph.



Source: Research Results (Processed Data, 2019)

The results of data processing using SPSS show that the distribution points on the Scatter Plot are spread evenly so that no heteroscedasticity is visible.

#### b. Statistical Approach (Glejser Test)

Table 5 Statistical Approach (Glejser Test)

| Coefficients <sup>a</sup> |                               |                             |            |                           |        |      |
|---------------------------|-------------------------------|-----------------------------|------------|---------------------------|--------|------|
| Model                     |                               | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                           |                               | B                           | Std. Error | Beta                      |        |      |
| 1                         | (Constant)                    | 4.503                       | 1.140      |                           | 3.949  | .000 |
|                           | Kemudahan Belanja Online (X1) | -.091                       | .064       | -.174                     | -1.428 | .157 |
|                           | Kepercayaan Konsumen (X2)     | -.067                       | .085       | -.095                     | -.782  | .436 |

a. Dependent Variable: Abs\_RES

Source: Research Results (Processed Data, 2019)

Based on Table 5, it can be seen that the significance level of the online shopping convenience variable (X1) is  $0.157 > 0.05$  and the significance level of the consumer trust variable (X2) is  $0.436 > 0.05$ . Thus, it can be seen that none of the independent variables are statistically significant in influencing the absolute dependent variable. This can be seen from the probability of significance above the 5% confidence level. Thus, it is concluded that the regression model does not lead to heteroscedasticity.

#### 4. Linear Regression Analysis Test Results

Linear regression is a data analysis technique that predicts unknown data values using other related and known data values. Mathematically modeling unknown or dependent variables and known or independent variables as linear equations. The results of the Multiple Linear Regression calculation can be seen in Table 6 below:

Table 6 Multiple Linear Regression Analysis Results

Coefficients<sup>a</sup>

| Model |                               | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|-------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                               | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                    | 2.547                       | 1.778      |                           | 1.432 | .155 |
|       | Kemudahan Belanja Online (X1) | .749                        | .099       | .582                      | 7.541 | .000 |
|       | Kepercayaan Konsumen (X2)     | .499                        | .133       | .290                      | 3.759 | .000 |

a. Dependent Variable: Keputusan Pembelian Online (Y)

Source: Research Results (Processed Data, 2019)

Based on the results of SPSS processing, Multiple Linear Regression Analysis can be explained as follows:

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

$$Y = 2,547 + 0,749X_1 + 0,499X_2 + e$$

Where:

Y = Online Purchase Decision

X1 = Ease of Online Shopping

X2 = Consumer Trust

e = Standard Error

## 5. Hypothesis Test Results.

### 5.1. Partial Significance Test (t-Test)

This study uses independent variables and dependent variables where the data in these variables will be analyzed using SPSS so that the relationship between each independent variable and the dependent variable is clearly known. The results of the t-test can be seen in Table 7 below:

Table 7. t-Test

Coefficients<sup>a</sup>

| Model |                               | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|-------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                               | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                    | 2.547                       | 1.778      |                           | 1.432 | .155 |
|       | Kemudahan Belanja Online (X1) | .749                        | .099       | .582                      | 7.541 | .000 |
|       | Kepercayaan Konsumen (X2)     | .499                        | .133       | .290                      | 3.759 | .000 |

a. Dependent Variable: Keputusan Pembelian Online (Y)

Source: Research Results 2019

in Table 7 which is the result of SPSS, it can be explained that:

1. The results of data processing using SPSS can be explained that the Ease of Online Shopping Variable (X1) has a positive effect on the Online Purchase Decision variable (Y) where T count (7.541) > t table (1.660).
2. The influence of the Consumer Trust Variable (X2) has an effect on the Online Purchase Decision (Y) where the t count value (3.759) > t table (1.660).

### 5.2. Simultaneous Significance Test (F Test)

Hypothesis testing for variables X1 and X2 on variable Y is carried out using SPSS so that the results will show how much influence there is between variables X1 and X together on variable Y, as explained in Table 8 below:

Table 8 F Test

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 864.027        | 2  | 432.014     | 79.765 | .000 <sup>a</sup> |
|       | Residual   | 525.363        | 97 | 5.416       |        |                   |
|       | Total      | 1389.390       | 99 |             |        |                   |

a. Predictors: (Constant), Kepercayaan Konsumen (X2), Kemudahan Belanja Online (X1)

b. Dependent Variable: Keputusan Pembelian Online (Y)

Source: Research Results, 2019

Based on Table 8 above, it can be seen that the calculated F value is 79.765 and the F table value at alpha 5% is 3.09, so the calculated F value (79.765) > F table (3.09).

### 5.3. Determination Coefficient Test (R<sup>2</sup> Test)

In this study, it can be seen how much the variables of Online Shopping Convenience (X1) and Consumer Trust (X2) contribute to the Online Purchasing Decision variable (Y). Through the determination coefficient (R<sup>2</sup>) using the SPSS program, it can be seen in Table 9 below:

Table 9 Determination Coefficient Test

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .789 <sup>a</sup> | .622     | .614              | 2.327                      |

a. Predictors: (Constant), Kepercayaan Konsumen (X2), Kemudahan Belanja Online (X1)

b. Dependent Variable: Keputusan Pembelian Online (Y)

Source: Research Results, 2019)

To see the results of the Determination test (R<sup>2</sup>) seen through data processing via SPSS where the R Square value of 0.622 means that variables X1 and X2 have a positive contribution of 0.622 or 62.2% to variable Y and the remaining 37.8% is influenced by other factors.

## Conclusions.

To end a study, conclusions are drawn starting from the phenomenon so that there is a good answer to the event to be studied.

The results of data processing on data collected by researchers and analyzed using statistical analysis through the SPSS Test can be explained as follows:

1). The influence of the independent variable X1 on the dependent variable Y can be explained that the T count value is 7.541 > T table 1.660; 2). The influence of the independent variable X2 has a positive effect on the variable Y where the T count is 3.759 > T count 1.660; 3). The influence of the independent variables X1 and X2 has an effect on the variable Y by 79.765 > F table 3.09.

## Suggestions.

Based on the results and discussion, the following suggestions are given:

Online shopping site service providers are expected to be more innovative in providing convenience for customers and creating new advantages that are not provided by other online shopping sites so that they can become the main choice for

customers in making online purchases such as providing detailed and easy-to-understand ordering instructions, providing a system with a fast and easy ordering process. Online shopping site service providers are expected to be able to increase consumer confidence, especially regarding transaction security and provide guarantees to customers that the goods sold are in accordance with the goods expected by the customer and ensure that the goods ordered arrive at their destination on time.

Companies engaged in online sales must always strive to improve consumer satisfaction so that online shop sales are truly successful in the product sales business.

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