

The Effect Of Information Quality And Trust On Online Purchase Decisions On The Market Place Shopee (Case Study Of Shopee Users In Hamlet 8 Marindal 1 Village Deli Serdang Regency)

Syahraini¹, Iskandar Muda², Andri Soemitra³, Sugianto⁴

^{1,3,4}universitas Islam Negeri Sumatera Utara

²universitas Sumatera Utara

¹corresponding Author : Syharaini@gmail.com & Syahraini95@yahoo.com

Abstract

This Study Aims To Determine The Effect Of Information Quality And Trust On Online Purchasing Decisions On The Shopee Marketplace In Dusun 8, Marindal 1 Village, Deli Serdang Regency. This Study Uses A Quantitative Approach. With A Population Of 1720 Respondents With A Tolerance Limit Of 10% Which Can Be Calculated Using The Slovin Formula, The Total Sample Size Is 94 Respondents Using A Simple Random Sampling Technique. Data Was Collected By Providing A List Of Questions To Respondents, Namely The People Of Marindal 1 Dusun 8, Deli Serdang Regency, North Sumatera Province, Indonesia. This Study Uses The Technique Of Multiple Linear Regression Analysis, T Test, F Test, And The Coefficient Of Determination. The Results Of The Partial Test (T Test) Show That The Quality Of Information (X₁) Has A Significant Effect On Purchasing Decisions. It Can Be Seen From Tcount 5,207 > T Table 1,661. Meanwhile, For The Confidence Variable, It Can Be Seen From Tcount 4,459 > 1,661 Ttable. Meanwhile, The Simultaneous Test Results (F Test) Of The Two Independent Variables On The Dependent Variable. The Results Showed That Together The Information Quality And Trust Variables Had A Significant Influence On Purchasing Decisions, It Was Seen From The Fcount Value (93.839 > Ftable (3.10). With An R Square Value Of 0.637. This Means That The Influence Of The X₁ Variable And Variable X₂ To Variable Y Is 63.7%, While The Remaining 32.7% Is Influenced By Other Variables Not Included In This Study.

Keywords: Information Quality, Trust, Purchase Decision

Jelcode : M-31

1. Introduction

The Development Of Technology And Information That Is Increasingly Rapidly Changing People's Lifestyle Changes Significantly. This Technological Change Is Felt By Various Fields Ranging From Health, Education, Transportation, Communication And Also Shopping Transactions (Sinurat Et Al, 2020). The Existence Of Technology Makes It Easier For People To Access The Desired Information In Full. In Addition To Technology That Continues To Develop, The Increasing Interest In Using The Internet In The Community Is What Creates Opportunities In Business, Namely The Existence Of Various Kinds Of Marketplaces That Make It Easier For People To Shop Through Online Transactions.

Shopping Online Is Something That Many People Are Interested In Because It Has Its Own Advantages In Every Transaction Made, The Development Of This Business Has Changed Some Consumer Behavior, One Of Which Is Shopping Habits, Which Originally Shopped Directly At Shopping Centers Or In The Market, Now Switch To Online Media (Sangadji, 2013, Silalahi Et Al., 2018). In The Digital Era, There Are Many Marketplaces That Offer Various Services For Consumers, People Are Free To Choose Which Marketplace To Shop Online.

Based On Data From Iprice.Co.Id, It Shows That In 2020 Shopee Is The First Ranked Marketplace With The Number Of Monthly Web Visitors Reaching 96,532,300 Visitors/Month. Shopee Is Also An Application That Ranks First In The Appstore And Playstore For The Marketplace Category Among Other Marketplaces. When People Want To Shop Online There Are Several Things That Must Be Considered, Among Others.

Purchase Decisions Made By Customers Online And Offline Have Quite A Striking Difference. One Of The Differences Is The Shopping Tools Used And The Marketing Methods Are Quite Different Between Online And Offline (Tambunan Et Al., 2018).

Shopee Is An E-Commerce Company Under The Auspices Of Garena (Changed Its Name To Sea Group), An Internet Company In Southeast Asia. Running A Mobile C2c Business Marketplace, Shopee Was Officially Introduced In Singapore In 2015 Followed By Malaysia, The Philippines, Taiwan, Thailand, Vietnam, And Indonesia. Shopee Indonesia Was Officially Introduced In Indonesia In December 2015 Under The Auspices Of Pt Shopee International Indonesia. Offering A One Stop Mobile Experience, This Is Done By Shopee So That Users Get Clear Quality Information. Shopee Provides A Live Chat Feature That Makes It Easy For Sellers And Buyers To Interact With Each Other Easily And Quickly.

As For The Problems Experienced By Consumers Or The Community After Researchers Conducted Interviews With The People Of Dusun 8, Marindal Village 1. There Is Still A Lack Of Accuracy, Timeliness, Completeness And Presentation Of Information, One Example Of Which Is The Timeliness Of Delivery Of Goods When Buying Goods At A Shop At Shopee. The Delivery Of The Goods After We Make A Payment Transaction But In Reality, Not Always The Goods We Order Arrive On Time As Scheduled, The Description Makes Buyers Still Think About Shopping Online At Shopee Again. Plus The Presentation Of Information Is Not. This Problem Causes Potential Buyers Or The People Of Marindal 1 Village, Especially Hamlet 8 To Feel Hesitant To Shop On The Shopee Application Again.

2. Literature Review

The Quality Of Information Is One Of The Factors That Influence A Buyer To Buy A Product In The Marketplace, Because Good Quality Information Is Useful For Informing The Usability And Quality Of A Product Or Service (Tanjaya Et Al, 2019 And Lubis Et Al., 2021). Complete Information Can Attract Potential Buyers To Buy A Product. As Such, Users Make Better Decisions As The Quantity And Quality Of Information Increases. The Information Presented Must Be Relevant According To The Product Attributes Displayed (Ridwan Et Al., 2020). This Means That The Information Provided Is Not Forgotten At All. The Quality Of An Information Depends On 3 Things, Namely: Accurate (Accurate), Timely (Timeliness), And Relevant (Relevance). When Someone Is Shopping Online, The Main Thing That A Buyer Considers Is Whether The Website That Provides The Online Shop And The Online Seller On The Website Can Be Trusted, Trust Is A Psychological Area Which Is A Concern For Accepting What Is Based On Expectations Of Good Behavior From Others (Kotler, 2009). Independent Variable (X) Namely Information Quality, Trustworthiness And Convenience And 1 Dependent Variable (Y) Namely Purchasing Decisions, While The Research Conducted By Researchers Only Uses 2 Independent Variables (X) Namely Information Quality And Trust And The Dependent Variable (Y) Namely Buying Decision. The Equation Of This Research Is To Use Quantitative Methods.

3. Method

Research Design Is The Framework Used To Carry Out Research. The Research Design Provides An Overview Of The Procedures For Obtaining The Information Or Data Needed To Answer All Research Questions. The Type Of Research Used Is Associative Research With A Quantitative Approach Method. The Population In This Study Were All The People Of Marindal 1 Village Who Had Shopped Online Using The Shopee Application In Hamlet 8, Marindal 1 Village.

4. Results And Discussion

4.1. Results

This Section Will Explain The Identity Of Respondents Based On Gender, Age, Level Of Education Who Have Participated To Assist Researchers In Collecting Data Through A Questionnaire (Questionnaire) Instrument Containing Statements Of Quality Of Information And Trust, Purchasing Decisions On Shopee.

This Study Aims To Determine How Much Influence The Quality Of Information And Trust Has On Purchasing Decisions At Shopee In Dusun 8, Marindal 1 Village. In This Study, 94 Respondents Were Taken. Useful Products” Respondents Who Stated Strongly Agree Were 52 People Or 55.3%, Respondents Who Agreed Were 37 People Or 39.4%, Respondents Who Expressed Doubt Were 4 People Or 4.3%, Respondents Who Disagreed 1 People Or 1.1% Of Respondents' Answers, The Largest Is Strongly Agree 52 People Or 55.3%.

In This Discussion, The Researcher Will Describe In Detail The Results Of Data Analysis From The Distribution Of The Questionnaire After It Was Distributed And Filled Out By The Respondents, And The Calculations Were Carried Out Through The Help Of The Spss Version 20 Program For Windows.

Multiple Linear Regression Analysis Results

Multiple Linear Regression Is Intended To Determine The Linear Relationship Between Several Independent Variables Commonly Called X_1 , X_2 , And So On With The Dependent Variable Called Y . Based On The Results Of Data Processing With The Spss 20 Program, The Following Results Are Obtained: Then The Multiple Regression Equation In This Study Is:

$$Y = A + B_1X_1 + B_2X_2 + E$$

Based On The Regression Equation Obtained From The Coefficient Table Above, It Can Be Explained The Influence Of The Information Quality Variable (X_1) And Trust (X_2) On The Purchase Decision Variable (Y). The Results Of The Regression Calculation, The Constant Value (A) Is 6.733; (B_1) Of 0.466; And (B_2) Of 0.474 So That The Multiple Linear Regression Equation $Y = 6.733 + 0.466x_1 + 0.474x_2$ Is Obtained Where The Information Quality And Trust Variables Have An Influence On The Purchase Decision Variable. This Can Be Seen From The Following Information: The Constant (A) Of 6.733 Indicates That Without The Variable Quality Of Information And Trust In Purchase Decisions For Online Purchases At The Shopee Marketplace (Shopee User Case Study In Hamlet 8, Marindal Village 1, Deli Serdang Regency) Is 6.733. Information Quality Of 0.466 And Trust Of 0.474 Indicates That The Information Quality And Trust Variables Have A Positive Effect On Purchase Decisions, Meaning That Every Increase In Information Quality And Trust Variables Will Have A Positive Effect On Purchase Decisions. Which Is Based On If The Value Of B Is Positive (+) Then It Indicates An Increase/Increase Rate And If The B Value Is Negative (-) Then It Indicates A Decreasing Number (Sugiyono, 2017). The Trust Variable Has The Largest Beta Coefficient, Meaning That The Trust Variable Has The Most Influence On Purchase Decisions.

The Obtained T Value Of Information Quality Is $5,207 > 1,661$ With A Significant Level Of $0,004 < 0,05$ Then H_1 Is Accepted And Information Quality Has A Positive And Significant Effect On Online Purchasing Decisions On The Shopee Marketplace In The Marindal 1 Dusun 8 Community. It Was Obtained That The T count Value Of Confidence Was $4.459 > 1.661$ With A Significant Level Of $0.003 < 0.05$ Then H_2 Was Accepted And Trust Had A Positive And Significant Effect On Purchasing Decisions Online At The Shopee Marketplace For The People Of Desa Marindal 1 Dusun 8.

4.2. Discussion

This Study Aims To Determine Whether There Is An Influence Between Information Quality And Trust On Purchase Decisions. In This Study, The Authors Used Qualitative And Quantitative Data Analysis With A Population Of 1,720 People. The Community And The Authors Took A Sample Of 94 People From The Marindal 1 Village Community, Dusun 8, Deli Serdang Regency. This Research Was Used By Distributing Questionnaires In The Form Of A Google Form To The Marindal 1 Village Community, Dusun 8, Deli Serdang Regency.

The Influence Of Information Quality On Purchase Decisions

Based On The Results Of The Partial Test (T Test) The Effect Of Information Quality On Trust Obtained T count Value Of $5,207 > T$ Table $1,661$ With A Significant Level Of $0,004 < 0,05$. So It Can Be Concluded That The Information Quality Variable Has A Positive And Significant Effect On Online Purchasing Decisions On The Shopee Marketplace, So That The First Hypothesis (H_1) Is Proven. This Shows That The Quality Of Information Affects Online Purchasing Decisions On The Shopee Marketplace. This Is In Accordance With The Research Of Anggraeni (2016), Dewi (2017), ISSN: 2005-4289 IJDR

Lift (2018), Agustina Et Al (2019), . The Results Of This Study Indicate That The Quality Of Information Has A Positive And Significant Effect On Purchasing Decisions.

The Effect Of Trust On Purchase Decisions

Based On The Results Of The Partial Test (T Test) The Effect Of Trust On Purchase Decisions, The Tcount Value Is 4.459 > Ttable 1.661 With A Significant Level Of 0.003 < 0.05. So It Can Be Concluded That The Trust Variable Has A Positive And Significant Effect On Online Purchasing Decisions On The Shopee Marketplace, So The Second Hypothesis (H2) Is Proven. The Results Of This Study Indicate That Trust Has An Influence On Purchasing Decisions, Trust Is A Personal Basis That Influences Online Purchasing Decisions On The Shopee Marketplace. The Results Of This Study Are In Accordance With Yuniati (2016), Dyatmika (2018), Gunawan (2018), Mulyadi (2018). And Lubis Et Al (2021). Based On The Results Of These Studies, It Can Be Concluded That The Variables Of Trust, Convenience, And Quality Of Information Have A Significant Effect On Purchasing Decisions At The Lazada Online Store Simultaneously.

The Influence Of Information Quality And Trust On Purchase Decisions

Based On The Results Of The Simultaneous Test (F Test) Shows That The Value Of Fcount Is 93,839 > Ftable 3.10 With A Significant Level Of 0.000 < 0.05. So It Can Be Concluded That The Quality Of Information And Trust Have A Positive And Significant Effect On Purchasing Decisions. Thus The Third Hypothesis (H3) Is Proven, Namely The Quality Of Information And Trust In Online Purchasing Decisions On The Shopee Marketplace In The People Of Marindal 1 Village, Dusun 8, Deli Serdang Regency. These Results Are In Accordance With Melinda Agustina, Fidellis Watotholok, And Handry (2019) Entitled "The Effect Of Trust, Ease, Information Quality On Online Purchase Decisions On The Tokopedia Sale And Purchase Site (Case Study Of Tangerang Area)". The Results Of This Study Indicate The Influence Of Trust, Convenience, Quality Of Information On Online Purchasing Decisions On The Tokopedia Selling And Buying Site (Case Study Of Tangerang Region).

5. Conclusions And Suggestions

5.1. Conclusion

Based On The Results Of Research And Discussion Regarding The Quality Of Information And Trust In Online Purchase Decisions On The Shopee Marketplace In The Marindal 1 Dusun 8 Village Community, Deli Serdang Regency, The Following Conclusions Can Be Drawn: Based On The Results Of Multiple Linear Regression Analysis, The Constant Value (A) Is 6.733; (B1) Of 0.466; And (B2) Of 0.474 So That The Multiple Linear Regression Equation $Y = 6.733 + 0.466x_1 + 0.474x_2$ Is Obtained. So It Can Be Concluded That The Variables Of Information Quality And Trust Have An Influence On Purchase

Based On The Results Of Hypothesis Testing By T-Test (Partial) The Effect Of Information Quality On Purchase Decisions Obtained A Regression Coefficient Of 0.466 And Tcount Of 5.207. And The Influence Of Trust On Purchasing Decisions Obtained Regression Coefficient Of 0.474 And Tcount Of 4.459. So It Can Be Concluded That The Variables Of Information Quality And Trust Are Positively And Significantly Related To Online Purchasing Decisions On The Shopee Marketplace, So The First And Second Hypotheses Are Proven.

Based On The Results Of The F (Simultaneous) Test, It Shows That The Fcount Value Is 93,839 With A Significance Of 0.000. When Compared With The Expected Significance Level Of 5% Means The Significance Of Fcount Is Smaller Than The Expected Significant Level. Thus Information Quality And Trust Simultaneously Have A Positive And Significant Effect On Purchase Decisions.

The Results Of Testing The Coefficient Of Determination Show That The Variables Of Information Quality And Trust In Purchase Decisions Are 0.637 Or 63.7%, While The Remaining 32.7% Is Influenced By Other Variables Not Included In This Study.

5.2. Suggestion

Based On The Results Of Research That Has Been Carried Out, The Authors Provide Some Suggestions As Follows:

ISSN: 2005-4289 IJDRC

Copyright ©2021 SERSC

The Results Showed That The Variables Of Information Quality And Trust Had A Positive And Significant Effect On Purchasing Decisions. Therefore, It Is Very Important To Pay Attention To The Factors That Support The Formation Of Quality Of Information And Trust So That Users Make Decisions To Make Online Purchases On The Shopee Marketplace.

Companies Are Advised To Continue To Improve The Quality Of Information. In Terms Of Improving The Quality Of Information, It Is An Effort To Provide Information That Is Up To Date And Easy To Understand So That All Shopee Users Receive Convincing Information To Make Online Shopping Transactions On The Shopee Marketplace, This Can Increase The Number Of People Who Will Shop At Shopee. For The Company, It Is Necessary To Provide Reliable Accurate Information, This Will Make It Easier For Buyers To Decide What Products To Buy On The Shopee Marketplace.

For Other Parties Who Wish To Continue Research, It Is Hoped That They Can Develop Research By Including Other Variables Such As Promotion, Price, Service Quality, Advertising, And Convenience That Affect Purchasing Decisions.

References

1. Agustina, M., Tholok, F. W., & Handry, H. (2019). The Influence Of Trust, Ease, Information Quality On Online Purchase Decisions On The Tokopedia Buying And Selling Site (Tangerang Area Case Study). *Primanomics: Journal Of Economics & Business*, 17(3), 1-13.
2. Anggraeni, P., & Madiawati, P. N. (2016). The Effect Of Trust And Quality Of Information On Online Purchasing Decisions On The Www.Traveloka Site. *Com. Eproceedings Of Management*, 3(2).
3. Dewi, R. Y., Yulianeu, Y., Haryono, A. T., & Gagah, E. (2017). The Influence Of Consumer Confidence, Ease And Quality Of Information On Online Purchase Decisions With Purchase Intention As A Variable Intervening (Study On Users Of The Bukalapak.Com Buying And Selling Site). *Journal Of Management*, 3(3).
4. Dyatmika, S. W. (2018). The Effect Of Information Quality And Risk Perception On Purchase Decisions At Tokopedia. *Economics Magazine*, 23(1), 124-134.
5. Gunawan, H., & Ayuningtiyas, K. (2018). The Effect Of Trust, Ease And Quality Of Information On Online Purchase Decisions In The Bukalapak Application On Batam State Polytechnic Students. *Journal Of Applied Business Administration*, 2(1), 152-165.
6. [https://Grahanurdian.Com/E-Commerce-Indonesia-Tahun-2020/.\(8,February2021\) 1:01 Am](https://Grahanurdian.Com/E-Commerce-Indonesia-Tahun-2020/.(8,February2021) 1:01 Am)
7. [https://Iprice.Co.Id/Insights/Mapofecommerce/.Html \(8, February2021\) 1:01 Am](https://Iprice.Co.Id/Insights/Mapofecommerce/.Html (8, February2021) 1:01 Am)
8. Kotler, Philip And Kevin Lane Keller. (2009). *Marketing Management, Thirteenth Edition. Volume 1.* Jakarta: Erlangga.
9. Lift, D. W., & Prihatini, A. E. (2018). The Effect Of Easy, Information Quality, And Trust On Online Purchase Decisions On The Lazada Site. *Journal Of Business Administration*, 7(3), 441-448.
10. Lubis, P. D. K., Lubis, I., & Nedelea, A. M. (2021). Management Process Administration In Enterprise Resources Planning (Erp) Systems Applications And Products In Data Processing (Sap) In Ptpn Iii Sei Dadap. *Ecoforum Journal*, 10(1).1-6.
11. Mulyadi, A., Eka, D., & Nailis, W. (2018). The Influence Of Trust, Ease, And Quality Of Information On Purchase Decisions At Lazada's Online Store. *Scientific Journal Of Business And Applied Management*, 15(2), 87-94.
12. Ridwan, M., Militina, T., & Achmad, G. N. (2020). How Trust And Quality Of Information Affect Buying Interest And Purchasing Decisions?(Study On Shopee Customers In Samarinda). *International Journal Of Economics, Business And Accounting Research (Ijebbar)*, 4(01).
13. Sangadji, Etta Mamang & Sopiah. (2013). *Consumer Behavior – A Practical Approach With The Association Of Research Journals.* Yogyakarta: Andi.
14. Silalahi, A.; Masut., And Muda, I. (2018). Factors Forming Seven Layers Of The Open System (Osi) Model. In *Proceedings Of The 7th International Conference On Multidisciplinary Research - Volume 1: Icmr, Isbn 978-989-758-437-4,* Pages 446-451. Doi: 10.5220/0008888804460451. <https://Www.Scitepress.Org/Publicationsdetail.aspx?Id=Ugymgt5b8h4=&T=1>

15. Sinurat, V. A. R., & Ali, M. M. (2020). Analysis Of E-Service Quality And Quality Information On Trust And Impact On Purchase Decision On Consumer Tokopedia.
16. Sugiyono. (2017). Research & Development Methods Research And Development Bandung: Alfabeta, Cv.
17. Tambunan, B., Sihombing, H., & Doloksaribu, A., (2018). The Effect Of Security Transactions, Easy Of Use, And The Risk Perception Of Interest Online Buying On The E-Commerce Tokopedia Site (Study On Tokopedia. Id Site Users In Medan City). In *Iop Conference Series: Materials Science And Engineering*. Vol. 420, No.1, 012118. Iop Publishing. <http://iopscience.iop.org/article/10.1088/1757-899x/420/1/012118/meta>
18. Tanjung, S. C., Mananek, L. L., & Tawas, H. N. (2019). The Influence Of Information Quality , Consumer Trust And Ease Of Purchase Decisions On Vape Products On Instagram. *Emba Journal: Journal Of Economic Research, Management, Business And Accounting*, 7(4).
19. Yuniati, T. (2016). The Effect Of Customer Satisfaction And Trust On Customer Loyalty Auto 2000 Sungkono Surabaya. *Management Science And Research*: 5(6). 45-61.