

The Effect of Web View and Prices on Buying Interest in E-Commerce Shopee with Trust as a Mediation Variable (Case Study on Shopee Users in Maros Regency)

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ABSTRACT

Keywords:

Web views; prices; trust and buying interest

This study examines and analyzes the effect of web display and price on buying interest in e-commerce Shopee through trust as a mediating variable. The type of research used is explanatory research with survey methods and quantitative approaches and data collection using a questionnaire to 100 respondents to Shopee users in Maros Regency, South Sulawesi. The collected data was then analyzed using SmartPLS 3. The results showed that the price and trust web display positively and significantly affected buying interest. Web appearance and price have a positive and significant effect on trust. Then web appearance and price have a positive and significant effect on buying interest through trust as a mediating variable.

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INTRODUCTION

The Internet has become one of the important needs in today's digital era. The existence of the Internet has influenced various aspects of everyday life. Gradually this changes the lifestyle of our society to be more modern and efficient. The Internet can do everything by utilizing the internet network, starting from how to socialize, manage information, and fulfill basic needs. Along with the growth of internet users in Indonesia, there has been an increase in online buying interest, defined as an individual's desire to get a product offered by producers through online-based media (Anwar & Adidarma, 2016). Online shops provide convenience for their consumers, including cost-effectiveness, goods delivered directly to their homes, various payment methods, and

more competitive prices. Economic actors can still transact even if they do not meet face to face; as a result, time and place are no longer limited. Ease of getting information, more varied products and price transparency is also reasons why online shopping is increasingly in demand.

The increase in online buying interest is inseparable from the role of e-commerce as a liaison medium between sellers and buyers. The website's appearance is one of the important variables in e-commerce because the website's appearance is the first thing that will be assessed and seen by buyers. A bad website will make consumers confused and not interested in digging for more information and ultimately fail to make transactions. On the other hand, if the web display is easy to understand and can provide all the information needed, it will increase buyer interest. The chances of successful transactions will be greater.

Another variable that consumers tend to be interested in making purchases on the marketplace is price. Price can affect buying interest because it measures a person's ability to transact. In addition to influencing buying interest, the price can also affect trust. Prices that are too low or do not follow the value of the goods on offer certainly raise suspicion against the seller. Trust has now attracted a lot of research attention and was identified as one factor influencing the success or failure of buying and selling transactions at online stores (Siagian & Cahyono, 2014). The risk when shopping online is much greater than shopping in person, so a third party is needed where e-commerce is one of the vendors who can be trusted in online transactions.

The existence of the internet has gradually changed various community activities, including buying and selling transactions. More and more Indonesian people are using the internet as a business medium, which affects the emergence of online businesses. Online business people need to understand changes in consumer behavior and adapt to these changes so that business processes can continue to run (Anwar & Adidarma, 2016). Business people need to understand the factors that have the most influence on consumer buying interest online. By understanding it, it is hoped that it can help business people in maximizing their sales. Therefore, this study aims to determine the effect of web appearance and price on online shopping buying interest through trust as a mediation.

LITERATURE REVIEW

Theory Reason Action (TRA) describes changes in an individual's behavior caused by behavioral values and intentions. This can occur because of the influence resulting from social norms, and individual attitudes, on behavior (Eagle et al., 2013). Now this theory has developed into Theory Planned Behavior (TPB). Ajzen, in Tdanio and Widanaputra (2016), explains that the indicator forming Theory Reason Action is a person's intention to act, which is influenced by indicators of attitude, social norms, and

PBC/behavioral control. Buying interest can be identified through four indicators: exploratory interest, preferential interest, referential interest, and transactional interest.

The web consists of several pages that use web technology and are interconnected. Another understanding explains that the website is a series of several web pages on the internet that have interrelated topics to present information. On the other hand, web design is a subset of graphic design that deals with the development and styling of objects in the Internet information environment to give them high-end consumer features and aesthetic qualities (Rosdiana, 2018).

According to Tjiptono (2014) a price is a monetary unit, or another measure (including other goods and services) exchanged to obtain ownership rights or use of an item or service. This understanding aligns with the concept of exchange (exchange) in marketing. According to Kotler & Armstrong (2008), the price indicators are price affordability, price suitability with quality, price competitiveness, and price suitability with benefits.

Trust comes from consumer expectations of the fulfillment of brand promises. When their expectations are not met, trust will be reduced or even lost. When consumer trust is lost, it will be difficult for companies to grow back (Arista & Astuti, 2011). According to Ferrinadewi (2008), trust exists when consumers have confidence in the seller's integrity, benevolence, competency, and predictability. So, the components or indicators of trust include integrity, benevolence, competency and predictability.

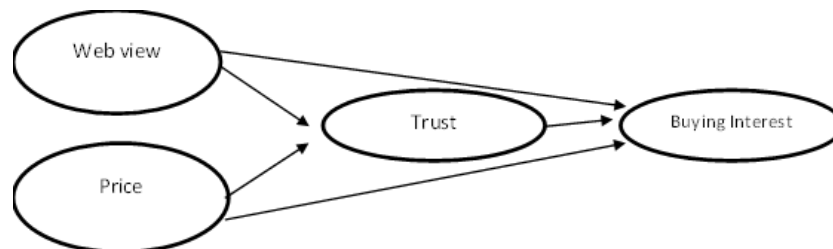


Figure 1. Conceptual Framework

RESEARCH METHOD

This research will be conducted in Kab. Maros is one of the districts in South Sulawesi Province. Sugiono (2007) classifies research according to purpose, method, data source, and level of explanation. Therefore, this research is classified as survey research using a quantitative approach as a data source and classified as explanatory research, namely research that explains causal relationships between variables by submitting hypotheses using the same data (Singarimbun & Effendi, 2019).

The population in this study is Shopee e-commerce users in Kab. Maros, South Sulawesi. In this study, the sampling used a purposive sampling technique, namely the sampling technique of data sources considering certain criteria (Sugiyono, 2013). The respondents' criteria are consumers who were using Shopee e-commerce, downloaded the

application and opened it at least 4x during the last two months (September-October 2021) or access through the Shopee website but never transacted through Shopee at least 100 people. This study uses primary data. Primary data sources are obtained directly from data sources through questionnaires distributed to respondents by researchers (Sugiyono, 2013). The data collection technique used in this study is a questionnaire (questionnaire), which involves asking a series of written questions to respondents hoping that they will provide the necessary and relevant information for research (Sugiyono, 2013).

RESULT AND DISCUSSION

The results of hypothesis testing can be seen in the following discussion:

Table 1. Hypothesis Test Result

Hypothesis	Original Sample (O)	Sample Average (M)	Standart Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Website view -> Buying Interest	0,167	0,167	0,085	1,971	0,049
Price -> Buying Interest	0,248	0,243	0,116	2,147	0,032
Website view -> Trust	0,383	0,375	0,098	3,924	0,000
Price -> Trust	0,504	0,515	0,077	6,535	0,000
Trust -> Buying Interest	0,525	0,531	0,080	6,594	0,000
Website view -> Trust -> Buying Interest	0,201	0,198	0,058	3,492	0,001
Price -> Trust -> Buying Interest	0,264	0,276	0,065	4,062	0,000

Source: Main data processed, 2022

The results of this study indicate that there is a positive and significant effect of web appearance on buying interest. This result is in line with similar research by (Maulana & Kurniawati, 2014) (Deborah, 2019) (Permana, 2020) (Darmanto *et al.*, 2021) (Deviana *et al.*, 2020), which states that web display has a positive and significant effect on buying interest. So it can be concluded that the better the web appearance, the more consumer buying interest will increase. Conversely, if the appearance is bad and seems to make it difficult for consumers, it will discourage buying interest. In this study, respondents agreed that Shoppe's layout was still less attractive or more or less the same as its competitors. Even though the value on the exploratory interest indicator was high but transactional interest was still low, perhaps because the layout was deemed unattractive. The second hypothesis showed a positive effect of price on buying interest. This result is in line with similar research by Bakti *et al.*, (2020), Aptaguna & Pitaloka, (2016) and Satria (2017), which states that price has a positive effect on buying interest. The price is a measure of one's ability to shop if it is felt that the price offered is too expensive or does not follow consumers' ability, of course, the transaction cannot occur.

Specifically, the prices in this study are about the prices of products offered on Shopee e-commerce, where respondents are very enthusiastic about price discounts and feel that the products offered by Shopee are affordable and of appropriate quality. However, for price competition, respondents agree that the prices offered are not competitive or more or less the same as other e-commerce.

The third hypothesis results indicate that there is a positive and significant effect of web appearance on trust. This result is in line with similar research Pratiwi *et al.*, (2013), Haekal & Widjajanta (2016), Fahmi *et al.*, (2018), Purnomo & Rusminah (2021), which states that web appearance has a positive and significant effect on trust. In other words, the better Shopee's web appearance, the higher the level of consumer confidence to choose Shopee as a third party for transactions. On the other hand, a web display that looks bad will affect consumer confidence because it is felt that it cannot meet consumer expectations and expectations. According to respondents, a good and good web appearance is a web that provides complete information, is easily accessible and makes it easier for consumers to transact. When the criteria are met, consumers feel more secure and comfortable transacting, even indirectly. Based on the results of fourth hypothesis testing, show that price has a positive and significant effect on trust. This result is in line with previous research by (Pratama & Santoso, 2018) and (Kurniawan, 2012), which stated the same thing. When an item has a value comparable to the price offered, it will certainly increase the sense of trust. Low prices are not a guarantee that consumers will buy. Price is not only a measure of a person's ability to shop but also a measure of the suitability of the value of goods with their prices.

The study results show that if there is a positive and significant influence of the trust variable on buying interest, it can say that the higher the consumer's sense of trust, the more buying interest will increase. This is reinforced by previous research by (Rosdiana & Haris, 2018) and (Deborah, 2019), which states that consumer trust positively affects online buying interest. Trust is a crucial factor in online transactions. Without trust, it is unlikely to continue the transaction. Therefore trust greatly affects buying interest. Based on the results of respondents' answers to indicators of buying interest, the referential interest gets the highest score where consumers tend to recommend Shopee to relatives. Of course, one of the factors is because consumers believe in Shopee, as evidenced by the value of the trust indicator regarding Shopee's ability to maintain consumer data, which means consumers strongly agree that consumers believe Shopee can protect their data.

This study indicates that trust has a positive and significant effect in mediating the effect of web display on buying interest. This is in line with previous research (Deborah, 2019) which stated that trust could mediate the effect of web display on buying interest in a positive and significant way. In other words, the better the appearance of the web will form a sense of consumer trust where trust can increase their buying interest. Even

in this study, the effect of web display on buying interest with trust as a mediating variable is much greater than the direct effect of web display on buying interest. It concluded that respondents in this study need a trust variable to increase their buying and selling. Based on results, trust has a positive and significant effect in mediating the effect of price on buying interest. This result is not in line with previous research (Nugroho, 2021), which stated that trust could not mediate the effect of price on buying interest. This result shows that trust is needed in online transactions where the right price can increase trust and trust encourages buying interest. Even in this study, the influence of trust in mediating prices on buying interest is greater than the effect, which means that the respondents need a trust variable to increase their buying and selling.

CONCLUSION

The internet has become a necessity today and has gradually changed various activities and aspects of life. Along with the development of internet users, online transactions are increasingly in demand and impact the increasing number of online business people. Business people must understand the most influential factors or variables to maximize sales. The web display and price variables were chosen in this study and measured how much they contribute to buying interest with trust as a mediating variable in Shope e-commerce. The results are all variables, both web display and price, have a significant and positive effect on trust and buying interest. Trust positively affects buying interest and can mediate web appearance and price on buying interest.

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