

The Effect of Promotion, Trust, Security and Information Quality on Purchase Decisions on the Shopee Marketplace

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Abstract

Marketplace is an intermediary platform between sellers and buyers to process product transactions online. This study aims to determine and analyze the effect of promotion, trust, security and quality of information simultaneously and partially on purchasing decisions on the Shopee marketplace. The study used a quantitative approach with primary data, which was obtained by distributing online questionnaires. The independent variables consist of promotion, trustworthiness, security and quality of information. The dependent variable is the purchase decision. The population is college students in the Depok area who have bought in the Shopee marketplace, as many as 134 respondents were used as samples. Using Multiple Linear Regression analysis tool, F test and t test, Determination. The results obtained are that promotion, trust, security and quality of information simultaneously influence purchasing decisions on the Shopee marketplace. Promotion has no partial effect on purchasing decisions on the Shopee marketplace. Meanwhile, trust, security and quality of information partially influence purchasing decisions on the Shopee marketplace.

Keywords: promotion, trust, security, quality of information, purchasing decisions

1. Introduction

The advancement of marketing is getting faster, people don't have to waste time walking to the store to buy goods. Just need to browse the internet and search for what you want and get it in no time. (Rafsandjani, 2018). Currently, many buying and selling transactions use a device using the internet network. Payment processing and delivery of goods can be done only by using electronic devices. Marketplace is one of the main roles in business on e-commerce platforms. Marketplace is an intermediary platform between sellers and buyers to process product transactions online. Marketplace provides various facilities such as, product selection according to category, payment methods and delivery estimates, other features. One example of a Marketplace is Shopee. Consumer behavior becomes a marketing topic, how and why consumers act to make purchasing decisions helping companies improve marketing strategies and become more successful in the market. The challenge facing marketers is how to influence the buying behavior of consumers to support their products or services (Stankevich, 2017).

Kotler and Keller (2012), purchase decisions are decisions taken by consumers to purchase a product through the stages that consumers go through before making a purchase which includes felt needs, activities before buying, wearing behavior, and feelings after buying. The definition of decision making is the selection of alternatives to solve a problem, the time and effort required to complete the process varies across buying situations. (Prasad & Jha, 2014). The decision to buy does not happen immediately. Behind the act of buying, there is a buying decision process that companies must investigate (Munthiu, 2009).

Lupiyoadi (2013), promotions are activities carried out by companies to communicate the benefits of products and as a tool to influence consumers in purchasing activities or using services according to their needs. Kotler and Keller (2016), promotion is an activity that communicates the advantages of a product and persuades target customers to buy it. Promotion is considered as a set of marketing techniques or practices, marketing actions, forms of communication, aimed at overcoming sales levels by attracting attention and attracting potential buyers, through point of sale, information, trust, training, and keeping customers interested in the company's products (Alexandrescu & Milandru, 2018). Promotion affects purchasing decisions (Suryani & Syafarudin, 2021), (Limpo, Rahim & Hamzah, 2018), (Siahaan & Christiani, 2021).

Kotler & Keller (2012), Trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and

benevolence. Consumers have experience and increased confidence in the use of digital platforms when conducting e-commerce transactions (Valdez, Gallardo, & Ramos, 2021). Trust is one of the main components of ongoing customer online transactions (Zainudin, Wahid, Zainol & Heriranto, 2020).

Familiarity and trust are the main roles in mediating the exchange between sellers and buyers and their positive effect in the buyer's perception of usefulness of any social trading platform (Gibreel, AlOtaibi & Altmann, 2018). Trust is essential in conditions of uncertainty and risk (Lee & Turban 2001). Trust and security are two main factors that influence online purchase intentions based on the literature, so it is believed that trust and security are very important in increasing online purchase intentions (Meskaran, Ismail, Z, & Shanmugam, 2013). Trust affects purchasing decisions (Rabiana & Akib, 2020), (Ferdiansyah & Rahayu 2016), (Tyas & Nurhasanah, 2019), (Sari & Hawignyo, 2021), (Mahliza, 2020), (Mittal, 2013). (Che, Cheung & Thadani, 2017).

Payment security in online shopping appears not only to be a common concern for Internet shopping media, but is an important factor in determining whether to shop online or not (Kwon & Lee, 2003). Security is one of the main factors to consider when deciding to buy products online (Vasić, Kilibarda & Kaurin, 2019). Security has a positive and significant influence on purchasing decisions (Amanah, Harahap, Gunarto, & Purwanto, 2021), (Ardiansyah, 2015), (Mittal, 2013).

Jogiyanto (2009), Information is data that is processed into a form that is useful for its users. Information must be of good quality. Mulyanto (2009), the quality of information depends on 3 (three) very domain things, namely: accurate, timely and relevant. The quality of information partially influences purchasing decisions (Rabiana & Akib, 2020), (Widhiani & Idris, 2018), (Tyas & Nurhasanah, 2019). (Ayuningtiyas, Kartika & Gunawan, Hendra. 2018)

1.1 Research purposes

The research purposes are to:

- Knowing and analyzing the effect of promotion, trust, security and quality of information simultaneously on purchasing decisions on the Shopee marketplace.
- Knowing and analyzing the effect of promotion partially on purchasing decisions on the Shopee marketplace.
- Knowing and analyzing the effect of partial trust on purchasing decisions on the Shopee marketplace.
- Knowing and analyzing the effect of security partially on purchasing decisions on the Shopee marketplace.
- Knowing and analyzing the effect of partial information quality on purchasing decisions on the Shopee marketplace.

1.2 Research Model

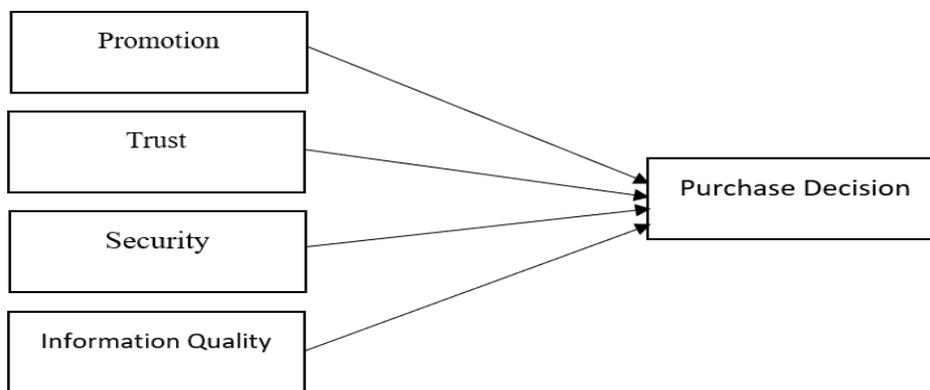


Figure 1: Research Model

1.3 Research Hypothesis

Hypothesis 1 (H1): promotion, trust, security and quality of information simultaneously influence purchasing decisions on the Shopee marketplace

Hypothesis 2 (H2): promotions have a partial effect on purchasing decisions on the Shopee marketplace

Hypothesis 3 (H3): trust has a partial effect on purchasing decisions on the Shopee marketplace

Hypothesis 4 (H4): security has a partial effect on purchasing decisions on the Shopee marketplace

Hypothesis 5 (H5): the quality of information partially influences purchasing decisions on the Shopee marketplace

2. Research Method

This study uses a quantitative approach with primary data, obtained by distributing online questionnaires. The variables used are independent variables consisting of promotion, trust, security and quality of information. The dependent variable is the purchase decision. The population in this study were college students in the Depok area who had bought in the Shopee marketplace. The technique used in sampling is using purposive sampling technique, namely the technique of determining the sample with certain considerations (Sugiyono, 2013). The distribution of questionnaires for 1 week obtained data as many as 134 respondents who were used as research samples. The dependent variable (Y) is the purchase decision. The independent variables are Promotion (X1), Trust (X2), Security (X3), Information Quality (X4). Methods of data analysis using validity, reliability, classification assumption test with normality test, multicollinearity test, heteroscedasticity test. Multiple Linear Regression Analysis, Multiple Coefficient of Determination (R²). Hypothesis test with t test and F test (Ghozali, 2018).

3. Results and Discussion

3.1 Results

Based on data from 30 respondents, the validity and reliability tests were carried out as follows:

Table1. Validity Test Results

| Question Items | Corrected Item - Total Correlation) | R Table (Alpha = 0,05) | Information |
|----------------|-------------------------------------|------------------------|-------------|
| P1 | 0,641 | 0,3610 | Valid |
| P2 | 0,785 | 0,3610 | Valid |
| P3 | 0,765 | 0,3610 | Valid |
| P4 | 0,774 | 0,3610 | Valid |
| T1 | 0,897 | 0,3610 | Valid |
| T2 | 0,874 | 0,3610 | Valid |
| T3 | 0,881 | 0,3610 | Valid |
| T4 | 0,794 | 0,3610 | Valid |
| S1 | 0,819 | 0,3610 | Valid |
| S2 | 0,834 | 0,3610 | Valid |
| S3 | 0,725 | 0,3610 | Valid |
| S4 | 0,805 | 0,3610 | Valid |
| IQ1 | 0,762 | 0,3610 | Valid |
| IQ2 | 0,888 | 0,3610 | Valid |
| IQ3 | 0,925 | 0,3610 | Valid |
| IQ4 | 0,798 | 0,3610 | Valid |
| PD1 | 0,871 | 0,3610 | Valid |
| PD2 | 0,884 | 0,3610 | Valid |
| PD3 | 0,765 | 0,3610 | Valid |
| PD4 | 0,858 | 0,3610 | Valid |
| PD5 | 0,748 | 0,3610 | Valid |
| PD6 | 0,614 | 0,3610 | Valid |

Source: Processed primary data

Based on the results of the calculations in table 1, all statement items on the variables of promotion, trust, security, information quality and purchasing decisions have a value of Corrected Item Total Correlation (r -count > 0.3610), it can be concluded that all statement items on these variables are stated valid.

Table 2
Reliability Test Results

| Question Items | Cronbach's Alpha | Information |
|----------------|------------------|-------------|
| X1 | 0,720 | Reliable |
| X2 | 0,884 | Reliable |
| X3 | 0,801 | Reliable |
| X4 | 0,849 | Reliable |
| Y | 0,877 | Reliable |

Source: Processed primary data

In table 2, the instrument or item statement of the variables of promotion, trust, security, quality of information and purchasing decisions has a Cronbach's Alpha value > 0.6 so it can be concluded that all instruments or question items are reliable, so that furthermore the items on each of these variable concepts is worthy of being used as a measuring tool.

Respondents Descriptive Analysis

1. Profile of Respondents by Gender

Based on the results of research on 134 respondents showed that 28% of respondents were male and 72% female respondents. Based on gender, the most dominant are female respondents.

2. Profile of Respondents by Type of Age

Based on the results of research on 134 respondents, it shows that respondents who use the Shopee application are aged 18-19 years by 67%, 20-21 years by 25%, 22-23 years by 2% and 24-25 years by 1%. Based on age the most dominant are respondents with an age range of 18-19 years.

3. Profile of Respondents Based on monthly pocket money

Based on the results of research on 134 respondents, it shows that respondents who get a monthly allowance of $< \text{Rp } 1,000,000$ are 81%, $\text{Rp } 1,000,000 - \text{Rp } 2,000,000$ are 18%, $> \text{Rp } 2,000,000$ are 1%. Based on pocket money per month, the most dominant are respondents with pocket money $< \text{Rp } 1,000,000$ by 81%.

Classic assumption test

Normality Test Results

The normality test aims to determine whether the residual value is normally distributed or not. A good regression model is to have a residual value that is normally distributed.

Table 3
Normality Test Results

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|------|-------------------------|
| N | | 134 |
| Normal Parameters ^{a,b} | Mean | .0000000 |

| | | |
|--------------------------|----------------|---------------------|
| | Std. Deviation | 1.67565601 |
| Most Extreme Differences | Absolute | .046 |
| | Positive | .035 |
| | Negative | -.046 |
| Test Statistic | | .046 |
| Asymp. Sig. (2-tailed) | | .200 ^{e,d} |

- a. Test distribution is Normal.
 - b. Calculated from data.
 - c. Lilliefors Significance Correction.
 - d. This is a lower bound of the true significance.
- Source: Processed primary data

Based on table 3, it is known that the significance value is $0.200 > 0.05$. So it can be concluded that the tested data is normally distributed.

Heteroscedasticity Test Results

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation.

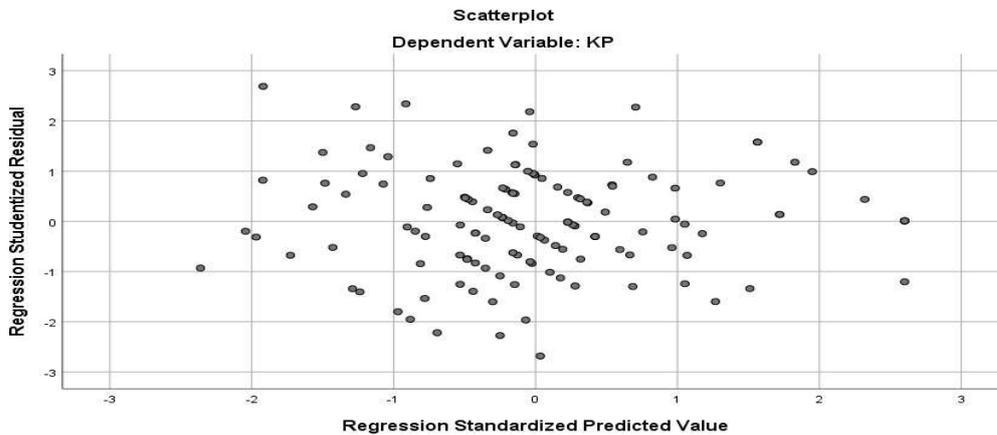


Figure 2. Heteroscedasticity Test Results
Source: Processed primary data

Based on Figure 2. The scatterplot graph shows the dots that spread randomly and do not form a clear pattern. It shows that there is no heteroscedasticity in the regression model.

Multicollinearity Test Results

Table 4
Multicollinearity Test Results

| Coefficients ^a | | Collinearity Statistics | |
|---------------------------|------------|-------------------------|-------|
| Model | | Tolerance | VIF |
| 1 | (Constant) | | |
| | P | 0.585 | 1.708 |
| | T | 0.648 | 1.542 |
| | S | 0.653 | 1.532 |

| | | |
|----|-------|------|
| IQ | 0.459 | 2.18 |
|----|-------|------|

Source: Processed primary data

Based on table 4, it can be seen that each variable has a tolerance > 0.1 and VIF < 10.00, so promotion, trust, security and information quality do not occur multicollinearity symptoms in the existing regression equation.

Multiple Linear Regression Test Results

Table 5
Multiple Linear Regression Test Results & t Test
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|----------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.615 | 1.414 | | 1.849 | .067 |
| | Promotion | .129 | .102 | .081 | 1.271 | .206 |
| | Trust | .485 | .077 | .384 | 6.325 | .000 |
| | Security | .179 | .075 | .144 | 2.385 | .019 |
| | Informastion Quality | .575 | .103 | .402 | 5.574 | .000 |

a. Dependent Variable: Purchase Decision

Based on table 5, the following regression equation can be made:

$$Y = 2,615 + 0,129 X1 + 0,485 X2 + 0,179 X3 + 0,575 X4$$

F Test Results

Table 6
F Test Results
ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 837.791 | 4 | 209.448 | 72.351 | .000 ^b |
| | Residual | 373.440 | 129 | 2.895 | | |
| | Total | 1211.231 | 133 | | | |

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Promotion, Trust, Security, Information Quality,

In table 6, the calculated F value is 72.351 > F table 2.47 and the sig value. of 0.000.

t test results

Based on table 5. the results of the t test can be explained as follows:

1. Promotion (X1) has a t count of 1.271 < t table of 1.656 and a Sig value. of 0.206 > 0.05.
2. Trust (X2) has a t count of 6.325 > t table of 1.656 and a Sig value. of 0.00 < 0.05.
3. Security (X3) has a t count of 2,385 > t table of 1,656 and a Sig value. of 0.019 < 0.05.
4. The quality of information (X4) has a t count of 5.574 > t table of 1.656 and a Sig value. of 0.000 < 0.05.

Coefficient of Determination Test Results (R2)

Table 7
Determination Test Results (R2)

Model Summary^b

| Model | R | R Square | Adjusted Square | R | Std. Error of the Estimate |
|-------|-------------------|----------|-----------------|---|----------------------------|
| 1 | .832 ^a | .692 | .682 | | 1.701 |

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Promotion, Trust, Security, Information Quality,

Based on table 7 the value of Adjusted R Square is 0.682 or 68.2%. It shows that the effect of promotion, trust, security and information quality variables on purchasing decisions is 68.2%, the remaining 31.8% is influenced by other variables outside this study, for example product quality and price variables.

3.2 Discussion

The Effect of Simultaneous Promotion, Trust, Security and Information Quality on Purchase Decisions on the Shopee Marketplace.

Based on the results of the F test, the calculated F value is $72.351 > F$ table 2.47 and the value of sig. of 0.000 which means that the variables of promotion, trust, security and information quality have a simultaneous effect on purchasing decisions.

Effect of Promotion on Purchase Decision on the Shopee Marketplace

Based on the results of the t test, Promotion has a t count of $1.271 < t$ table of 1.656 and a Sig value. of $0.206 > 0.05$ then the promotion partially has no effect on purchasing decisions. This means that the promotions carried out by Shopee are not a factor that causes consumers to decide to purchase, this could be because consumers in determining purchasing decisions pay more attention to other factors, namely trust, security and information quality factors. In line with research from Sujarwo & Matrutry (2021), suggests that promotions cannot stand alone if they are not juxtaposed with the price variable, where consumers from Tokopedia and Shopee see price, not promotion as a reference in determining purchasing decisions. This means that people who use the Tokopedia and Shopee platforms admit that when they buy their products, they do not have references based on the promotions provided.

The Effect of Trust on Purchase Decisions on the Shopee Marketplace

Based on the results of the t test, trust has a t count of $6.325 > t$ table of 1.656 and a Sig value. of $0.00 < 0.05$ then the trust partially has a significant effect on purchasing decisions. This means that the more you trust when buying goods through Shopee, the more you meet expectations, online sellers at Shopee never disappoint, online sellers at Shopee are honest and sincere for every product offered, the purchase decision will increase. In line with research (Rabiana & Akib, 2020), (Ferdiansyah & Rahayu 2016), (Tyas & Nurhasanah, 2019), (Sari & Hawignyo, 2021), (Mahliza, 2020).

Effect of Security on Purchase Decisions on the Shopee Marketplace

Based on the results of the t test, security has a t count of $2.385 > t$ table of 1.656 and a Sig value. equal to $0.019 < 0.05$ then the security partially has a significant effect on purchasing decisions. This means that if the personal data is more secure at Shopee when transacting, the transactions are getting safer from Shopee, providing security offers, packaging goods that are getting maximized by the shopee, the purchase decision will increase. In line with research (Vasić, Kilibarda & Kaurin, 2019), (Amanah, Harahap, Gunarto, & Purwanto, 2021), (Ardiansyah, 2015).

The Influence of Information Quality on Purchase Decisions on the Shopee Marketplace

Based on the results of the t test, the quality of information (X4) has a t count of $5.574 > t$ table of 1.656 and a Sig value. of $0.000 < 0.05$ then the quality of information (X4) partially has a significant effect on purchasing decisions. This means that if the information on goods offered through Shopee is more up to date, complete, easy to understand and clearer, then the purchase decision will increase. In line with research (Rabiana & Akib, 2020), (Widhiani & Idris, 2018), (Tyas & Nurhasanah, 2019).

4. Conclusion

1. Promotion, trust, security and quality of information affect simultaneous purchase decisions on the Shopee marketplace.
2. Promotion has no effect on purchasing decisions on the Shopee marketplace.
3. Trust affects purchasing decisions on the Shopee marketplace.
4. Security affects purchasing decisions on the Shopee marketplace.
5. The quality of information affects purchasing decisions on the Shopee marketplace.

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