Effect of Ease And Trustworthiness To Use E-Commerce for Purchasing Goods Online

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Abstract

The background in this research is to find out whether there is a relationship between the ease and trust of an e-commerce with customers who buy goods online, with this ease and trust whether purchasing goods online is increasing what are the factors that make sales increase and the variables that influence it, with the ease of using this e-commerce system and with a high level of trust, the public will be more confident shopping in an e-commerce media, because the seller provides the best service or has a very good product so that people buy with believe in the products they buy. The method used in this research is to use quantitative methods by conducting surveys to several customers who have used e-commerce media, is it easy and trustworthy in an e-commerce to increase sales, therefore, with the survey media, data is obtained primarily and the truth can be justified. With the ease and level of confidence about customers, shopping on an e-commerce can increase, with the increase, we can find out what variables can make customers shop more online, therefore variables must be known by sellers with an e-commerce system, with known variables such as ease of trust and the presence of a low price level, product sales will increase. This research will produce data that can determine whether there is a relationship between convenience and trust in purchasing goods online, with this data it can be used as a basis for further research and can be the basis for developing e-commerce systems today.

Keyword *: Convenience, Trust, E-commerce, Online.*

I. INTRODUCTION

E-commerce is one of the most effective sales media during the current Covid 19 pandemic, with the existence of e-commerce media, all sellers of goods can be done anywhere and anytime without any restrictions blocking it, with this e-commerce media all sellers and buyers are connected to it[1]. the existence of internet media so sellers can sell their goods to any part of the world without any place restrictions, with e-commerce media, sales can increase sharply because the buyers are not in one place but from all over the world, with this concept it is very suitable to be applied during the Covid pandemic[2]. 19 because sellers and buyers cannot interact directly in the market or in places where they usually sell merchandise, with this e-commerce system increased sales of goods can be obtained, buyers can easily find out the goods to be purchased via the internet media with the existence of an e-commerce system, the seller is the buyer transaction can be easier[3].

At this time, e-commerce media is a medium that is highly recommended to carry out a buying and selling system because sellers and buyers do not have to meet directly in one place, so the sales market can be obtained from all over the world, not in just one country[3], with this concept, the seller has

the possibility. Its products are known to the whole world and buyers can find out the best products from around the world. Sellers and buyers will greatly benefit from the e-commerce system[4]. The problem raised in this research is wanting to know the variables that can affect the purchase of goods online, the variables raised in this research are the ease and trust in an e-commerce, with the ease of purchasing and a high level of trust by the customer[5]. then buying goods online will be easier and the turnover from sales will increase[6].

The method used in this research is quantitative methods by conducting surveys to customers, e-commerce who have purchased goods online with the survey conducted[7], they will get very accurate primary data that can be justified for its authenticity, so that this data can be used for future research and can improve the current e-commerce system[8]. This research will produce primary data that can be accounted for authenticity, because it is done directly to get data from online buyers[9], therefore the data will be able to find out the relationship between the ease of using e-commerce on online purchases and the level of trust of a customer so that can shop online[10].

II. METHOD
1. Internet
Since its emergence in the 90s, the internet is one of the media that can unite the world, with the internet, everything that was far away can be closer to those that were close can be much closer, all open information is free, on the internet we can find out what is happening in the hemisphere. other, therefore since the emergence of the internet is very helpful for people in the world, from an economic point of view sales can be done throughout the world without having to open a shop and at a very low cost, with the internet, all businesses become a global sales business that is In the past, only one country could be expanded to the rest of the world. The turnover was low, it could be hundreds of times that due to sales to the world, the Internet like two sides of a coin can be done well and can also be done badly depending on the internet user[11].

2. E-Commerce
E-commerce is one of the media used by sellers and buyers to make purchases or sales of a product, with the existence of e-commerce media, there is no longer any place and time limitation, you can transact anywhere, with the convenience provided by e-commerce media. , e-commerce just boomed in the 2000s since the emergence of the internet, many companies use it as a medium for selling online, because e-commerce can increase sales of the products they offer and have a global market because sales are made throughout the world[12].

3. Website
Website is a medium that is used to promote a product or service provided from a company or merchant to a customer who will buy the product, with a website they can promote the goods or services they offer to the fullest, because it can be read by the whole world and promoted throughout the world as well as with the website, the company will be able to have more high selling value[13].

4. Convenience
Ease of accessing an e-commerce system is one of the things that is very concerned about in this research variable, with the ease of accessing the e-commerce system, buyers will be able to make transactions quickly and easily, therefore it will affect the increase in turnover which will be can increase continuously[14].

5. Trust
Trust is all things that are difficult to obtain because to generate trust requires a very long process, because trust is obtained not only once or twice in e-commerce transactions but trust is obtained when a

product is obtained and it can satisfy customers who have bought. with these products, with a high level of trust, businessmen in the economic sector will be greatly helped and can increase turnover[3].

6. Purchase of Goods

In buying an item the customer will think about many things in terms of the price of the quality of the goods to the delivery of the goods and the most important thing is where to buy the item, with the purchase of the item, the seller will get a sales turnover and the buyer will get the desired item, in this case customer satisfaction. is one of the keys to purchasing an item, with satisfaction, the customer will reduce the purchase of the same item or different goods but at the same place of purchase[6].

7. Research Methods

The research method used in this research is to use quantitative methods by conducting field studies or conducting surveys to buyers who have made transactions in e-commerce media with the data, then the data will be processed so as to produce an answer that can solve the problem formulation. was appointed in this research research method and the picture can be seen below[1].
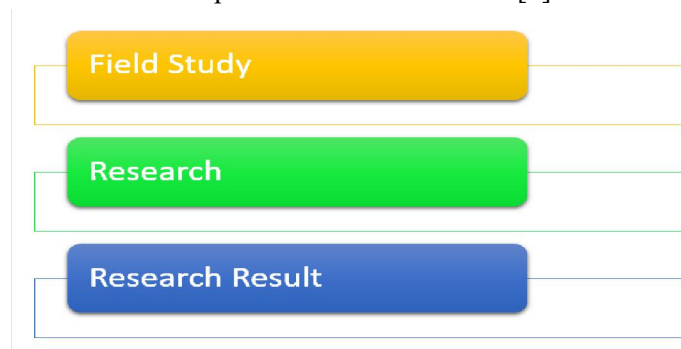

Fig 1. Research Method

III. RESULT AND DISCUSSION

Based on the problem formulation and research methods above, below will explain about the model of the thesis that will be carried out in this research the hypothesis is X1 is the ease of using e-commerce X2 is the belief in using e-commerce and purchasing goods online Y is a hypothesis the third one will therefore be illustrated below.
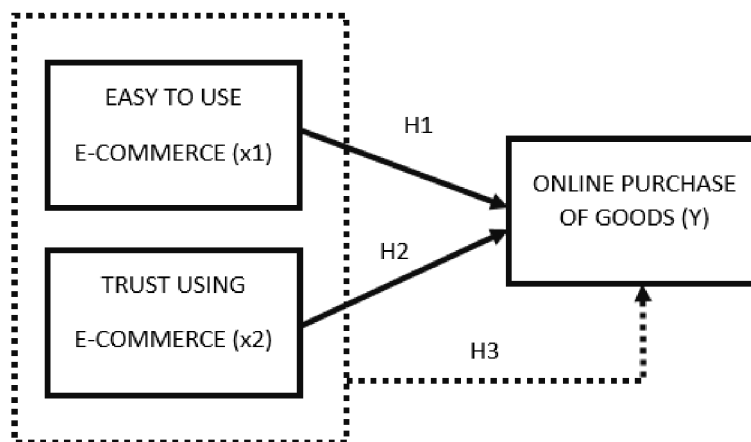

Fig 2. Hipotesis Model

1. Multiple Linear Regression Analysis
a. Regression Equations

Table 1. Recapitulation of the Results of Multiple Linear Regression Analysis

Variable	*Unstandardized Coefficients*
Constant	2,549
Convenience	0,219
Trust	0,538

Based on the recapitulation table of the results of the multiple linear regression analysis above, the data above produces a positive direction with a convenience value of 0.219 and a confidence value of 0.538 with positive things like this, it means that the easier it is to use e-commerce, the online shopping will increase as well as the trust with the more high customer trust, online shopping will increase.

b.KoefisienDeterminasi (R2)

Table 2. Correlation and Determination Coefficients

Dependent Variable	Independent Variable	R	R *Square*	*Adjusted R Square*
Y	X1 & X2	0,7 24	0,524	0,511

The coefficient of determination used in this study, which produces the data in the table above is the ah lieur of 0.524, which means that 52.4% of online purchasing decision variables are influenced by the independent variables, namely the convenience variable and the trust variable, so the remaining 47.6% is the shopping decision variable online is influenced by other variables that are not discussed in this research so this time the result of the effect is 52.4% which is influenced by the variables x1 and x2 which have been defined in the second image

c. Hypothesis Testing
c.1. Hipotesis I (F test / Serempak)

Table 3. F / Simultaneous Test

Dependent variable	Independent Variable	F Count	F Table 0,05	Sig.F	decision on H0
Y	X1 & X2	53,296	1,766	0,000	Ditolak

Based on the table image above, it can be concluded that F count is greater than R table, which is 53.296 greater than 1.766, which means that h0 is rejected and H1 is accepted so that the results of the variables processed through the F test are to produce data on online shopping purchase decisions that are significantly influenced by the variable independent, namely the convenience variable x1 and the trust variable X2.

c.2Hipotesis II (t test / Parsial)

Table 4. t / partial test results

Variable	t	Sig.
X1	3,219	0,002
X2	5,296	0,000

Based on the figure t count above, it can be concluded that X1 has a significant influence on online shopping purchases because the result is 0.002 less than 0.05, so online purchasing decisions are very significantly influenced by the ease of using e-commerce.

Based on the figure t count above, it can be concluded that X2 has a significant influence on online shopping purchases because the result is 0.000 less than 0.05, so online purchasing decisions are very significantly influenced by trust in using e-commerce.

2. Discussion of Research Results

a. Hypothesis Testing Discussion Ease Has a Significant Effect on Online Purchasing Decisions Partially (H1)

Based on the results of the regression above, it can be concluded that the ease of X1 variable has a positive direction towards purchasing goods online Y, has a significant effect on purchasing goods online.

b. Trust has a significant effect on online purchasing decisions partially (H2)

Based on the regression results above, it can be concluded that the trust variable X2 has a positive direction of relationship to online purchases of goods Y, has a significant effect on purchasing goods online.

c. Ease and Trust Have a Significant Effect on Simultaneous Online Purchasing Decisions (H3)

Based on the regression results above, it can be concluded that the ease and trust variable X2 has a positive direction of relationship to online purchases of goods Y, has a significant effect on purchasing goods online.

3. Descriptive Analysis

a. Ease of Using E-commerce Variables (X1)

Based on the overall results of data processing and research results it can be concluded that the ease of using e-commerce (X1) is something positive, meaning that it is easy to use and the results will be maximized.

b. Trust Variable in Using E-commerce (X2)

Based on the overall results of data processing and research results it can be concluded that trust in using e-commerce (X2) is something positive, meaning that the level of trust is very high and the results will be maximized.

c. Online Purchasing Decision Variable (Y)

Based on the overall results of data processing and research results it can be concluded that online shopping (Y) is something positive, meaning that online shopping is influenced by the convenience and trust variables which are very high and the results will be maximized.

IV. CONCLUTION

The conclusion in this research is that the convenience variable (X1) and the trust variable (X2) are related to the online shopping variable (Y) which are closely related to each other, which means that the convenience variable X1 greatly affects or is very significant for online shopping variables and variables. X2 trust also significantly affects online shopping, which means that the convenience variable and the trust variable greatly affect customers in buying online shopping.Therefore, with the ease and trustworthiness it must be increased simultaneously, because by knowing the variables that affect shopping online online we can increase sales turnover and can increase our marketing throughout the world. Future research is to replace variables, for example with price variables with other variables by combining new variables will be able to find out how the level of trust and online shopping of customers in order to increase sales of a product.

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