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DESCRIPTIVE OF QUANTITATIVE DATA | ARTICLE RESEARCH

The Effect of Consumer Trust and Service Quality on Shopee Users Online Purchase Decisions

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Abstract: This research is motivated by the development of the use of digital marketing in Indonesia, especially in the Nias Islands, which is currently running quite rapidly, which has directly given rise to new competition, this requires business actors to be more creative and innovative regarding the marketing changes that are currently occurring. This research aims to determine the influence of consumer trust and service quality on online purchasing decisions of Shopee users among students at the Faculty of Economics, Unversitas Nias, North Sumatera, Indonesia. This research is quantitative research with the research object at the Faculty of Economics, Unversitas Nias, North Sumatera, Indonesia. Data sources are taken from documentation, questionnaire results and observation results. Based on the results of the written analysis and discussion regarding the influence of Consumer Trust and Service Quality on Purchasing Decisions on the Shopee application, it can be concluded that Consumer Trust has a significant influence on Purchasing Decisions on the Shopee application which can be seen from the results of the t-test where Consumer Trust is 4,731 which is greater than t-estimated 2,645 and Service Quality with a t-value of 3,578 which is greater than t-estimated 2,645 and so H_2 is accepted. Consumer Trust and Service Quality on Shopee Application Purchase Decisions. This can be proven by the statistical results of F-calculated of 19.008 which is greater than F-estimated of 3.12.

Keywords: Digital Marketing, Consumer Trust, Service Quality, Online Purchase Decisions.

1. INTRODUCTION

Information technology plays a critical role in supporting various aspects of marketing, including planning, pricing, promotion, and the distribution of goods and services. One of the rapidly growing forms of e-business is electronic commerce (e-commerce), which offers significant opportunities for online shopping, allowing consumers to conduct transactions anytime and anywhere. In Indonesia, one of the most popular e-commerce platforms is Shopee, which provides features such as competitive pricing, free shipping, and convenient product returns (Sukma Umri, 2019). Trust is a crucial factor in online transactions. Consumers are more likely to make repeat purchases on platforms they trust. This trust is built through the reliability and quality of the services offered. Kotler and Armstrong (2012) define service quality as the comparison between expected and received services. High-quality services can drive increased sales. Shopee, as one of the largest e-commerce platforms in Indonesia, has shown remarkable growth in visitor numbers. According to data from Jakpat, Shopee dominated the e-commerce market with a 77% market share in the first half of 2022. The number of visitors to Shopee's website increased by approximately 134% from the third quarter of 2019 to the second quarter of 2022 (katadata.co.id). Nevertheless, certain issues persist, such as discrepancies between product images and the actual items received, inadequate packaging, and extended delivery times. These problems have led to a decline in consumer trust, particularly among students of the Faculty of Economics, who frequently experience dissatisfaction with the services provided and slow responses

from customer service. Based on the above discussion, the author is interested in writing a study entitled "The Influence of Consumer Trust and Service Quality on Online Purchase Decisions of Shopee Users among Students of the Faculty of Economics, Universitas Nias. The problem identification in this thesis, based on the background, is as follows: (1) The lack of consumer trust in the online purchase decisions of Shopee users; (2) Inadequate service quality affecting the online purchase decisions of Shopee users (3) The importance of online purchase decisions for Shopee users.

The scope of this study is designed to narrow the focus and prevent the discussion from becoming too broad. Therefore, the limitations of this research include consumer trust, service quality, and purchase decisions among Shopee users. Based on the background outlined above, the research problems can be formulated as follows: (1) Is there an influence of consumer trust on the online purchase decisions of Shopee users among students of the Faculty of Economics, University of Nias? (2) Does service quality affect the online purchase decisions of Shopee users among students of the Faculty of Economics, University of Nias? (3) To what extent does consumer trust influence the online purchase decisions of Shopee users among students of the Faculty of Economics, University of Nias? (4) To what extent does service quality influence the online purchase decisions of Shopee users among students of the Faculty of Economics, University of Nias? (5) To what extent do consumer trust and service quality simultaneously influence the online purchase decisions of Shopee users among students of the Faculty of Economics, University of Nias?

The objectives of this writing are as follows: (1) To examine the influence of consumer trust on the online purchase decisions of Shopee users among students of the Faculty of Economics, University of Nias. (2) To determine the extent of the influence of consumer trust on the online purchase decisions of Shopee users among students of the Faculty of Economics, University of Nias. (3) To assess the extent of the influence of service quality on the online purchase decisions of Shopee users among students of the Faculty of Economics, University of Nias. (4) To evaluate the simultaneous influence of consumer trust and service quality on the online purchase decisions of Shopee users among students of the Faculty of Economics, University Nias.

2.   RESEARCH METHODS

According to Soekanto (2020), scientific writing is an activity based on analysis and construction that must be conducted systematically, methodologically, and consistently, with the aim of uncovering the truth. This activity is divided into three types: qualitative, quantitative, and mixed methods writing. In this study, the author employs the quantitative method, which involves a systematic investigation of a phenomenon by collecting measurable data using statistical, mathematical, and computational techniques. The purpose of quantitative writing is to develop theories or hypotheses related to natural phenomena.

a.   *Variables Measurement*

Variables in writing refer to characteristics, attributes, or any elements that are the focus of attention in a study, which exhibit variation among objects within a specific group, leading to conclusions. According to Arikunto (2019), research instruments are tools or facilities used by researchers to collect data, aimed at making the work easier and producing better, more accurate, complete, and systematic results, which can be more easily processed. The variables used in this research are:

1. Independent Variables
   Variable X1 in this research is Consumer Trust, with the following indicators: Benevolence, Ability, Integrity, and Willingness to depend.

Variable X2 in this research is Service Quality, with the following indicators: Tangibility, Reliability, Responsiveness, Empathy, and Assurance,

2. Dependent Variable

Variable Y in this research is Purchase Decision, with the following indicators: Quick decision-making, Independent purchasing, Actions based on product superiority, and Confidence in the purchase.

b. *Data Validity Test and Reliability Test*

Validity is a measure that indicates the level of reliability or accuracy of a measuring instrument. It reflects the degree of precision between the actual data from the object and the data that can be collected. An instrument is considered valid if it accurately measures what it is intended to measure. Validity also describes the extent to which an instrument can reveal the main targets of the measurement it is designed for. A question item is considered valid if the calculated rcount (corrected item-total correlation) is greater than the rtable (Arikunto, 2019). The reliability test of writing quality can be assessed by examining the reliability of the measuring instrument or data collection tool used. The reliability of the instrument is indicated by its reliability score. Reliability reflects the extent to which a measuring instrument in research can be trusted or relied upon. In this study, Cronbach's Alpha formula (Ibid, 2018) is used to calculate reliability. In practice, reliability is expressed by the reliability coefficient, which ranges from 0 to 1.00. The closer the reliability coefficient is to 1.00, the higher the reliability. Conversely, the closer the coefficient is to 0, the lower the reliability.

The first stage of the analysis in this research involves conducting a classical assumption test. This test serves as a prerequisite before proceeding with further analysis of the collected data. The purpose of the classical assumption test is to ensure that the regression model meets the criteria of BLUE (Best Linear Unbiased Estimator). A regression model that satisfies the BLUE criteria can be considered a reliable and trustworthy estimator, as it is unbiased, consistent, normally distributed, and efficient. To determine whether the regression model meets the BLUE criteria, a series of tests must be conducted, including the Normality Test, Multicollinearity Test, Heteroscedasticity Test, and Autocorrelation Test, which will be discussed in more detail in the following sections.

c. *Normality Test*

The normality test is conducted to evaluate whether the data used in hypothesis testing, encompassing both dependent and independent variables, follows a normal distribution. In this study, the normality test is performed using the Kolmogorov-Smirnov statistical analysis method. Data are considered to meet the criteria for normality and satisfy the requirements of BLUE (Best Linear Unbiased Estimator) if they are determined to be normally distributed. The determination of whether the data are normally distributed via the Kolmogorov-Smirnov test is based on the following assumptions:

1. Data are considered to follow a normal distribution if the results of the Kolmogorov-Smirnov test on the residuals from multiple linear regression analysis yield a significance value greater than 0.05.
2. Conversely, data are considered not to follow a normal distribution if the Kolmogorov-Smirnov test on the residuals from multiple linear regression analysis produces a significance value less than 0.05.

d. *Multicollinearity Test*

The multicollinearity test aims to determine whether each independent variable is linearly related or correlated with one another. A regression model is said to meet the criteria for BLUE

(Best Linear Unbiased Estimator) if there is no multicollinearity present. Multicollinearity can be detected through various tests, one of which, used in this study, involves calculating the Variance Inflation Factor (VIF) and Tolerance values for each independent variable. To assess whether the data in this study exhibit multicollinearity, the following assumptions are applied:

1. If the VIF value exceeds 10 and the Tolerance value is less than 0.1, the data can be considered to exhibit multicollinearity.
2. Conversely, if the VIF value is below 10 and the Tolerance value is greater than 0.1, the data can be considered free from multicollinearity.

e. *Heteroscedasticity Test*

The heteroscedasticity test is conducted to assess whether the regression model exhibits uniform error variance. Uniform error variance is referred to as homoscedasticity, while heteroscedasticity occurs when the error variance is not constant or varies. To meet the criteria for BLUE (Best Linear Unbiased Estimator), the error values for each observation must be constant. If the data are found to exhibit heteroscedasticity after testing, it indicates a violation of the classical assumption, as the regression model should be free from heteroscedasticity to satisfy the BLUE criteria. Heteroscedasticity can be detected through several methods, one of which is the Glejser test, which involves regressing the independent variables on the absolute residual values. These residual values are obtained from multiple linear regression analysis conducted on the study data. To determine whether the data exhibit heteroscedasticity, the following assumptions are applied:

1. If the results of the Glejser test show that the significance value of the independent variables against the absolute residuals is less than the specified significance level (0.05), the data can be considered to exhibit heteroscedasticity.
2. Conversely, if the Glejser test results indicate that the significance value of the independent variables against the absolute residuals is greater than the specified significance level (0.05), the data used in the study can be considered free from heteroscedasticity.

The autocorrelation test is conducted to evaluate whether the regression model being used exhibits any correlation between the error in one observation and the error in the previous observation. If there is correlation between observations over time, it indicates the presence of autocorrelation. Data are considered to meet the criteria for BLUE (Best Linear Unbiased Estimator) if no autocorrelation is present. To determine whether the data exhibit autocorrelation, the Runs Test can be employed. Based on this test, the presence or absence of autocorrelation in the data is determined according to the following assumptions:

1. If the results of the Runs test show that the significance value is less than the specified significance level (0.05), the data can be considered to exhibit autocorrelation.
2. Conversely, if the Runs test results indicate that the significance value is greater than the specified significance level (0.05), the data can be considered free from autocorrelation.

f. *Multiple Linear Regression*

Regression analysis is used to measure the extent of the influence between independent and dependent variables. If there is only one independent variable and one dependent variable, it is referred to as simple linear regression (Juliandi, Irfan, & Manurung, 2014). Conversely, if there is more than

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one independent or dependent variable, it is called multiple linear regression. Multiple linear regression involves a model with more than one independent variable. This analysis is conducted to determine both the direction and the magnitude of the influence of independent variables on the dependent variable (Ghozali, 2018).

g. *Determinant Coefficient*

The coefficient of determination is used to assess the contribution of variable X to variable Y, also referred to as the coefficient of determination, symbolized as KD. In this writing, the coefficient of determination is utilized to measure the influence of variable X on variable Y. The coefficient of determination is calculated using the formula: $KD = r^2 \times 100\%$, where r is derived from the calculation of rxy (Husein Umar, 2000).

h. *Test T*

The t-test, or partial test, is used to evaluate the validity of hypotheses 2 and 3, specifically to determine the partial effect of consumer trust on service quality and the partial effect of service quality on purchase decisions. The t-test is conducted by comparing the probability value with the significance level (5%). If the calculated t-value is greater than the critical t-value (t-calculated > t-estimated) or if the probability is less than 0.05, it can be concluded that consumer trust and service quality variables partially influence purchase decisions.

3. RESULTS AND DISCUSSION

3.1. Statistical Result

a. *Validity Test*

Table 1. Consumer Confidence (X1)

No Item	r-calculated	r-estimated	Result
1	0,705		
2	0,774		
3	0,681	0,217	Valid
4	0,660		
5	0.436		

Table 2. Service Quality (X2)

No Item	r-calculated	r-estimated	Result
1	0,727		
2	0,784		
3	0,671	0,217	Valid
4	0,645		

Table 3. Purchase Decision (Y)

No Item	r-calculated	r-estimated	Result
1	0,726		
2	0,742		
3	0,754	0,217	Valid
4	0,679		
5	0,586		

b. *Reliability Test*

Table 4. Reliability Test

No	Cronbanch"s Alpha			
	Consumer Trust	Quality of Service	Purchase Decision	Information
1	0,651	0,660	0,731	Reliable

c. *Normality Test*

Table 5. One-Sample Kolmogorov-Smirnov Test

		UnstandardizedPredicted Value
N		80
Normal Parameters[a, b]	Mean	21,2400000
	Std. Deviation	1,64108905
Most Extreme Differences	Absolute	,062
	Positive	,062
	Negative	-,061
Kolmogorov-Smirnov Z		,438
Asymp. Sig. (2-tailed)		,991

a. Test distribution is Normal.
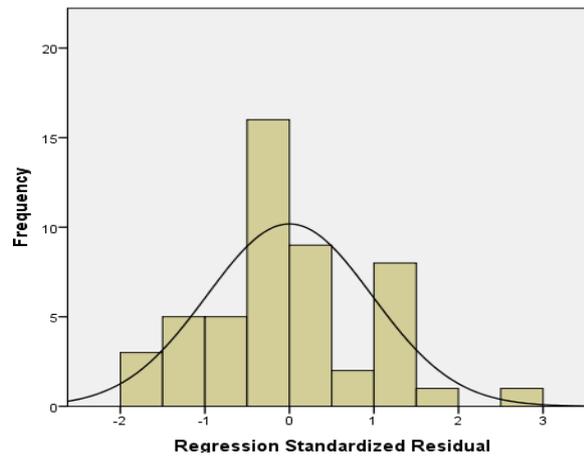
b. Calculated from data.

Figure 1. Histogram Graph

Based on the figure 1, it can be observed that the histogram has a bell-shaped curve, with no skewness to the left or right. This indicates that the data follows a normal distribution. After processing the data using SPSS version 25.0 for Windows, the following results were obtained:
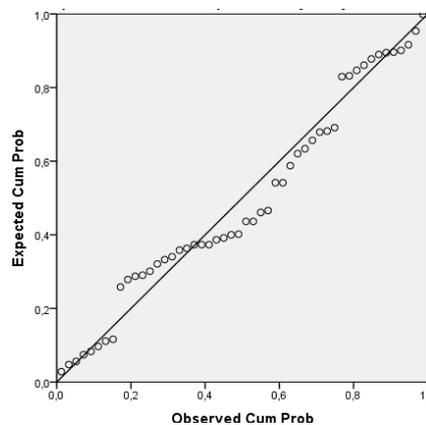

Figure 2. Normal P-P Plot of Regression Standardized Residual

Based on the fig 2, it can be observed that the data is scattered around the diagonal line and follows its direction. Therefore, it can be concluded that the regression model meets the normality assumption.

d. *Heterocedasticity Test*

After processing the data using SPSS version 25.0 for Windows, the results obtained are as follows:
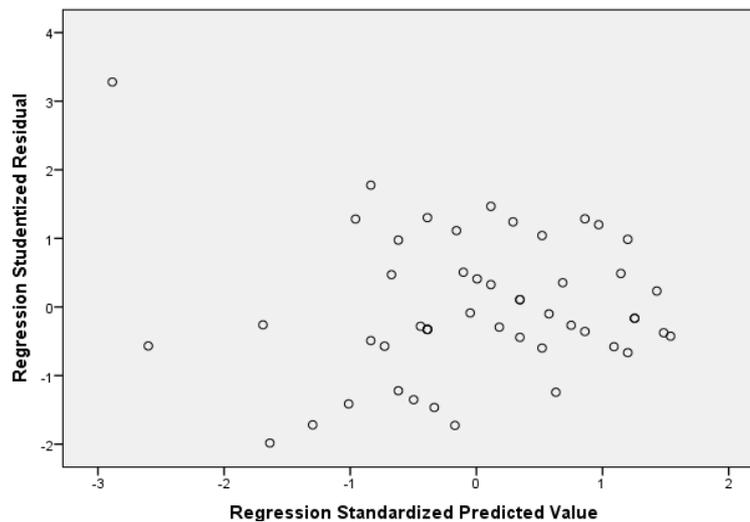

Figure 3. Scatterplot

e. *Multicollinearity Test*

Table 6. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,982	3,138		,631	,531		
Consumer Trust	,557	,118	,515	4,731	,000	,994	1,006
Quality of Service	,468	,131	,389	3,578	,001	,994	1,006

Dependent Variables: Consumer Trust and Service Quality

Before examining the results of the hypothesis testing, it is important to note that the statistical hypothesis in this study is as follows:

f. *Partial Test (T-Test)*

The t-test is used to assess the influence of the Consumer Trust variable (X1) and Service Quality variable (X2) on Purchase Decision. The results of the t-test are as follows:

Table 7. T-Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1,982	3,138		,631	,531
Consumer Trust	,557	,118	,515	4,731	,000
Quality of Service	,468	,131	,389	3,578	,001

a. Dependent Variable: Purchase Decision

g. *Determination Test (R²)*

The determination test is conducted to measure the extent of the influence of Consumer Trust and Service Quality on Purchase Decisions on Shopee. The obtained coefficient of determination is as follows:

Table 8. R² Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,669a	,647	,624	1,86316

Predictors: (Constant), Service Quality, Consumer Trust

h. *F-Test*

Table 9. F-Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	131,965	2	65,983	19,008	,000b
	Residual	163,155	47	3,471		
	Total	295,120	49			

Dependent Variable: Purchase Decision

Predictors: (Constant), Service Quality, Consumer Trust

i. *Multiple Linear Regression Analysis*

Table 10. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.982	3.138		.631	.531
Consumer Trust	.557	.118	.515	4.731	.000
Quality of Service	.468	.131	.389	3.578	.001

Dependent Variable: Service Quality

3.2. Discussion

This study aims to examine the influence of Consumer Trust and Service Quality on Purchase Decisions in the Shopee application. Data were collected by distributing questionnaires to respondents and then gathering the responses. The author conducted data analysis using SPSS version 25.0 for Windows.

1. Based on the research results using SPSS for Windows version 25.0, the t-test for the X1 variable (Consumer Trust) showed a value of 4.731 with a 5% significance level (0.05) and a ttabel value of 0.515. The significance value (Sig) was found to be 0.000 < 0.05. According to the interpretation, if Sig < 0.05 or t-value > ttabel, then the X1 variable has a significant effect on the Y variable. From the coefficient of determination (R Square) test, a value of 0.647 was obtained, meaning that the independent variable (X1) affects the dependent variable (Y) by 64.7%. The remaining 35.3% is influenced by other factors not discussed in this research.

2. In the same study using SPSS for Windows version 25.0, the t-test for the X2 variable (Service Quality) resulted in a value of 4.731 with a 5% significance level (0.05) and a ttabel value of 0.276. The Sig value was 0.000 < 0.05, which means that, following the interpretation, if Sig < 0.05 or t-value > ttabel, the X2 variable has a significant effect on the Y variable. The coefficient of determination (R Square) was 0.693, indicating that the independent variable (X2) influences

the dependent variable (Y) by 66.9%, with the remaining influence coming from factors not discussed in this research.

3. In the determination coefficient (R Square) test for Consumer Trust (X1) and Service Quality (X2), a value of 0.647 was found, meaning the independent variables (X1) influence the dependent variable (Y) by 64.7%, while 33.5% is influenced by other factors not covered in this research. The F-test result (Fhitung) of 19.008 > Ftabel of 3.19 shows that the overall regression model has a significant effect on the dependent variable. The regression model is considered fit if the significance value is < 0.05, and the result shows Sig = 0.000 < 0.05. It can be concluded that the independent variables have a significant simultaneous effect on the dependent variable, and there is a synergistic relationship between Consumer Trust (X1) and Service Quality (X2)

4. CONCLUSION

Based on the analysis and discussion of the influence of Consumer Trust and Service Quality on Purchase Decisions in the Shopee application, the following conclusions can be drawn:

1. The study on the influence of Consumer Trust and Service Quality on Online Purchase Decisions among students of the Faculty of Economics at Universitas Nias found that Consumer Trust has a significant impact on purchase decisions. The analysis results showed a t-value of 4.731 with a significance level of 0.000, which is less than 0.05. This indicates that the hypothesis stating Consumer Trust influences Purchase Decisions is accepted. The regression coefficient of 0.515 implies that an increase of one unit in Consumer Trust would result in a 0.515 unit increase in Online Purchase Decision.

2. Service Quality was also found to have a significant impact on Online Purchase Decisions. Statistical testing revealed a t-value of 3.578 with a significance level of 0.001, which is less than 0.05. With a regression coefficient of 0.389, each unit increase in Service Quality would lead to a 0.389 unit increase in Online Purchase Decisions. This demonstrates that excellent service quality can encourage higher purchase decisions among Shopee users.

3. Simultaneously, Consumer Trust and Service Quality also showed a significant influence on Online Purchase Decisions. The F-test results indicated an F-value of 19.008 with a significance level of 0.000, which is less than 0.05. This confirms that the regression model involving both variables collectively has a significant impact on Online Purchase Decisions. An improvement in both factors together will positively affect purchase decisions.

4. The regression coefficients for Consumer Trust and Service Quality in the multiple regression model can be used to assess the extent of each variable's contribution to purchase decisions. Individually, both Consumer Trust and Service Quality contribute significantly, and an increase in both factors will enhance the likelihood of purchase decisions on Shopee.

5. In conclusion, this study shows that both Consumer Trust and Service Quality have a significant impact on Online Purchase Decisions in the Shopee application among students of the Faculty of Economics at Universitas Nias.

6. Enhancing these two factors simultaneously can increase purchase decisions, whereas a decline in one or both factors may reduce purchase decisions.

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