

# Analysis of E-Commerce Online Purchase Decisions: Case Study on the Implementation of E-Commerce in Online Shop Blanja.com

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**Keywords:** Ease, E-commerce, Purchase Decision, Trust.

**Abstract:** The purpose of this research is to know consumer purchasing decisions on online products viewed from the dimensions of ease and trust in the online shop Blanja.com. Data analysis used in this research is descriptive and quantitative analysis, data collection is done by purposive sampling method with total sample counted 100 respondent. The data used in this research is the primary data in the form of spreading the questionnaires online and global data about the online shop company Blanja.com. The analytical tool used in this research is multiple linear regression. Based on hypothesis testing by partial can be concluded belief significantly influence to purchase decision with t-count value amount to 3,518 and ease no significant effect on purchasing decision with t-count value amount 1,592, while simultaneously ease and trust variable have significant effect to purchasing decision.

## 1 INTRODUCTION

The development of an increasingly modern era encourages a variety of system changes, either directly or indirectly either directly or indirectly such as trading systems, transactions and marketing systems. But with the advancement of the times and technology, especially the Internet, all the limitations of distance, time and cost can be solved easily.

Increasing number of internet users has attracted a wide range of businesses to promote some products on the internet to conduct trade transactions. One type of technology implementation in terms of improving the business, sales and purchases of products is to use electronic commerce (e-commerce) to market and buy various kinds of products and services, whether in physical or digital form (Almilia, 2007: 4).

Number of e-commerce users in Indonesia in 2016 reached 25.1 million and predicted up to 39.3 million in 2020. Online shopping is the activity of buying and selling or electronic commerce that allows consumers to be able to directly buy products or services from the seller through internet media using a web browser.

Ease is the first thing that consumers consider in making purchasing decisions via the Internet. Davis (1989) in (Adityo and Khasanah, 2011) defines ease as a level where one believes that a technology can be easily used. Ease in terms of operating the

site, how to transact until delivery of goods, is an important thing in buying and selling online. The second factor is the trust, When someone takes a decision they would prefer a decision based on the choice of the people that they can trust more than the lack of trusted (Moorman, 2009: 8) quoted by Deni Pranoto (2014: 14). Trust is one of the important factors that should be considered if want to trade online. The confidence factor becomes a key factor in every sale and purchase online. Only customers who have confidence and brave that will make transactions through the internet media. In online purchasing via e-commerce, consumers can not see the product directly therefore the characteristics and specifications of the product must be clear and correct therefore that consumers have confidence in the ecommerce site which ultimately affects consumer interest using the site to make a purchase transaction.

In early 2016 there are many Marketplace sites in Indonesia there are at least 18 Marketplace which is generally already known to some people of Indonesia. One of the Marketplaces is Blanja.com. This buying and selling site is the result of a joint venture between a large Indonesian company is Telkom Indonesia and E-Commerce website from America is eBay. Until now Blanja.Com has more than 1 million products that more than 90% is a local product provided by sellers consisting of individual businesses, small

medium enterprises (UKM) and renowned retail brands.

Although it is under the same holding company, Blanja.com does not have an auction feature like eBay. Users who want to be registered as a seller must have a business license from the government, and they can only sell new things. In theory these conditions can complicate Blanja.com in embracing sellers and competing with competitors. However Blanja.com implement these rules on security grounds. Although the trust in e-commerce continues to grow, there are sellers who have intention to deceive buyers in the online marketplace. Blanja.com filter system can provide a sense of security to buyers, and can help this site to attract the attention of buyers who want to be more careful in transacting in the online shop.

The results of research (Ardyanto, 2015), (Naomi, 2015), (SARI, ) shows that ease and ease of using e-commerce have a significant effect on online purchasing decisions.

The purpose of this research is to examine and analyze the effect of the ease and confidence using the e-commerce on purchasing decisions online in the online shop Blanja.com.

## 2 LITERATURE REVIEW

### 2.1 Definition of Purchase Decision

According to (Philip and Armstrong, 2008) purchasing decisions are the stage in the buyer's decision-making process where the consumer will actually buy.

### 2.2 Purchase Decision Making Process

- Problem Recognition, is a process where consumers will buy a product as a solution to the problems that are facing.
- Information Search, is an advanced process of the introduction of the problem, where the consumer will be motivated to find information to solve problems that are facing him. The information search process can be derived from the memory (internal) and based on the experience of others (external).
- Alternative Evaluation, is a continuation of the information search process, after which the consumers get a wide range of consumer information will evaluate the alternatives- any strategic alternative will be selected to address the problems it faces.

- Purchase Decision, is an advanced process of evaluating alternatives, where the consumers will make the purchase decision of a desired product.
- Post-Purchase Evaluation, is a process after a consumer to buy a product, where consumers will evaluate whether the product is in accordance with her wishes. In this process, there can be customer satisfaction and dissatisfaction. The stages of decision-making above can be described as follows:

### 2.3 Factors Affecting Purchasing Decisions

There are five internal factors relevant to the purchasing decision process, are:

- Product Motivation. Is an encouragement contained in a person in order to achieve a certain goal.
- Perception. Is the result of the interpretation or perceptions of an event that it faces based on the information and experience to those events.
- Attitude Formation. Is an assessment in a person, which reflects a person's likes or dislikes for a thing.
- Integration. Is a combination of attitude and action. Integration is a response to the position taken. Feelings like to encourage someone to buy a product, otherwise feelings of dislike will make a person not to buy a product.

According to Engel (2000: 285) "needs activated eventually be expressed in purchasing and consumption behavior and in the form of two types of benefits are 1) utilitarian benefits and, 2) hedonic benefits/experience".

According to Kotler (2000: 157) "confidence is a descriptive thought that someone has about something. This confidence may be based on true knowledge, opinion or trust and may raise emotions and may not".

### 2.4 Purchase Decision Online

Meanwhile, according to Turban et al. (2004) "online consumer behavior model based on the factors that influence and the process of attitude and behavior" are described as follows:

The model above can be explained as follows:

- Buying consumer decisions include: purpose, purchase and repurchase.

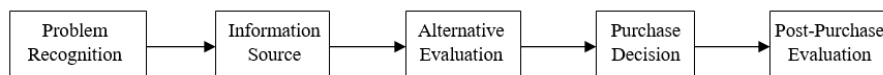


Figure 1: Purchase decision process (Philip and Armstrong, 2008)

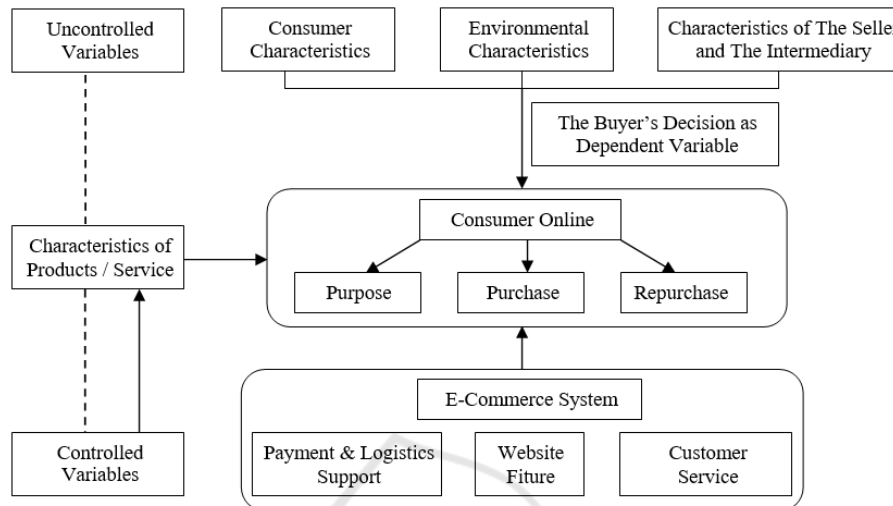


Figure 2: Models of consumer behavior online  
Source : Rifqi Nugroho Adi (2013)

- Consumer characteristics include: age, gender, ethnicity, education, psychological issues, knowledge, values, satisfaction, prior experience, preferences, habits, beliefs, attitudes, innovations and personalities.
- Environmental characteristics include: culture, normative social influences, informational social, legal, institutional, governmental, regulatory and political.
- Characteristics of sellers and intermediaries: brand reputation, trustworthiness of policies and procedures, compensation and apology.
- The characteristics of a product or service include: knowledge of a product or service, type of product or service, availability of product or service, product or service adjustment, product or service quality, product or service variety, product or service differentiation, purchase frequency, tangibility.
- Systems in E-Commerce are: 1) Payment and logistic support include: payment options, freight forwarding options, accuracy and delivery speed of orders, condition of goods upon receipt, security and privacy; 2) Website features: accuracy, novelty, information presentation, completeness, simple design, navigation, consistency, easy to use and easy access; 3)

Customer service: there is FAQ, email and personalization.

## 2.5 E-Commerce

According to Laudon & Laudon (1998), E-Commerce is a process of buying and selling electronic products by consumers and from company to company with computer as an intermediary of business transactions.

According to (Philip and Armstrong, 2008; Hardiawan and SUGIONO, 2013; Hermawan, 2012), e-commerce is a description of the company's efforts to inform, communicate, promote, and sell products and services through the Internet. It can be concluded that the definition of e-commerce is any form of trade transactions / trade goods or services (trade of goods and services) by using electronic media.

## 2.6 E-Commerce Concepts

According to Kalakota and Whinston (1997) e-commerce can be reviewed in the following four perspectives:

- From a communication perspective, e-commerce is the delivery of goods, services, information, or payments through computer networks or through other electronic equipment.

- From a business process perspective, e-commerce is an application of technology that leads to automation of business transactions and workflows.
- From a service perspective, e-commerce is a tool that meets corporate, consumer, and management desires to cut service costs when improving the quality of goods and improve the speed of delivery services.
- From an online perspective, e-commerce provides the ability to buy and sell goods or information via the internet and other online means.
- E-commerce in general can be classified based on the transaction. The types of e-commerce can be described as follows Turban et al., 2004:
  - Business to Business (B2B). Almost all e-commerce is now a B2B type. This is because this type of transaction is already included iOS and electronic market transactions between organizations.
  - Business to Customer (B2C). In general, retail transaction involves the shopper individuals and companies that provide e-commerce applications, in this case, online shopping.
  - Consumer to Consumer (C2C). In this category, consumers selling products or services directly to other consumers.
  - Consumer to Business (C2B). This category includes individuals who sell products or services to the organization.
  - Non business E-commerce. This type of e-commerce includes non-business institutions such as academic institutions, non-profit organizations, religious organizations and government agencies that use e-commerce to reduce their spending.
  - Intra Business (organizational). E-commerce category includes all internal activity, usually done in the form of the Internet that involves the exchange of products and services or information.

According to Turban et. al (2004), activities in e-commerce transactions involving parties who transact can be summarized in the picture below:

### 2.7 The Relationship Between Ease, Trust and Online Purchase Decision

Based on previous research conducted by Deavaj et al. (2003), declare that the decision of buying online is influenced by several factors, including the efficiency of the search, value, and interaction.

## 3 RESEARCH METHOD

### 3.1 Population and Sample

The population in this study are all people who have been shopping at online shop Blanja.com. Sampling technique in this research using purposive sampling technique. Thus, the sample was not taken at random but is determined solely by the researchers based on certain considerations.

From the criteria set and the character of the population is not limited then taken a sample of 100 consumers Blanja.com.

### 3.2 Data Analysis Technique

Data analysis in this research using descriptive and quantitative analysis method. The size level used in the measurement of variables is by Likert scale with five choices of answer categories. Before the data analysis continued, first performed by using the testing construct validity and reliability test. To see the effect between the two variables, then the data processing using the program SPSS (Statistica Product and Service Solution) by using multiple linear regression method.

## 4 RESULTS AND DISCUSSION

### 4.1 Multiple Linear Regression Test

Based on Table 1, can be composed of multiple regression equation as follows:

$$Y = 26.399 + 0.162X_1 + 0.338X_2 \quad (1)$$

Where:

- The value  $a = 26.399$  indicates that the purchase decision will be constant at 26,399 if any (influenced) variable Ease ( $X_1$ ), Trust ( $X_2$ ). It means that purchasing decisions are fixed at 26.399 before or without variables Facility ( $X_1$ ), Confidence ( $X_2$ ).
- $\beta_1 = 0.162$  shows that if the value of the convenience variable increases by 1%, the purchasing decision variable at Blanja.com online shop will increase by 0.162% assuming the variable  $X_1$ , is constant.
- $\beta_2 = 0.338$  indicates that if the value of confidence variable rose 1% then the purchase decision variables on the online shop Blanja.com will rise by 0.338% assuming variable  $X_2$ , fixed or constant.

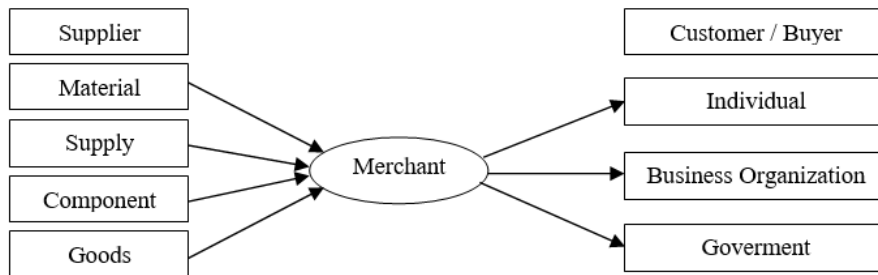


Figure 3: Models of consumer behavior online  
Source : Rifqi Nugroho Adi (2013)

Table 1: Multiple regression coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1	(Constant)	26.399	3.619		7.295	.000
	Easiness	.162	.102	.156	1.592	.115
	Trust	.338	.096	.345	3.518	.001

Source: Data processed by SPSS (2018)

Based on the above explanation, it can be concluded that the results of multiple regression for all independent variables have a positive relationship direction, ie if the independent variable ( $X_1, X_2$ ) rises then the dependent variable (Y) will increase.

#### 4.2 Simultaneous Test (Test f)

Based on the above explanation, it can be concluded that the results of multiple regression for all independent variables have a positive relationship direction, ie if the independent variable ( $X_1, X_2$ ) rises then the dependent variable (Y) will increase.

Based on Table 3 above obtained Adjusted R Square value of 0.164 meaning that the level of influence or contribution given by the Ease variable ( $X_1$ ), Trust ( $X_2$ ) to the Purchase Decision (Y) at the online shop Blanja.com of  $0.164 \times 100 = 16.4\%$ . While the remaining 83.6% is influenced by other factors that are not included in the study, such as security factor, promotion, price, brand, service quality and others.

#### 4.3 Discussion

Prior to data analysis and data experience using multiple linear regression analysis with SPSS v17 program, first research in trials using validity and reliability test with 100 respondents and this is done on the consumer of online shop Blanja.com with valid and reliable results are 15 statements on the variables ease and trust (X), 10 statement on the purchase decision variable (Y). The calculated  $f_{count}$  in

Anova table is 10.698 and the value of  $f_{table}$  is 3,940 at 5% significant level. Based on result of f test obtained  $f_{hitung}$  equal to 10698. When compared to the f-table is 3,940 at significant level of 5%, then  $f_{hitung}$  greater than  $f_{table}$ . This shows that there is a positive relationship between Ease ( $X_1$ ), Trust ( $X_2$ ) to Purchase Decision (Y), the results of this study are in line with the research of (Naomi, 2015; Sugiarto, 2013; Setiawan and Fauziah, 2017) which shows that Trust and Ease Positive Influence on Purchase Decision. And a significant relationship to Trust ( $X_2$ ) on Purchase Decision (Y), the results of this study are in line with the research of Cicilia Desy Widya Permatasari (2015) and Denni Ardyanto, et al (2015) which shows that trust has a significant effect on Purchase Decision.

Many factors that can improve purchasing decisions such as ease / trust can be said as a form of encouragement, the impetus aims to provide a spirit that can improve a consumer satisfaction, so for the future can improve product quality and can bring the company to a good purpose.

Thus, E-commerce becomes one of the important criteria in determining the growth and success of the company. Therefore the results of the analysis in the study states that the hypothesis of E-commerce influence on the purchase decision on online shop Blanja.com acceptable truth, which means the better E-commerce provided to consumers, then higher to the purchasing decision.

Table 2: ANOVA<sup>b</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	55.406	2	27.703	10.698	.000 <sup>a</sup>
	Residual	251.184	97	2.590		
	Total	306.590	99			

Source: Data processed by SPSS (2018)

Table 3: Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
	.425a	.181	.164	1.609	.977

Source: Data processed by SPSS (2018)

## 5 CONCLUSIONS

Based on the results of the analysis and discussion in the previous chapter, it can be concluded:

- Partial hypothesis testing (t test) of the two independent variables there is 1 significant variable that is, trust (X<sub>2</sub>). The results showed that the independent variables consist of convenience (X<sub>1</sub>), trust (X<sub>2</sub>) simultaneously has a significant influence on the purchase decision variable (Y).
- While the amount of contribution variable ease, confidence in the purchase decision variable (Y) indicated by the coefficient of determination for 0164, or 16.4% while the remaining 83.6% is influenced by other variables outside the research variables.

From the results of this descriptive can be concluded that the value of the lowest score in the respondent of variable ease (X1) amount 4.22 (Goods purchased will be delivered directly to the consumer address), on trust (X2) amount 4.22 (Seller is able to create a sense of security in transactions without interference from others Viewing still the lowest score on the respondents' answers, the company can increase the E-commerce on purchasing decisions on the online shop Blanja.com, because E-commerce variables have a dominant influence in influencing purchasing decisions, So the purchase decision will increase.

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