

Analysis of Factors Retailer Brand, Information Richness and Easy of Use on Buying Interest in using ShopeePay

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Abstract: This study aims to test and analyse factors retailer brand, information richness, and ease of use towards the buying interest student of Batam City using ShopeePay. This exploration utilizes a quantitative methodology with various straight investigation utilizing SPSS 22 programming. Information assortment is gathered by disseminating Google Form survey connects to an example of 370 individuals who are ShopeePay clients in Batam City. The outcomes showed that there was an impact of retailer brand, information richness, and ease of use experience both part of the way and stimulative on buying choices through Shopee online business. In this investigation, the computation of the coefficient of assurance got by 0.260. This implies that 26% of purchasers purchasing revenue is clarified by retailer brand, information richness, and easy of use factors, while the rest is clarified by different factors.

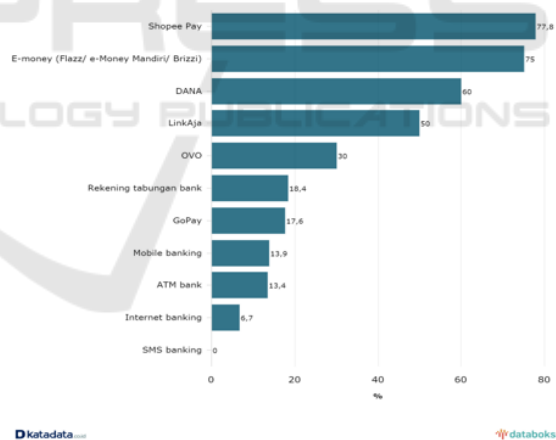
1 INTRODUCTION

The advancement of information technology is currently experiencing a fairly rapid development. The advancement of data innovation has prompted different sorts of innovation-based exercises, for example, e-government, online business, e-instruction, e-medication, e-research center, and others, which are all founded on hardware (Nuryanto, 2012). One of the positive impacts arising from the development of technology and the flow of information is the increasing number of payment instruments, which previously only had cash, is now developing into payments made by electronic systems. This also causes consumer buying interest to increase due to the influence of online shopping.

Based on the results of the Kantada Insight Center (KIC), one of the most frequently used electronic payment instruments today is ShopeePay. ShopeePay is a digital wallet provided by shopee, where buyers can make payments using ShopeePay without having to pay cash.

The existence of ShopeePay affects consumer buying interest, where the buying interest arises due to internal and external factors. The internal factors include trust, convenience, brand image and price, while external factors include Retailer Brands, Information Richness and Extended Offers

Gambar 1.1 Electronic payment instrument that is often used for transactions



(Sumber: Katadata Insight Center (KIC), 27 Oktober 2020)

Figure 1: Electronic Payment Instrument.

(Ramadanty & Kartikasari, 2020). Past research has examined Retailer Brands, Information Richness and Extended Offers on Gopay products (Ramadanty & Kartikasari, 2020). On this occasion, I would like to analyze some of these internal and external factors on the buying interest of students in Batam for products.

Based on this, the researcher will carry out research with the title:

“ANALYSIS OF RETAILER BRAND, INFORMATION RICHNESS AND EASY OF USE ON BUYING INTEREST IN USING SHOPEEPAY”

2 METHODS

2.1 Population and Sample

Population is an overall attribute that can be humans, objects or events contained in a predetermined area and become the focus of research (Muri, 2017). The population in this study were 5 universities majoring in management in the city of Batam, namely Batam State Polytechnic, Batam International University, Riau Islands University, Batam University, and Putera Batam University using ShopeePay. So that in this investigation the examples contemplated were 370 individuals who were ShopeePay clients. Furthermore, to obtain a total of 370 samples representing the population in the study area, a proportionate sampling was carried out, namely counting the number of students proportionally from the 5 universities. The method of distributing the questionnaire is based on the number of students in each university which is calculated as a proportionate sampling with the formula:

$$ni = \frac{Ni}{N} \cdot n \quad (1)$$

- ni: The number of samples according to the stratum
- n: Total number of samples
- Ni: Total population according to the stratum
- N: Total Population

Based on the above calculations, the number of samples per university is as follows:

Table 1: Student Population of 5 University Management Department S1 / D4 in Batam City.

NO	UNIVERSITY	Total
1	Politeknik Negeri Batam	113
2	Universitas Internasional Batam	92
3	Universitas Riau Kepulauan	44
4	Universitas Batam	9
5	Universitas Putera Batam	112
	Total	370

This examination utilizes a quantitative technique utilizing different direct investigation. Multivariate straight examination is an assessment used to show

the presence or non-presence of a causal association between two free factors and the dependent variable.

3 RESULTS AND DISCUSSION

3.1 Instrument Test

3.1.1 Validity Test

The following is a detailed table of the results of the validity test for each variable used in this study, namely:

Table 2: Validity Test Results.

Variable	Validity			
	Item	r calculate	r standards	Remark
Retailer Brand (X1)	X1.1	0,777	0,102	Valid
	X1.2	0,736	0,102	Valid
	X1.3	0,792	0,102	Valid
Information Richness (X2)	X2.1	0,740	0,102	Valid
	X2.2	0,671	0,102	Valid
	X2.3	0,658	0,102	Valid
Easy of Use (X3)	X3.1	0,708	0,102	Valid
	X3.2	0,640	0,102	Valid
	X3.3	0,582	0,102	Valid
	X3.4	0,618	0,102	Valid
	X3.5	0,689	0,102	Valid
	X3.6	0,714	0,102	Valid
Purchase Intention (Y)	Y.1	0,692	0,102	Valid
	Y.2	0,590	0,102	Valid
	Y.3	0,573	0,102	Valid
	Y.4	0,587	0,102	Valid

(Source: Processed data, 2021)

From the validity test carried out in this study carried out on the statement indicator on the Retailer Brand (X1), Information Richness (X2), Information Richness (X3) and Consumer Purchase Interest Using ShopeePay (Y) which was tested with SPSS version 22, by comparing Between r count and r table, it can be seen that the value of r count of all items / statement indicators is greater than r table of 0.102, it can be said that all statements are worthy of being used as a measuring tool.

3.1.2 Reliability Test

The results of the reliability test for each variable in this study can be seen from the calculation results in the following:

Table 3: Reliability Test Results.

Variabel	Cronbach Alpha	Cut of Cronbach Alpha	Remark
<i>Retailer Brand (X1)</i>	0,812	0.60	Reliabel
<i>Information Richness (X2)</i>	0,767	0.60	Reliabel
<i>Easy of Use (X3)</i>	0,763	0.60	Reliabel
<i>Purchase Intention (Y)</i>	0,729	0.60	Reliabel

(Source: Processed data, 2021)

Based on the results of the reliability test in Table 3 above, it can be seen that all statement items / indicators on the Retailer Brand, Information Richness, Ease of Use and Consumer Purchase Interests variables have a value greater than 0.60 so that all statement items / indicators are reliable.

3.1.3 Descriptive Statistics

Descriptive analysis of respondents' answers was carried out to determine the average score of each question item or statement that the respondent had answered. Based on the results of research conducted on 370 respondents in distributing questionnaires via google form.

Based on 5 universities majoring in D4 / S1 management in Batam City, Batam State Polytechnic respondents were 113 people with a percentage of 31%, Batam International University there were 92 people with a percentage of 25%, Riau Islands University as many as 44 people with a percentage of 12%, Batam University there were 9 people with a percentage of 2%, and University of Putera Batam there were 112 people with a percentage of 30%.

Based on age, respondents aged 18 years are 3 individuals with a level of 1%, respondents aged 19 years are 55 individuals with a level of 15%, respondents aged 20 years are 79 individuals with a level of 21%, respondents aged 21 years are 97 individuals with a level of 26% , respondents aged 22 years added up to 88 individuals with a level of 24%, respondents aged 23 years added up to 25 individuals with a level of 7%, respondents aged 24 years added up to 9 individuals with a level of 2%, respondents aged 25 years added up to 7 individuals with a level of 2%, respondents There are 3 individuals aged 26 years with a level of 1%, 2 individuals aged 27 years with a level of 1%, 28 years of age respondents adding up to 1 individual with a level of 0%, respondents aged 29 years adding up to 1 individual with a level of 0%.

3.1.4 Normality Test

Table 4: Normality Test.

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		370
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,27657639
Most Extreme Differences	Absolute Positive	,068
	Negative	-,068
Kolmogorov-Smirnov Z		1,316
Asymp. Sig. (2-tailed)		,062

a. Test distribution is Normal.

b. Calculated from data.

Based on the table above, it can be seen that the data is normally distributed because the significant value of the data is normally distributed, namely 0,062 which is greater than 0.05.

3.1.5 Multiple Linear Regression Analysis

Multiple linear regression analysis with the aim of proving the effect of Retailer Brand (X1), Information Richness (X2) and Ease of Use (X3) on purchase interest in using ShopeePay (Sugiyono, 2017). Multiple linear regression equation analysis as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \quad (2)$$

Remark:

Y = Minat Beli Konsumen

a = Konstanta.

b = Koefisien regresi.

X1 = *Retailer Brand*.

X2 = *Information Richness*.

X3 = *Easy of Use*.

e = *Error*.

Table 5: Results of Multiple Linear Analysis.

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
1 (Constant)	5,545	,743	7,464	,000
RETAILER BRAND (X1)	,287	,066	4,353	,000
INFORMATION RICHNESS (X2)	,171	,063	2,698	,007
EASY OF USE (X3)	,166	,038	4,428	,000

a. Dependent Variable: MINAT BELI KONSUMEN (Y)

Based on table 5, it can be seen that the multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \quad (3)$$

$$Y = 5.545 + 0.287X_1 + 0.063X_2 + 0.038X_3 + e \quad (4)$$

From this equation, it is described as follows:

1. The consistent worth (a) for the relapse condition is equation is 5.545. This means that the average consumer purchase interest variable will be 5,545 if the Retailer Brand (X1), Information Richness (X2), and Ease of Use (X3) variables are equal to 0.
2. Value $\beta_1 = 0.287$, indicating a positive and significant effect between Retailer Brands on consumer buying interest, which means that the Retailer Brand dimension increases, it will result in an increase in consumer buying interest.
3. Value $\beta_2 = 0.171$, shows a positive and significant effect between Information Richness on the consumer purchase interest variable, which means that if the dimension of Information Richness increases it will result in an increase in consumer buying interest.
4. The value $\beta_3 = 0.166$, shows a positive and significant effect between Ease of Use on the consumer buying interest variable, which means that if the Ease-of-Use dimension increases it will result in an increase in consumer buying interest.

3.2 Hypothesis Test

3.2.1 T Test

The t factual test is utilized to test the extent of the impact between the free factors in part on the reliant variable, then, at that point testing the coefficient of every regression (Priyasma, 2017). If the significance <0.05 , the independent variable significantly affects the dependent variable.

Table 6: Test Results t.

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
1 (Constant)	5,545	,743	7,464	,000
RETAILER BRAND (X1)	,287	,066	4,353	,000
INFORMATION RICHNESS (X2)	,171	,063	2,698	,007
EASY OF USE (X3)	,166	,038	4,428	,000

a. Dependent Variable: MINAT BELI KONSUMEN (Y)

Based on table 7, the t test results will be explained as follows:

1) The Influence of Retailer Brands on Consumer Purchase Intention (H1)

It is known that the Sig value for the effect of Retailer Brand (X1) on consumer buying interest (Y) is 0.000 <0.05 and the t value is $4.353 > t_{table} = t(\alpha / 2; n - k - 1) = t(0.05 / 2; 370 - 3 - 1) = (0.025; 366) = 0.02034$, so it can be concluded that H1 is accepted, which means that there is a positive influence between Retailer Brand (X1) on consumer buying interest (Y).

2) The Effect of Information Richness on Consumer Purchase Interest (H2)

It is known that the Sig value for the effect of Information Richness (X2) on consumer buying interest (Y) is 0.007 <0.05 and the t value is $2.698 > t_{table} = t(\alpha / 2; n - k - 1) = t(0.05 / 2; 370 - 3 - 1) = (0.025; 366) = 0.02034$, so it can be concluded that H1 is accepted, which means there is a positive influence between Information Richness (X2) on consumer purchase interest (Y).

3) The Effect of Ease of Use on Consumer Purchase Interest (H3)

It is known that the Sig value for the effect of Ease of Use (X3) on consumer buying interest (Y) is 0.000 <0.05 and the t value is $4.428 > t_{table} = t(\alpha / 2; n - k - 1) = t(0.05 / 2; 370 - 3 - 1) = (0.025; 366) = 0.02034$, so it can be concluded that H1 is accepted, which means there is a positive influence between Ease of Use (X3) on consumer buying interest (Y).

3.2.2 F Test

The F test expects to show whether all free factors affect the reliant variable. On the off chance that the worth of $F_{count} > F_{table}$ and an importance esteem < 0.05 , all independent factors have a huge impact at the same time on the reliant variable.

Table 7: Test Results F.

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	210,887	3	70,296	42,785	,000 ^b
Residual	601,340	366	1,643		
Total	812,227	369			

a. Dependent Variable: MINAT BELI KONSUMEN (Y)

b. Predictors: (Constant), EASY OF USE (X3), INFORMATION RICHNESS (X2), RETAILER BRAND (X1)

In light of table 7, it is acquired that the Fcount esteem is 42,785 with a meaning of 0.000. Since the importance worth of 0.000 <0.05 , then, at that point H4 is acknowledged, which implies that the free

factors *Retailer Brand*, *Information Richness* and *Ease of Use* have a positive and critical impact on buying choices.

3.2.3 Coefficient of Determination

The coefficient of determination aims to measure the model's ability to explain variations in the dependent variable (Ghozali, 2018).

Table 8: Results of the Coefficient of Determination Test.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,510 ^a	,260	,254	1,282

a. Predictors: (Constant), EASY OF USE (X3), INFORMATION RICHNESS (X2), RETAILER BRAND (X1)

In table 8, it is known that the R-Square (R²) value is 0.260. This shows that 26% of the variables can be explained by the Retailer Brand, Information Richness and Ease of Use variables, while the remaining 74% can be explained by other variables outside of the study.

4 CONCLUSIONS

Based on the results of the research on the factors carried out, it aims to determine the analysis of the Retailer Brand, Information Richness and Ease of Use factors in influencing the buying interest of Batam City students in using ShopeePay. Then the conclusions of this study are as follows:

1. *Retailer Brand* has a positive and significant influence on the buying interest of students in the city of Batam in using ShopeePay. This is based on the results of the analysis obtained that the Retailer Brand variable has a positive regression coefficient of 0.287 with a significance value of 0.000 (<0.05).

2. *Information Richness* has a positive and significant influence on the buying interest of students in the city of Batam in using ShopeePay. This is based on the analysis results obtained that the Information Richness variable has a positive regression coefficient of 0.171 with a significance value of 0.007 (<0.05).

3. *Ease of Use* has a positive and significant influence on the buying interest of students in the city of Batam in using ShopeePay. This is based on the results of the analysis obtained that the Ease-of-Use variable has a positive regression coefficient of 0.166 with a significance value of 0.000 (<0.05).

4. *Retailer Brand*, *Information Richness* and *Ease of Use* have a simultaneous effect on consumer buying interest. This means that the independent variable increases the buying interest of students in Batam City in using ShopeePay. This is based on the analysis obtained that Fcount of 42.785 > Ftable of 0.380 with a significance of 0.000 <0.05, then H4 is accepted.

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