

**Factors That Influence Online Purchase Decisions On Marketplaces In Medan City****Novi Aisha<sup>1\*</sup>, Efry Kurnia<sup>1</sup>**<sup>1</sup>Universitas Muhammadiyah Sumatera Utara

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**\*Email:** [noviaisha@umsu.ac.id](mailto:noviaisha@umsu.ac.id)**ABSTRACT**

This study aims to partially and simultaneously determine the influence of product diversity, information quality, trust, and convenience on online purchase decisions on marketplaces in Medan City. The approaches used in this study are associative and quantitative approaches. The population used is all medan city consumers who have made online purchases on existing marketplaces. Nonprobability sampling is by using accidental sampling by distributing questionnaires of 100 respondents whose calculations are based on the slovin formula. The data analysis technique in this study is quantitative data analysis, namely by testing Classical Assumptions, Multiple Linear Regression Test, t Test, F Test and Coefficient of Determination. The results showed that there is an influence of product diversity on online purchasing decisions, there is an influence of information quality on online purchasing decisions, there is an influence of trust on online purchasing decisions, there is an influence of convenience on online purchase decisions. Simultaneously, there is an influence of product diversity, information quality, trust, and convenience on online purchase decisions on marketplaces in Medan City.

**Keywords:** Online Purchase Decision, Marketplace.

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**INTRODUCTION**

The internet is familiar to people in the industrial revolution 4.0. Various aspects of people's lives have changed significantly because of the internet. The internet not only acts as an information provider but is also widely used as a medium in making transactions through various marketplace sites in an online business network that can be accessed easily. Marketplace is a gathering place for various types of sellers on a platform with a variety of different products to carry out business activities and online transactions with customers. Marketplaces in Indonesia are one of the driving forces of the national economy. Some examples of marketplaces are Bukalapak, Lazada, Tokopedia, Shopee, and others.

Reporting from the databoks page, according to the We Are Social and Hootsuite reports, the number of internet users worldwide has reached 5.07 billion people in October 2022. This number reaches 63.45% of the global population which totals 7.99 billion people. The number of global internet users in October 2022 increased by 3.89% compared to the same period last year (*year-on-year /yoy*), which was still 4.88 billion people in October 2021. Here's a graph of internet users and social media users:

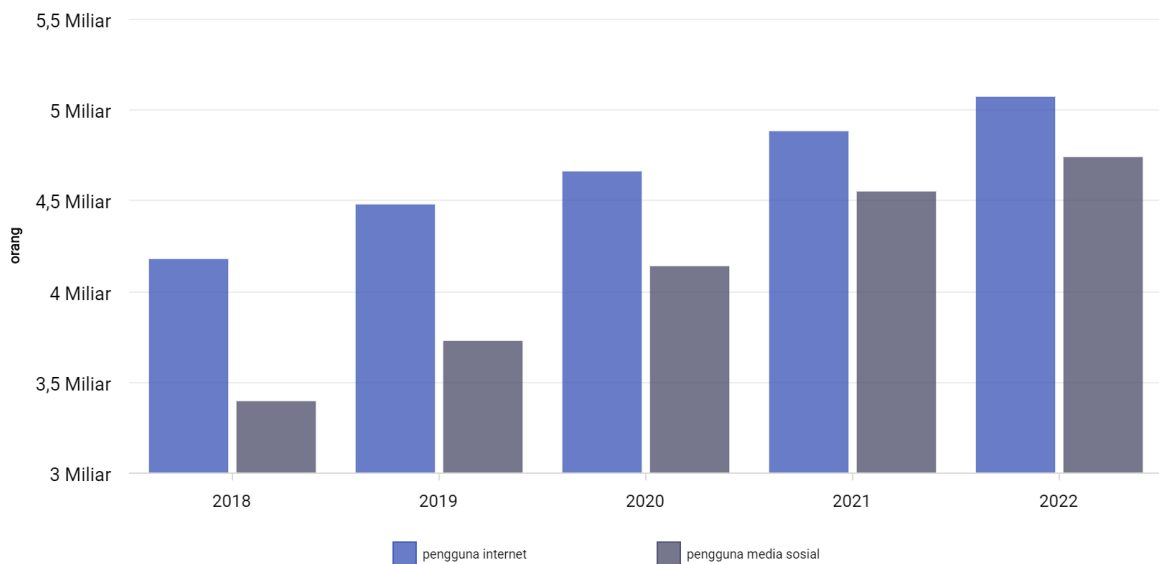






Chart 1. Data of Internet Users and Social Media Users

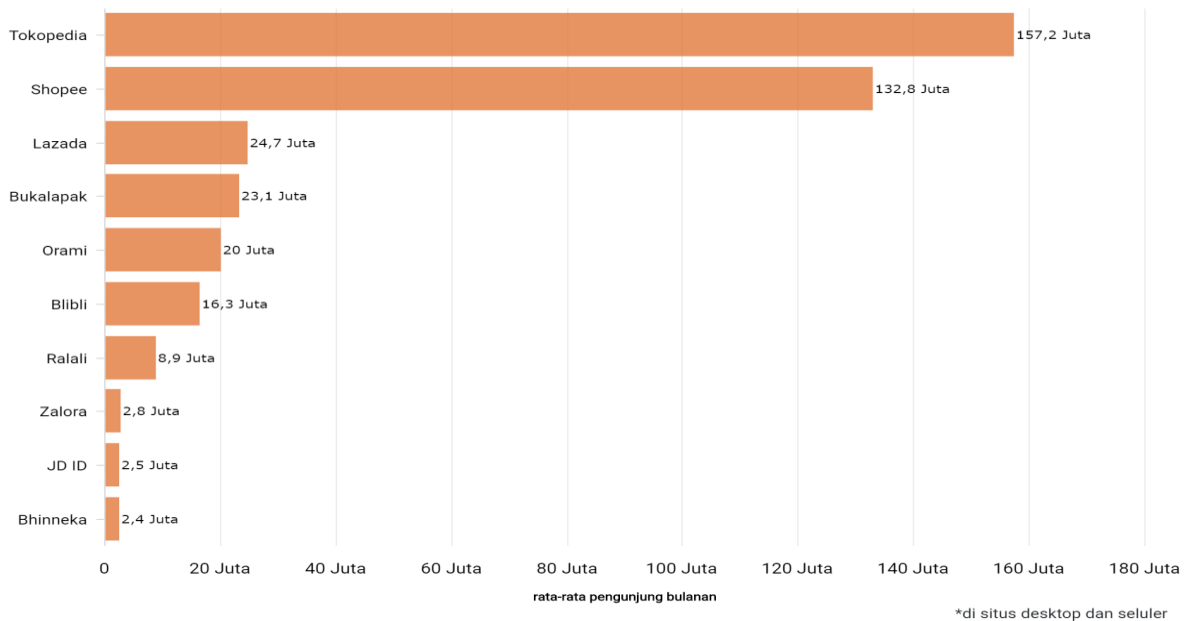
Source: <http://databoks.katadata.co.id>

From Chart 1, it can be seen that internet usage from 2018 to 2022 is always increasing. Also reporting from the databoks page, the Highest Number of Visitors to the marketplace in Indonesia in the First Quarter of 2022 can be seen in the following graph:

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katadata.co.id

databoks

Chart 2. The Highest Number of Visitors to marketplaces in Indonesia in the First Quarter of 2022

Source: <http://databoks.katadata.co.id>

From chart 2, it can be seen that the most popular marketplaces are Tokopedia and Shopee. Tokopedia is superior to other marketplaces. Tokopedia and shopee compete fiercely in getting visitors. In online shopping, people currently rely a lot on the products and services presented by the platform on the marketplace. This makes business people have to be adaptive in following changes in consumer behavior.

Since the COVID-19 pandemic, people have become accustomed to shopping online until now. People are comfortable shopping from home because it is supported by the ease of technology that makes shopping more attractive and efficient. The existence of a marketplace has provided convenience for consumers. Consumers do not need to come directly to the store, they can simply access it through the marketplace site and choose the goods or services needed online. Then in making a payment, the buyer can transfer the total purchase to the seller using a credit card, bank transfer, COD (Cash on Delivery), or you can also make a payment through a minimarket. In addition, to attract online purchases, sellers provide various offers such as the number of discounts given on the marketplace site, the availability of free shipping vouchers in shipping goods online so as not to increase purchase costs, and products that are available are cheaper than offline stores.

The diversity of products in the marketplace also makes consumers prefer to shop online instead of shopping offline. Product diversity is one of the elements that must be considered by business entrepreneurs. Many consumers look at the marketplace because of the diversity of products available. The products available on the marketplace are very complete and have attractive designs from various brands. In the marketplace, there are also variations in product sizes with different qualities. Therefore, consumers have many choices

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and must be more selective if they are online. Many consumers become more consumptive because they are tempted by the diversity of products available.

In online shopping, purchase interest is an important predictor of actual purchasing behavior which refers to the results of consumer assessments regarding information search, product quality and product evaluation which will further result in an increase in purchase interest and make it possible to drive a purchase decision in a product", (Zeng and Yuen, 2015). "The trust factor in online stores is closely related to consumer confidence in online intermediaries and vendors" (Chen and Dhillon, 2003). Low customer trust in making purchases due to a feeling of doubt about the quality of the products purchased. The customer's doubts about the goods purchased are not in line with expectations, making the trust factor for online purchases still a serious issue that online sellers need to consider.

The concept of an online marketplace business is a business model by implementing the Consumer to Consumer / People to People scheme where *vendors* / brands provide a *platform* for people who want to sell *online* by helping to bring together sellers and buyers. Meanwhile, business transaction activities (buying, selling, ordering, and advertising) are carried out with electronic media using the internet as a medium.

Trust in relation to online shops is closely related to consumer confidence in intermediaries and online vendors (Chen and Dhillon, 2003). According to Kimery and McCard (2002), trust in an online store is a willingness to accept weaknesses in online transactions based on positive expectations regarding the future behavior of the online store. Gefen and Straub (2004) conclude that the higher the degree of consumer confidence, the higher the level of consumer intent purchase. Simply believe there needs to be when placing orders online and when customers send financial information and other personal data in conducting financial transactions (Egger, 2006).

Online purchases on the marketplace do not bring together sellers and buyers directly, so there will be factors that influence someone to make online shopping transactions. Some of these factors are product diversity, quality of information, trust, and convenience. Factor in product diversity, consumers have a large choice of products that are desired because many sellers offer similar products at different prices and qualities. Factor in the quality of information, the consumer cannot see directly the product he wants. The marketplace application only displays images of the products it sells and little information about the products it sells, so the information available in the application plays a role in online purchase decisions. Trust factor, before making an online purchase, consumers must have trust in the marketplace. Convenience factor, every step in transacting online can provide convenience in operating the application so that consumers do not experience difficulties.

### **METHOD**

In this study, the population used was all medan city consumers who had made online purchases on existing marketplaces. The population is very large and scattered and difficult to know for sure, so *nonprobability sampling* is carried out, namely by using accidental sampling by distributing a questionnaire of 100 respondents whose calculations are based on the Slovin formula.

The data analysis technique in this study is quantitative data analysis, namely testing and analyzing data with the calculation of numbers and then drawing conclusions from the test by testing a) Classical Assumptions, namely normality test, Multicollinearity Test and

Heterochedasticity Test. b) Multiple Linear Regression Test. c) Hypothesis Test: T Test and F Test. d) Coefficient of Determination. Data processing using SPSS software.

## RESULT AND DISCUSSION

### Classical Assumption Test Research Results

The classical assumption test is a requirement of multiple regression analysis. Which aims to obtain valid results of the analysis. In this classical assumption test includes normality test, multicholinerity test, heterochedasticity test.

#### Normality Test

The normality test is based on whether regression, bound variables and free variables both have a normal distribution or not. A good regression model is to have a normal or close to normal data distribution. If the data spreads across diagonal lines and follows the direction of diagonal lines and follows diagonal directions then the regression model meets the assumption of normality. The normality test conducted by the author is as shown below:

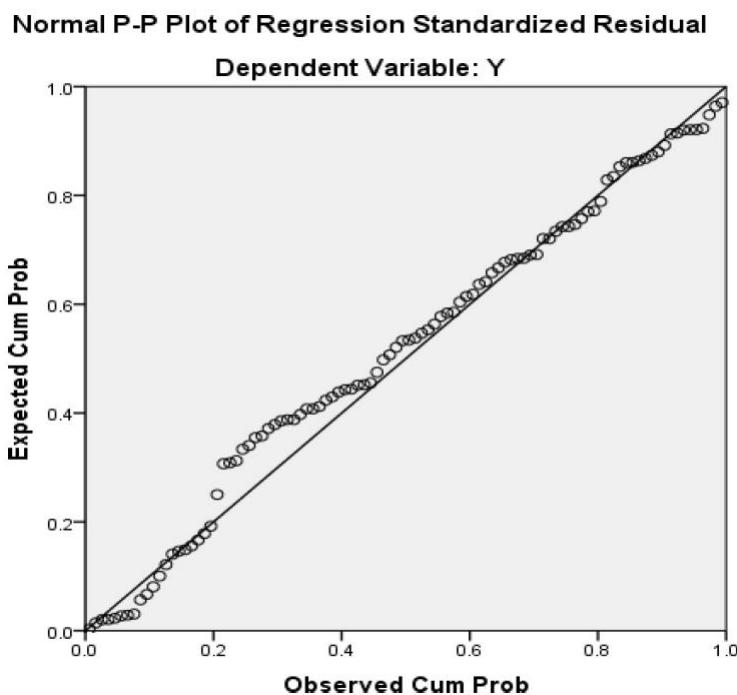


Figure 1. Normality Test Results

Source: Data processed (2022) SPSS Version 24

Figure 1 above shows that the data spread in the image above is said to be scattered around the diagonal line (not scattered far from the diagonal line). These results show that the data to be regressed in this study are normally distributed or it can be said that the data normality requirements can be met.

#### Multicolinerity test

The multicholinerity test is used to determine whether in the regression model there is a high correlation between free variables, provided that: if the *Tolerance* < 0.1 or equal to

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the VIF >10 then there is a serious multicollinearity problem. If the *Tolerance* > 0.1 or equal to the VIF <10 then there is no multicollinearity problem. The following are the test results using the Multicollinearity Test on the following processed data:

**Table 1**  
**Multicollinearity Test Results**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics VIF
	B	Std. Error	Beta	Tolerance	
1 (Constant)	13.023	1.577			
Product Diversity	.308	.118	.117	.388	2.574
Information Quality	.254	.099	.423	.229	4.367
Trust	.233	.167	.129	.241	4.151
Convenience	.239	.141	.222	.304	3.291

a. Dependent Variable: Online Purchasing Decisions

Source: Processed Data 2022 (SPSS version 24)

Based on Tabel 1, it can be understood that the product diversity variable has a Tolerance value of  $0.388 > 0.1$  and a VIF value of  $2.574 < 10$ . The information quality variable has a Tolerance value of  $0.229 > 0.1$  and a VIF value of  $4.367 < 10$ . The trust variable has a Tolerance value of  $0.241 > 0.1$  and a VIF value of  $4.151 < 10$ . The convenience variable has a Tolerance value of  $0.304 > 0.1$  and a VIF value of  $3,291 < 10$ .

From each variable, the tolerance value is greater than 0.1 so that it can be concluded that there is no symptom of multicollinearity between the free variables indicated from the tolerance value of each free variable greater than 0.1 and the VIF value smaller than 10. Thus, it can be concluded that all variables used in this study do not occur multicollinearity.

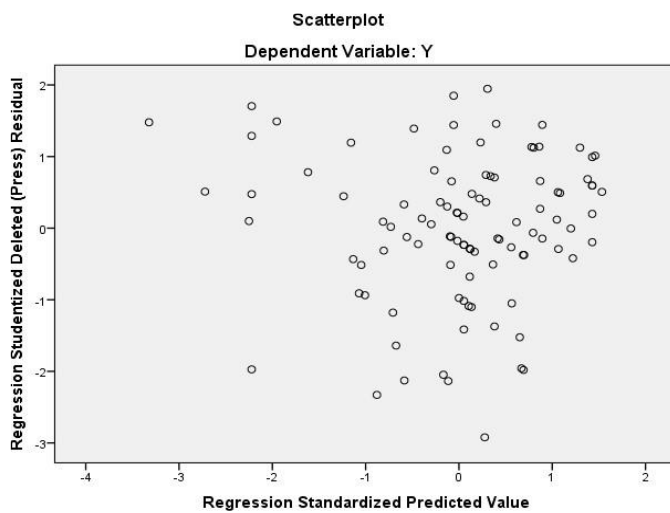
### Heterochedasticity Test

The heteroskedasticity test aims to test whether in the regression model, there is a variance dissimilarity from the residual of one observation to another. If the variance from residual observation to another observation is fixed, then it is called homokedasticity and if it is different it is called heteroskedasticity. There are several ways to test the presence or absence of heteroskedasticity situations in variant error terms for regression models. In this study, the chart method (Scatterplot Diagram) will be used.

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**Figure 2 Heteroscedasticity Test**

Source: Processed Data 2022 (SPSS version 24)

In the form of figure 2 above, it can be seen that the residual spread is irregular and does not form a pattern. This can be seen in the dots or plots that spread. The conclusion that can be drawn is that heteroscedasticity does not occur.

**Multiple Linear Regression**

The multiple linear regression models used are online purchasing decisions as bound variables, product diversity, information quality, trust, convenience as free variables. Where multiple linear regression analysis is useful for knowing the influence of each bound variable on the free variable. The following are the results of data management using SPSS:

**Table 2**  
**Results of Multiple Linear Regression Analysis**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	13.023	1.577		8.256	.000		
Product Diversity	.308	.118	.117	3.926	.000	.388	2.574
Information Quality	.254	.099	.423	2.567	.012	.229	4.367
Trust	.233	.167	.129	2.480	.014	.241	4.151
Convenience	.239	.141	.222	2.556	.014	.304	3.291

a. Dependent Variable: Online Purchasing Decisions

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Source: Processed Data 2022 (SPSS version 24)

Based on Tabel 2 above, it is known that the regression model from the result of this analysis:  $Y = 13.023 + 0.308 X_1 + 0.254 X_2 + 0.233 X_3 + 0.239 X_4$

So the above equation means if:

1. The constant of 13.023 indicates that if all free variables (product diversity, quality of information, trust, and convenience) are assumed to be zero, then the value of the online purchase decision is 13.023.
2. The value of the product diversity regression coefficient of 0.308 indicates that if the value of the product diversity variable increases by one unit, then the online purchase decision increases by 0.308.
3. The value of the information quality regression coefficient of 0.254 indicates that if the value of the information quality variable increases by one unit, then the online purchase decision increases by 0.254.
4. The value of the convenience regression coefficient of 0.233 indicates that if the value of the trust variable increases by one unit, then the online purchase decision increases by 0.233.
5. The value of the convenience regression coefficient of 0.239 indicates that if the value of the convenience variable increases by one unit, then the online purchase decision increases by 0.239.

### Hypothesis Approval

#### Partial Test (t-test)

The t-test was used in this study to determine the ability of each free variable to affect bound variables. Another reason the t-test is performed to test whether or not a partial or individual free variable (X) has a significant relationship to a bound variable (Y). Here are the partial test results (t test):

**Table 3**  
**t Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	13.023	1.577		8.256	.000
Product Diversity	.308	.118	.117	3.926	.000
Information Quality	.254	.099	.423	2.567	.012
Trust	.233	.167	.129	2.480	.014
Convenience	.239	.141	.222	2.556	.014

a. Dependent Variable: Online Purchasing Decisions

Source: Processed Data 2022 (SPSS version 24)

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The results of statistical testing in Table 3 above can be explained as follows:

From the partial test results for the product diversity variable ( $X_1$ ) obtained t count (3,926) > t table (1,984) with a significance value of  $0.000 < 0.05$ , then  $H_0$  was rejected and  $H_a$  was accepted. This shows partially that there is a significant influence of product diversity on online purchasing decisions (Y).

From the partial test results for the information quality variable ( $X_2$ ) it was obtained that the t count 2.567 > t table 1.984 with a significance value of  $0.012 < 0.05$  then  $H_0$  was rejected and  $H_a$  was accepted. This shows partially that there is a significant influence of information quality on online purchasing decisions (Y).

From the partial test results for the confidence variable ( $X_3$ ) obtained t count of 2,480 > t table (1,984) with a significance value of  $0.014 < 0.05$ , then  $H_0$  was rejected and  $H_a$  was accepted. This shows partially that there is a significant influence of trust on online purchasing decisions (Y).

From the partial test results for the convenience variable ( $X_4$ ) obtained t count 2.556 > 1.984 with a significant value of  $0.014 < 0.05$ , then  $H_0$  was rejected and  $H_a$  was accepted. This shows partially that there is a significant influence of convenience on online purchasing decisions (Y).

### Simultaneous Test (F Test)

The statistical test F is performed to test whether the free variable (X) simultaneously has a significant relationship or not to the bound variable (Y). The test results are simultaneously as follows:

**Table 4**  
**Simltan Test (F Test)**  
**ANOVA<sup>a</sup>**

Model		Sum of Squares	DF	Mean Square	F	Itself
1	Regression	437.966	4	109.492	16.536	.000 <sup>b</sup>
	Residual	629.026	95	6.622		
	Total	1066.991	99			

a. Dependent Variables: Online Purchasing Decisions

b. Predictors: (Constant), Product diversity, quality of information, trust, ease

Source: Data processed 2022 (SPSS version 24)

From the above results, it can be seen that the F count value is 16,536 with a significant rate of 0.000. While the F table value is known to be 2.47. Based on these results, it can be seen that  $16,536 > 2.47$  then  $H_0$  is rejected  $H_a$  is accepted, then the variables of product diversity, quality of information, trust and convenience simultaneously have a significant influence on online purchasing decisions.

### Coefficient of Determination

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To find out the contribution of a large percentage of the influence of product diversity, quality of information, trust, and convenience to online purchasing decisions. In its use, this coefficient of determination is expressed in the form of a percentage (%). To find out the extent of the contribution or percentage of free variables to bound variables, it can be known through a determination test, which is as follows:

**Table 4**  
**Coefficient of Determination**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.641 <sup>a</sup>	.410	.386	2.57319

c. Dependent Variables: Online Purchasing Decisions

d. Predictors: (Constant), Product diversity, quality of information, trust, convenience

Source: Data processed 2022 (SPSS version 24)

Based on Table 4 above, it can be seen that the value of R square of 0.41 which means 41.0% this states that the influence of the variables of product diversity, quality of information, trust, and convenience on online purchasing decisions of 41.0% and the difference of 59% is influenced by other variables that were not studied in this study such as promotion, advertising and other variables.

## DISCUSSION

From the test results, it can be seen that all free variables (the influence of variables of product diversity, quality of information, trust, and convenience) have a positive influence on bound variables (online purchase decisions). The detailed results of such analysis and testing can be described as follows:

### 1. The influence of product diversity on online purchasing decisions on marketplaces in Medan

Based on the results of the analysis of hypothesis test data partially for the product diversity variable (X 1) obtained t count (3,926) > t table (1,984) with a significance value of  $0.000 < 0.05$ , then  $H_0$  was rejected and  $H_a$  was accepted. This shows partially that product diversity has a positive and significant influence on online purchase decisions on marketplaces in the city of Medan. For this reason, marketplace providers must be able to maintain and increase sellers in the marketplace so that consumers have a choice of product variations with various brands and maintain good product quality. Sellers in the marketplace can be more creative in making product designs to attract more consumers. Agree with Zielke (2010) Product diversity is consumer perception which is divided into several important dimensions which include: product price diversity, product quality diversity, product type diversity and product display diversity.

According to Meuthiana indasari (2019) the complete diversity of products will create and influence buyers to visit the website of a store and influence buyers intending to shop, if a store has many types of products offered that have a good breadth or are depicted flat with attractive designs. This research has also been conducted by Susiana Simamora (2020),

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the results of the study show that product diversity has a positive and significant effect on purchasing decisions.

**2. The influence of information quality on online purchasing decisions on marketplaces in Medan**

Based on the results of the analysis of hypothesis test data partially for the quality of information ( $X_2$ ) it was obtained that  $t$  count  $2.567 > t$  table  $1.984$  with a significance value of  $0.012 < 0.05$  then  $H_0$  was rejected and  $H_a$  was accepted. This shows partially that there is a significant influence of information quality on online purchasing decisions ( $Y$ ). For this reason, marketplace providers must be able to improve information for both sellers and buyers in a complete, clear, accurate, and relevant manner. This is in line with Mukhtar's opinion (in Luthfiya, 2014) The information presented in the Online shop should include information related to products and services in online shopping. The information should be useful and relevant in predicting the quality and usefulness of the product or service.

Information quality is defined as the customer's perception of the quality of information about a product or service provided by a website (Park and kim, in Achyar and Brilliant 2013). According to Burch and Grudnitski in Sutabri (2012: 33), describing the quality of information depends on three things, namely that information must be accurate, timely, and relevant.

In Prasetyoning Tyas (2019) The quality of information directly affects the purchasing decisions of users of the Tokopedia online buying and selling site, which means that with the increase in the quality of information received by consumers, it will increase the level of consumer purchases on the Tokopekia online buying and selling site.

**3. The influence of trust on online purchasing decisions on marketplaces in Medan**

Based on the results of the analysis of hypothesis test data partially for the confidence variable ( $X_3$ ) obtained  $t$  count  $2,480 > t$  table  $1,984$  with a significance value of  $0.014 < 0.05$ , then  $H_0$  was rejected and  $H_a$  was accepted. This shows partially that there is a significant influence of trust on online purchasing decisions ( $Y$ ). For this reason, marketplace providers must gain consumer trust so that consumers are willing to transact in the marketplace by providing information according to facts and providing security guarantees in transactions. Marketplace providers must pay more attention to the wants and needs of sellers and consumers. "The higher the consumer confidence, the higher the level of consumer buying interest" (Gefen and Straub, 2004). "Trust needs to exist when deciding on online product orders and when consumers send financial information and other personal data in making transactions" (Egger, 2006:55). "The implications of trust have a significant impact on consumers' desire to make transactions over the internet", (Cheng and Yee, 2014).

Trust in doing online shopping is a consideration in deciding on a purchase. Consumer trust is the belief of a consumer that others have integrity and can be trusted, and that person will fulfill all his obligations in making transactions as expected (Nurrahmanto, 2017).

According to Martínez & Bosque (2013), online trust is defined as the level of awareness that customers have in the exchange of online transactions, or in online exchange channels.

**4. The effect of convenience on online purchase decisions on marketplaces in Medan**

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Based on the results of the analysis of hypothesis test data partially for the convenience variable ( $X_4$ ) obtained  $t$  count  $2,556 > 1,984$  with a significant value of  $0.014 < 0.05$ , then  $H_0$  was rejected and  $H_a$  was accepted. This shows partially that there is a significant influence of convenience on online purchasing decisions ( $Y$ ). For this reason, marketplace providers must be able to maintain the system that has been run, namely a system that is clear, easy to understand, easy to apply. This is in line with the research of Turban et al. (2015), "ease of use is something that can affect a person's trust if the information system is easy to operate and understand".

According to S Hidayatullah (2019), "the convenience variable has a positive relationship direction to online purchase decisions, in other words, convenience has a significant effect on online purchase decisions. The existence of a significant influence shows that with the increasing ease of using the website, the decision to buy a laptop online will also increase. The conveniences provided by the website include ease of learning, easy to understand, easy to get information on existing websites, and a clear interface."

#### **5. The influence of product diversity, information quality, trust, and convenience on online purchasing decisions on marketplaces in Medan**

Based on the results of the analysis of hypothesis test data, simultaneously obtained  $F$  count  $16.536 > F_{table} 2.47$ , then  $H_0$  was rejected and  $H_a$  was accepted. This suggests that product diversity, information quality, trust and convenience simultaneously have a significant influence on online purchasing decisions. From  $R$  square shows that online purchasing decisions by 41% are influenced by product diversity, quality of information, trust, and convenience. For this reason, marketplace providers must be able to maintain and increase product diversity, information quality, trust and convenience together.

According to NKDA Agustini (2017), "The decision to buy at the Online Shop of students of the Department of Economic Education class of 2012 is influenced by factors of product quality, convenience, quality of information, and consumer confidence."

According to Wen C (2011) In general, consumers purchasing decisions are divided into five stages. Consumer behavior is one of the frameworks that can be applied in the consumer decision-making process in e-commerce, namely being aware of problems/needs, looking for information, evaluating alternatives, making choices, and evaluating choices. According to Sultan M.U (2011), the decision-making process for consumers to make online purchases begins with consumer awareness of the needs of a product, then consumers consider making purchases online and start looking for information related to these products and looking for available product alternatives. Consumers then make purchases for products that suit consumer needs. Before making a purchase, consumers will be faced with factors that limit or influence the purchase decision. According to Sreerekha, T (2019) the consumer decision-making process is also affected along with internet penetration, where consumers are increasingly facilitated when compared to when shopping traditionally, starting from the stage of looking for product information that can be done from anywhere, various forms of visualization, to the product evaluation process that can be done anywhere and anytime by means of discussions between consumers or consumers with sellers. Based on the opinions of previous researchers above, it is important for marketplace providers to understand which factors must be prioritized in order to have better competitiveness in attracting consumers and making consumers more loyal to the marketplace.

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**IMPLICATION**

The factors that influence online purchase decisions in marketplaces in Medan are product diversity factors which are one of the elements that must be considered by marketplace providers. Good product diversity can attract consumers to visit and make online purchases in the marketplace. Product diversity is the responsibility of marketplace providers in planning business strategies to find out the sales and profits of each product unit in their line and determine which product units can be developed, cared for, reduced or stopped. Some important indicators in product diversity include: brand variations, product completeness variations, product size variations, product quality variations and product design variations. Thus, the more varied the products available both in terms of brand, size, quality, and design, the more selective and consumptive consumers become.

The information quality factor affects online purchase decisions where when the overall product information presented by the marketplace provider becomes clearer and in accordance with the facts, this will increase and make it easier for consumers to decide whether to make an online purchase or not. Accurate, relevant, precise, and clear information is a determinant of information quality for consumers.

The trust factor influences online purchasing decisions in marketplaces where market providers need to build consumer trust in order to attract consumers to shop. There is a guarantee of security in transactions, information that is in accordance with facts influences consumer decisions in making transactions in the marketplace. The more consumers feel safe and comfortable in transactions, the more consistent consumers will be in shopping online at the marketplace. Trust is also an important factor in building and maintaining long-term relationships with consumers. To build a long-term relationship, the provider's market needs to generate consumer trust, this will generate buying interest and then purchase decisions arise. If the product purchased is as expected, a repurchase will appear on the marketplace because the consumer is satisfied. So that consumers become loyal to shop at the marketplace. This is in accordance with research conducted by Jufrizen (2020), namely the higher consumer trust, the better the purchase intention. Conversely, if consumer trust is low, then purchase intention will also be low. Online shop trust is needed to increase consumer satisfaction. If consumer trust is high in the online shop, then consumer satisfaction will also be high. Conversely, if consumer trust is low in the online shop, then consumer satisfaction will also be low. Trust is an important factor for consumers in choosing an online shop that will be used as a place to shop.

The convenience factor is a factor that supports online purchasing decisions in marketplaces where the ease of using applications in searching, finding, and accessing what consumers want, consumers will transact. The existence of service assistance makes it easier for consumers to implement the system. Easily interact with sellers, a clear and easy-to-understand system will improve online shopping decisions in the marketplace.

Thus, the better the marketplace provider's understanding of the importance of product diversity, quality of information, trust, and convenience for consumers, the more consumers will use the marketplace to shop online.

In addition to the factors mentioned above, according to the suggestions in Fahmi, M's research (2018) it is hoped that online stores can maintain and improve the quality of websites by including detailed product information; complete; and easy to understand on the

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website, increasing security regarding customer personal information, designing menus that are easier to understand, increasing website responsiveness, displaying visual designs that are more attractive and comfortable to look at, completing transaction guides, and improving customer service. This is because the website quality variable has a significant influence on customer trust and customer loyalty. Then in order for customer trust to increase and have an impact on increasing customer loyalty, online stores are expected to always be honest in making transactions, sending products in accordance with the shipping conditions and product descriptions listed, increasing expertise and skills in serving customers, immediately taking responsibility if something goes wrong. in transactions and make every effort to listen and consider suggestions submitted by customers.

**CONCLUSION**

From the results of the study, it can be concluded as follows:

1. Product diversity has a positive and significant effect on online purchasing decisions in marketplaces in Medan.
2. The quality of information has a positive and significant effect on online purchasing decisions on marketplaces in Medan.
3. Trust has a positive and significant effect on online purchasing decisions in marketplaces in Medan.
4. Convenience has a positive and significant effect on online purchasing decisions on marketplaces in Medan
5. Simultaneously shows that product diversity, quality of information, trust and convenience have a positive and significant effect on online purchasing decisions on marketplaces in the city of Medan.

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