

## Proceeding 2<sup>nd</sup> Medan International Economics and Business

“The Effect of Customer Trust and Perceive Ease Of Use on Purchasing Decisions on Shopeefood Applications in Batam City”

# THE EFFECT OF CUSTOMER TRUST AND PERCEIVE EASE OF USE ON PURCHASING DECISIONS ON SHOPEEFOOD APPLICATIONS IN BATAM CITY

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### ABSTRACT

Nowadays, the internet has become the new prima donna in doing various things. One of the benefits of the internet is to get information and can overcome distance limitations, time limitations, and costs easily and quickly. Likewise, it is easy to fulfill needs through purchases in the marketplace. PT Shopee Internasional Indonesia is ranked third as the largest application in Indonesia and also has Shopeefood services which are engaged in food delivery services. The occurrence of purchasing decisions at Shopeefood is influenced by customer trust and perceived ease of use from consumers who use the Shopeefood application in Batam City. This study examined 100 respondents with quantitative research using non-probability sampling techniques with purposive sampling. The results of this study indicate a significant and simultaneous influence between the variables of customer trust and perceived ease of use on purchasing decisions on the Shopeefood application in Batam City.

**Keywords:** Customer Trust, Perceive Ease Of Use, Purchase Decision

### INTRODUCTION

Indonesia is one of the countries that has the highest users in the world in the use of marketplaces, which recorded 91% of visits to online retail websites. About 90% of transactions for goods or services carried out by the public occur through computers, laptops, and cell phones (Anas & Muhajirin, 2020). The development of the marketplace in Indonesia is very high because it is influenced by the habits of people who want to be fast and practical (Dwiantari & Permanasari, 2023). PT Shopee Internasional Indonesia is one of the most favorite and largest marketplaces ranked number 3 in Indonesia. Shopeefood is a new service launched in April 2020 on the Shopee App, this service is a food delivery service. Services like this have the biggest competitors from competitors such as from Gofood and Grabfood. Based on the Nielsen Research Institute, 95% of the Indonesian population really likes fast food and around 58% use food delivery services (Setyowati & Kurnia Yunianto, 2019). Customer trust is very important in conveying knowledge about objects, attributes or benefits of the products offered (Wahyu Virnawati, 2020). Perceived convenience is an assumption that consumers have that believes the extent of the convenience that will be obtained from using a technology. When consumers have high perceptions, the higher the purchasing decision with the information obtained (Ernawati & Noersanti, 2020). Shopeefood once collaborated with Gojek and Grab in using pick-up and food delivery services to consumers, but now Shopeefood stands alone by recruiting drivers on November 25, 2020. PT Shopee Internasional Indonesia is very serious in developing Shopeefood

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services, this can be seen in early 2021 where PT Shopee Internasional Indonesia has expanded its reach on May 3, 2021 in the Bogor, Tangerang, Depok and Bekasi areas. This information is disseminated through its Instagram, namely @Shopeefood\_id (Dwiantari & Permanasari, 2023). The ShopeeFood service has experienced major problems in the face of complaints from consumers regarding the quality of the delivery service that take place from time to time. Problems can be described as difficulty in obtaining drivers, application features that are not yet understood by consumers, or bad behavior from ShopeeFood workers. This is what has caused the negative influence of ShopeeFood so that there is a decline in consumer confidence in the performance of the Shopee application, especially in the ShopeeFood service (Anggraini et al., 2023). How customer trust is the main key that companies must be able to maintain from their consumers or customers. When problems regarding customer trust are related to unprofessional drivers and consumer expectations that are not in accordance with the application, if this problem cannot be resolved properly, ShopeeFood users will switch to other competitors so that the customer trust that ShopeeFood has had so far is reduced. Apart from PT Shopee Internasional Indonesia who lost driver partners will also be disadvantaged in this problem (Swastika Metta et al., 2023). However, when consumers experience difficulties during the use of the service, there is a problem with the company. This is of course not liked by consumers so they will switch to another application that offers ease of use (Maulana & Nasir, 2021). Based on statistics, ShopeeFood application users are lower than the other two competitors. This shows that customer purchasing decisions in the ShopeeFood application are still relatively low compared to its two competitors. The number of complaints that continue to arise from users is due to feeling dissatisfied with the results of using the ShopeeFood application. In the midst of intense competition in the food delivery service industry, companies must understand the desires and problems experienced by users which aim to meet the expectations of ShopeeFood application users.

#### **Customer Trust**

Customer trust can be explained by the emergence of satisfaction obtained by customers from the products or services used (Asri Saras Sati & Ramaditya, 2020). Customer trust must be created and maintained from customers. Customer trust is the desire of the company to rely on business partners (Supertini et al., 2020). There are 5 indicators of customer trust according to (Putri Ayu Wijayanthi & Putu Agung Widya Goca, 2022), namely:

1. Integrity
2. Honesty
3. Caring
4. Seriousness
5. Ability

#### **Perceive Ease of Use**

One way to conceptualize perceived ease of use is as a user's perception of how little effort it takes to operate the technology being utilized (Hasdani Hasdani, Mohammad Nasir, 2021). Base (Kurniawan & Tankoma, 2023) provide four factors of perceived ease of use, namely:

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1. User interactions with the system are understandable and transparent
2. Interacting with the system doesn't need much work.
3. The system is simple to use.
4. The system is simple to use and can be customized to individuals' preferences.

#### Purchase Decision

According to (Mariati Tirta Wiyata et al., 2020), purchasing decisions can be understood as a transaction process that takes place between sellers and consumers of the goods or services offered. (Duha & Siagian, 2023) identified four markers of purchasing decisions, which are as follows:

1. Being consistent in making purchases after learning about the goods
2. Choosing to purchase based on brand preference
3. Purchasing because it fulfills your needs and desires
4. Purchasing because they receive referrals from others

#### METHOD

This research was conducted using descriptive research with quantitative methods. The variables used in the study are customer trust (X1), Perceive Ease of Use (X2), and Purchasing Decisions (Y). In obtaining the data to be processed, the researcher distributed questionnaires or questionnaires made on google form via whatsapp and other social media where the respondents were ShopeeFood users in Batam. This research was conducted from March 2024 to July 2024. The population selected in this study were ShopeeFood users in Batam City with a total of 100 respondents with sample formulation using the Lemeshow formula and non-probability sampling techniques with purposive sampling. Data source collection is also obtained from primary and secondary sources and answers from the questionnaire results will be measured on a Likert scale.

#### RESULTS

##### Validity Test

**Table 1.1** Customer Trust Validity Test Results (X<sub>1</sub>)

Variable	Statement	r Count	r Table	Description
X <sub>1</sub>	X1.1	0,825	0,165	Valid
	X1.2	0,621		
	X1.3	0,874		
	X1.4	0,820		
	X1.5	0,805		
	X1.6	0,869		
	X1.7	0,849		
	X1.8	0,812		
	X1.9	0,844		
	X1.10	0,824		

Source: SPSS 25, 2024

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It is determined that the results are valid based on the Customer Trust variable (X1) validity test results displayed in Table 1.1. The estimated r values, which are greater than r table 0.165, for X1\_1, X1\_2, X1\_3, 0.820, X1\_4, 0.805, 0.869, X1\_6, 0.849, X1\_7, 0.812, X1\_8, 0.844, X1\_9, and 0.824, X1\_10, provide proof of this.

**Table 1.2** Validity Test Results Perceive Ease of Use (X2)

Variable	Statement	r Count	r Table	Description
X <sub>2</sub>	X2.1	0,837	0,165	Valid
	X2.2	0,854		
	X2.3	0,832		
	X2.4	0,792		
	X2.5	0,806		
	X2.6	0,834		
	X2.7	0,858		
	X2.8	0,834		

Source: SPSS 25, 2024

It is determined that the results are valid based on the Perceive Ease of Use (X2) variable validity test results, which are displayed in Table 1.2. This is supported by the estimated r values, which are greater than r table 0.165 for X2\_1, X2\_2, X2\_3, 0.832, 0.792, X2\_4, 0.806, X2\_5, 0.834, X2\_6, 0.858, X2\_7, and 0.834 (X2\_8).

**Table 1.3** Purchasing Decision Validity Test Results (Y)

Variable	Statement	r Count	r Table	Description
Y	Y1	0,852	0,165	Valid
	Y2	0,810		
	Y3	0,773		
	Y4	0,753		
	Y5	0,821		
	Y6	0,812		
	Y7	0,837		
	Y8	0,823		

Source: SPSS 25, 2024

It is determined that the results are valid based on the findings of the validity test of the Purchasing Decision variable (Y), which are displayed in Table 1.3. 0.852 (Y1\_1), 0.810 (Y1\_2), 0.773 (Y1\_3), 0.753 (Y1\_4), 0.821 (Y1\_5), 0.812 (Y1\_6), 0.837 (Y1\_7), and 0.823 (Y1\_8) larger than r Table 0.165 are determined r values that support this.

### Reliability Test

**Table 1.4** Reliability Test Results

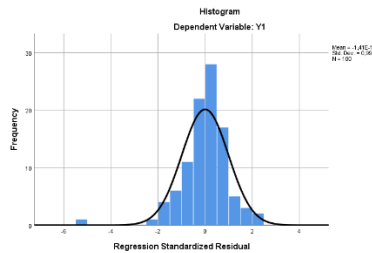
Variable	Cronbach's Alpha	Description
Customer trust (X1)	0,944	Reliabel
Perceive Ease of Use (X2)	0,936	
Purchase Decision (Y)	0,925	

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Based on the results of data reliability testing in this study, which obtained a Cronbach's alpha value with reliable results with the variables of customer trust (X1), perceived ease of use (X2) and purchasing decisions (Y) because it is above the value of 0.6 and 0.8.

#### Normality Test

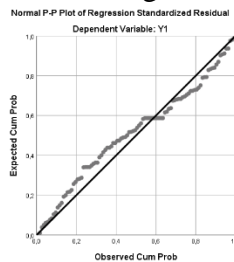


**Picture 1.1** Histogram

Source: SPSS 25, 2024

It is reasonable to presume that the study's data are regularly distributed. The bell-shaped curve on the histogram (see Picture 1.1) serves as proof for this.

#### **Picture 1.2** Normal P-P Plot of Regression Standardized Residual



Source: SPSS 25, 2024

The data in the study can be assumed to be normally distributed. This is evidenced by the ash dots that are scattered following and leading diagonally following the diagonal line, which can be seen in Picture 1.2.

#### Heteroscedasticity Test Results

The Glejser test is a test used in testing heteroscedasticity. With the condition that the significance value is above 0.05, it is concluded that there are no symptoms of heteroscedacity. Researchers conducted heteroscedacity testing with the Glejser test shown below.

**Table 1.5** Glejser Test

		<b>Coefficients<sup>a</sup></b>				
Model		<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	(Constant)	3,359	0,997		3,368	0,001
	X1	-0,021	0,037	-0,094	-0,572	0,568
	X2	-0,018	0,046	-0,063	-0,381	0,704

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### a. Dependent Variable: ABS\_RES

Source: SPSS 25, 2024

Table 1.5 shows the significance results of X1 0.568 and X2 0.704 which are greater than the significance scale of 0.05, so it can be concluded that there are no symptoms of heteroscedasticity in this study.

### Multicollinearity Test

Table 1.6 Uji Multikolinieritas

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	0,375	2,669
	X2	0,375	2,669
a. Dependent Variable: Y1			

Source: SPSS 25, 2024

Table 1.6 shows the tolerance value of X1 at 0.375 and X2 at 0.375 as greater than 0.10 and the VIF value of X1 at 2.669 and X2 at 2.669 as smaller than 10, so it can be concluded that there is no multicollinearity in this study.

### Influence Test

### Multiple Linear Regression Test

Table 1.7 Multiple Linear Regression Test Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,781	1,409		2,684	0,009
	X1	0,196	0,053	0,258	3,704	0,000
	X2	0,645	0,065	0,689	9,885	0,000
a. Dependent Variable: Y1						

Source: SPSS 25, 2024

Table 1.7 shows the results of the regression test so that the following equation can be stated.

$$Y = 3.781 + 0.196 (X1) + 0.645 (X2) + e$$

Researchers can provide the following explanation based on the equation that was obtained:

1. The Purchasing Decision variable's constant value, 3.781, can be explained by assuming that the other independent variables have a value of 0. In that case, the dependent variable, Y, has a value of 3.781.
2. The following variable explains why the Customer Trust variable (X1) has a value of 0.196: if it grows by one, the Purchase Decision variable (Y) will also increase by 0.196.

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The following variables have a positive effect on the Purchasing Decision variable (Y), as shown by a positive coefficient value.

- The following variable explains why the Perceive Ease of Use (X2) variable has a value of 0.645. The Purchasing Decision variable (Y) will increase by 0.645 if it increases by 1 value. The following variables have a positive effect on the Purchasing Decision variable (Y), as shown by a positive coefficient value.

#### Test Coefficient of Determination (R<sup>2</sup>)

**Table 1.8** Hasil Uji Koefisien Determinasi (R<sup>2</sup>)

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,907 <sup>a</sup>	0,823	0,820	2,785

a. Predictors: (Constant), X2, X1  
b. Dependent Variable: Y1

Source: SPSS 25, 2024

Table 1.8 demonstrates that the R square value is 0.823, which indicates that the factors of perceived ease of use and customer trust will have an 82.3% impact on the purchasing decision. In the subsequent investigation, researchers did not evaluate other research variables that could have an impact on the remaining 17.7% (100% - 82.3%).

#### Hypothesis Testing

##### Test t (Partial Test)

Furthermore, the study conducted a t test to test the relationship between Customer Trust and Perceive Ease of Use to Purchasing Decisions separately. Decision-making requirements at a significance value below 0.05 and also t count greater than the t table value of 1.985 (df<sub>2</sub> (N-k) = 100 - 3 = 97).

**Table 1.9** Hasil Uji t (Parsial)

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,781	1,409		2,684	0,009
X1	0,196	0,053	0,258	3,704	0,000
X2	0,645	0,065	0,689	9,885	0,000

a. Dependent Variable: Y1

Source: SPSS 25, 2024

Table 1.9 shows the results of the t-test, as further explained as follows.

- There is a significant outcome for the Customer Trust variable (X1). 0.000, which is less than 0.05, and t Table 1.985, with a value of 3.704. The test results indicate that purchasing decisions are somewhat influenced by consumer trust.
- A positive result is obtained for the Perceive Ease of Use (X2) variable. 0.000, which is less than 0.05, and t Table 1.985 is more than the computed t value of 9.885. The



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test results indicate that perceptions of ease of use influence purchasing decisions to some extent.

#### F Test Results (Simultaneous)

Furthermore, simultaneous testing is carried out in the hope of knowing the effect of the Customer Trust and Perceive Ease of Use variables on Purchasing Decisions simultaneously. The test results are presented as follows:

**Table 1.10** F Test Results (Simultaneous)

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3505,749	2	1752,875	225,970	,000 <sup>b</sup>
Residual	752,441	97	7,757		
Total	4258,190	99			

**a. Dependent Variable: Y1**  
**b. Predictors: (Constant), X2, X1**

Source: SPSS 25, 2024

Seen in Table 1.10, the test results show the Sig. value at 0.000 as smaller than 0.05, and also at the calculated F value of 225.970 which is greater than the F Table value of 2.70. From this statement, it can be concluded that the variables of Customer Trust and Perceive Ease of Use have a simultaneous or simultaneous effect on Purchasing Decisions.

## DISCUSSION

### The Effect of Customer Trust on Purchasing Decisions

According to the results of the regression test, customer trust has a positive impact on purchasing decisions and is 0.196. Additionally, partial effect results with a t value of 3.704 > t Table 1.985 and a value of 0.000 < 0.05 were obtained from the partial test. The test results agree with the findings of the research from the (chapter 2 supporting journals).

### The Effect of Perceive Ease of Use on Purchasing Decisions

According to the findings of the regression test, perceived ease of use has a favorable impact on purchasing decisions and is 0.645. Additionally, the partial test produced partial effect results with a computed t value of 9.885 > t Table 1.985 and a value of 0.000 < 0.05. The test results agree with the findings of the research from the (chapter 2 supporting journals).

### The Effect of Customer Trust and Perceive Ease of Use on Purchasing Decisions

Purchasing decisions were found to be influenced by perceived ease of use and customer trust by 82.3%, according to the results of the coefficient of determination test. Additionally, the results of the simultaneous test were also obtained concurrently, yielding a computed F value of 225.970 > F Table 2.70 and a value of 0.000 < 0.05. The test results agree with the findings of the research from the (chapter 2 supporting journals).



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### CONCLUSION

From the test results and discussions that have been carried out, this research can be concluded with: Customer trust has a positive and significant effect on purchasing decisions on the ShopeeFood application in Batam City. Perceive ease of use has a positive and significant effect on purchasing decisions on the ShopeeFood application in Batam City. Customer trust and perceived ease of use have a partial and simultaneous effect on purchasing decisions on the ShopeeFood application in Batam City.

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