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PURCHASE DECISION IN THE ONLINE SHOPPING APPLICATION, REVIEWED FROM EASY, QUALITY OF INFORMATION, CULTURE, AND TRUST

Cantik Islamaya Fortuna*[1], Fithri Setya Marwati[2]
Universitas Islam Batik Surakarta, Indonesia*[12]
Cantikislamaya1999@gmail.com*[1], Fithri_marwati@yahoo.com[2]

Abstract: The E-commerce sector is currently very developing and in demand because of the many advantages it has over conventional buying and selling activities. The purpose of this study was to determine the effect of easy, quality of information, culture, and trust on purchase decisions among users of the online shopping store applications in Surakarta. The sample can be calculated using the infinite formula method and the results are 96.04 people then rounded up to 100 respondents. This research is quantitative descriptive. This study will explain the relationship between the variables to be studied which are described by numbers. The F-test results show that Easy, Quality of Information, Culture, and Trust together have a significant effect on consumer purchasing decisions on the online shopping application Tokopedia. The t-test results show that easy has a positive and significant effect on purchasing decisions. This means that the higher the convenience of each consumer, the purchasing decision will increase. Quality Of Information has a positive and significant effect on purchasing decisions. This means that the higher the quality of information for each consumer, the purchasing decision will increase. Culture has a negative and significant effect on purchasing decisions. This means that cultural variables have a negative influence on purchasing decisions.
Keywords: Culture; Easy; Purchase Decisions; Quality of Information; Trust

INTRODUCTION

In a pandemic like this time, humans are required not to carry out activities outside the home. A pandemic is an occurrence of disease attacks that occur simultaneously in various countries. Trust to deal with a pandemic, humans should not crowd and be asked to carry out activities in the home. Therefore, the pattern of human life must always adapt to the conditions, including in making purchases or goods. The existence of technology is very helpful and makes it easier for humans to meet their needs, one of which is in the field of information technology, namely the Internet. The internet helps and makes it easy for users to be able to communicate and even trade with all corners of the world cheaply, quickly, and easily without being hindered by distance and time. In the world of economy, the internet plays an important role in advancing the economy of a country. This is proven by the growth of E-Commerce in the world, including in Indonesia itself, such as Shopee, Bukalapak, JD.id, Lazada, and Tokopedia.

E-Commerce is a new trading system, namely using an electronic system using the transmission of funds or data through the internet network. The E-commerce sector is currently very developing and in demand because of the many advantages it has over conventional buying and selling activities. This is what causes many companies to compete to make quality online services or e-commerce services that consumers can trust to facilitate and add value to the products they offer so that they can be cheaper and more efficient. This has a major impact on the sales of the company's products. The more consumers who visit the e-commerce site and know the brands that are being offered, the greater the chance for consumers to decide to make a purchase.

The purchase decision is a problem-solving activity carried out by individuals in selecting one of the appropriate alternatives from two or more alternatives and is considered the most appropriate action in buying by first going through the stages of the decision-making process (Ayuningtiyas & Gunawan, 2018). According to Kotler & Armstrong (2016), Purchase decisions are part of consumer behavior consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy needs and their wishes. In addition, Machfoedz (2013), argues that purchase decision is a process of evaluating and selecting from various alternatives following certain interests by making a choice considered the most profitable.

The number of alternatives available makes consumers more flexible in making choices, of course with several considerations. In general, before consumers make a purchase, they will make a lot of considerations both in terms of ease, Quality of Information, and Culture. In this case, companies must be able to keep up with the continuous development of their products at all times so that consumers do not get bored with the products they produce. Easy is a form of loyalty launched by customers to produce products or services that are efficient, comfortable, and relatively easy (Lestari & Widyastuti, 2019). As much as possible, online shopping applications must be made with an easy system so as not to burden the users, namely sellers and buyers. If the online shopping application is made as easy as possible, it is not impossible that the users of online shopping application services will continue to grow and the number of transactions will increase. Easy has a significant influence on online shopping decisions. The higher the convenience when using e-commerce, the more online shopping decisions will also increase (Lestari & Widyastuti, 2019).

Information quality is defined as a customer's perception of the quality of information about a product or service provided by a website (Anggraeni & Madiawati, 2016). With sufficient quality information, they can more freely compare the items they buy with other online shopping applications in terms of price, product quality, etc. Therefore, companies are required to always be up to date and accurate in providing information to online shopping application users so that they can be satisfied. Information quality has a significant effect on online purchasing decisions (Anggraeni & Madiawati, 2016). Culture also influences consumers in making decisions to purchase products on online shopping applications. Santoso & Purwanti (2013) said that culture is the most basic determinant of desires and behavior. Culture is a habit that can be a way of life that is passed down from generation to generation. Culture is formed from several elements including elements of politics, religion, customs, language, clothing, and so on. The more people who use online shopping applications to make purchases, the greater the opportunity for the culture to develop, and eventually the number of online shopping users will also increase. Cultural factors have a real or statistically significant effect on purchasing decisions (Suprayitno et al., 2015)

Apart from the three factors above, there are still more factors that can influence consumer decision-making, namely the trust factor. Trust, which involves the willingness of a person to have a certain behavior, so that the belief that his partner will give what he wants with a person's desire that the promises, words, or statements of others can be trusted (Lestari & Widyastuti, 2019). According to Kotler & Keller (2012) trust is a willingness for companies to depend on business partners. Trust depends on several interpersonal and inter-organizational factors such as competence, integrity, honesty, and kindness. According to Siagian & Cahyono (2014), trust is a belief of one party about the intentions and behavior addressed to the other party, thus a trusted consumer is defined as a

consumer's expectation that the provider services can be trusted or relied on in fulfilling their promises.

According to Andromeda (2015), consumer confidence in the website online shopping lies in the popularity of the online shopping website itself, the better a website is, the more confident consumers will be and believe in the reliability of the website. Meanwhile, Aribowo & Nugroho (2013) argue that the trust of certain parties towards other parties concerned in conducting transactions is based on a belief that the person he trusts will fulfill all obligations properly as expected. Therefore, there must be mutual trust between sellers and buyers, consumer trust in e-commerce is one of the key factors in online buying and selling. The research results of Lestari & Widyastuti (2019) show that if trust increases, online shopping decisions will also increase because the main thing that must be considered in online shopping is trust.

Tokopedia is one of the largest companies in Indonesia that conducts digital-based sales and purchases. PT Tokopedia has succeeded in becoming one of Indonesia's internet industries with very fast growth. Tokopedia upholds the business model in online malls and marketplaces. Tokopedia allows individuals, brands, and small shops to open and manage online stores. Since its launch in 2015, basic services on Tokopedia can be used for all users for free. As time goes by, Tokopedia is currently experiencing an increase in percentage for each year, which means that consumers continue to use Tokopedia as an online shopping transaction even though there is negative news that has spread. Tokopedia was included in the Top Brand Award in third place from 2015 to 2017. The Top Brand Award data shows that Tokopedia has always increased its percentage compared to other brands, even though the percentage is not as big as OLX and Lazada. In 2015 Tokopedia was in the third position with a percentage of 1.2%, 2016 the percentage increased by 12.1%, and in 2017 Tokopedia remained in third place with a percentage increase of 13.4%. The results carried out by TBI show that Tokopedia is currently experiencing an increase every year. In addition to data from TBI, the frequency of shopping on Tokopedia reaches 22% of respondents who admit to regularly shopping at Tokopedia, then Lazada who gets 10% of respondents (Lestari & Widyastuti, 2019).

The purchase decision is a problem-solving activity carried out by individuals in selecting one of the appropriate alternatives from two or more alternatives and is considered the most appropriate action in buying by first going through the stages of the decision-making process (Ayuningtiyas & Gunawan, 2018). Meaning that someone can make a decision, there must be several choices available. The author concludes that purchasing decisions can be defined as the determination of the various alternatives available based on certain considerations.

Convenience

Easy of Use is defined as the extent to which a person believes that using technology will be free from effort (Ayuningtiyas & Gunawan, 2018). Meanwhile, according to Lestari & Widyastuti (2019) Easy is a customer sacrifice to get efficient, relatively easy, efficient, and comfortable service or get quality products. Based on the two descriptions above, the authors conclude that convenience is someone's sacrifice that using technology will be free from effort and get efficient service, relatively easy and comfortable.

Information quality is defined as a customer's perception of the quality of information about a product or service provided by a website (Anggraeni & Madiawati, 2016). Meanwhile, according to Utomo et al. (2017) Information Quality is the quality of output in the form of information produced by the information system used. From the above explanation, the authors conclude that the quality of information is the customer's perception

of the quality of the output in the form of information generated by the information system used. According to Bahari & Ashoer (2018) culture is a set of values, beliefs, habits, desires, and behaviors that are learned by the surrounding community, from family, or other formal institutions as a code of conduct. Meanwhile, according to Santoso & Purwanti (2013) culture is the most basic determinant of desires and behavior. From the two definitions above, the writer concludes that culture is a habit or behavior learned by the surrounding community which is the determinant of the most basic beliefs and behaviors.

Trust, which involves the willingness of a person to have a certain behavior, so that the belief that his partner will give what he wants with a person's desire that the promises, words, or statements of others can be trusted (Lestari & Widyastuti, 2019). Meanwhile, according to Ayuningtiyas & Gunawan (2018), trust is a psychological area that is a concern to accept what it is based on expectations of good behavior from others. From the explanation above, the authors conclude that trust is the availability of a person in the psychological area to accept what it is, which is a promise and can be trusted. The purpose of this study was to determine the effect of easy, quality of information, culture, and trust on purchase decisions among users of the online shopping store applications in Surakarta.

METHODS

This research is quantitative descriptive. This study will explain the relationship between the variables to be studied which are described by numbers. The object of this study is several samples from users of the online shopping store Tokopedia application in the city of Surakarta. This research was conducted for three months starting from November 2020 to January 2021.

The population in this study is an infinite number of users of the online shopping store application in Surakarta. The total sample size was 96.04 people. However, to simplify calculations and the presence of rounding elements, the number of samples used is 100 respondents.

RESULTS AND DISCUSSION

The population is a whole collection of objects that can be individuals or groups whose characteristics will be studied. The population in this study is an infinite number of online shopping store users in Surakarta. Because the population is not known with certainty, to determine the sample it can be calculated using the infinite formula method and the results are 96.04 people then rounded to 100 respondents. Based on the results of the study, it can be seen that the consumers of Tokopedia Surakarta who became the respondents of this study consisted of 40 men or 40% women and 60 or 60% women. This shows that women use the Tokopedia application more because women tend to like online shopping than men.

Based on the results of the study, 10 respondents who became Tokopedia Surakarta consumers aged <17 years, 30 people aged 18- 20 years, 35 people aged 21-25, and 25 years> 25 years old. These results indicate that most Tokopedia Surakarta consumers are between the ages of 21-25 years. Because at that age is the productive age and usually at that age they have greater needs. Based on the results of the study, it shows that consumers of Tokopedia Surakarta who are willing to be respondents in this study are consumers with 25 high school education levels, 35 diplomas, and 40 bachelors. The consumers of Tokopedia Surakarta are dominated by Bachelor graduates because these graduates already have an income and often use the Tokopedia application to fulfill their needs or desires.

Validity Test

The validity test is used to find out how valid or not the questionnaire that will be submitted in the study is valid. Questions are declared valid if the value of validity is high or the count is greater than r_{table}. The results of testing the validity of 20 respondents indicated the following results:

Table 1. The results of the Validity Test of Purchasing Decisions

Statement	count	r_{table}	Information
Item 1	0,815	0,444	Valid
Item 2	0,845	0,444	Valid
Item 3	0,760	0,444	Valid
Item 4	0,672	0,444	Valid
Item 5	0,862	0,444	Valid

Source: Data processed with SPSS Statistics 22 (2020)

Based on the table of validity test results above, it can be concluded that all items of the Purchasing Decision variable are valid. Because the value of r_{count} is greater than r_{table}.

Table 2. Easy of Validity Test Results

Statement	r_{count}	r_{table}	Information
Item 1	0,742	0,444	Valid
Item 2	0,491	0,444	Valid
Item 3	0,738	0,444	Valid
Item 4	0,583	0,444	Valid
Item 5	0,764	0,444	Valid

Source: Data processed with SPSS Statistics 22 (2020)

From the table above, it can be concluded that all the items of the Easy variable question in this study are said to be valid. Because the value of r_{count} is greater than r_{table}.

Table 3. Information Quality Validity Test Results

Statement	r_{count}	r_{table}	Information
Item 1	0,885	0,444	Valid
Item 2	0,630	0,444	Valid
Item 3	0,897	0,444	Valid
Item 4	0,874	0,444	Valid
Item 5	0,762	0,444	Valid

Source: Data processed with SPSS Statistics 22 (2020)

It can be concluded from the table above that all the items of the Information Quality variable question are valid. Because the value of r_{count} is greater than r_{table}.

Table 4. Cultural Validity Test Results

Statement	r_{count}	r_{table}	Information
Item 1	0,769	0,444	Valid
Item 2	0,836	0,444	Valid
Item 3	0,865	0,444	Valid
Item 4	0,821	0,444	Valid
Item 5	0,509	0,444	Valid

Source: Data processed with SPSS Statistics 22 (2020)

From the table above it can be concluded that all the items of the Cultural variable question in this study are said to be valid. Because the value of r_{count} is greater than r_{table}.

Table 5. The Results of Trust Validity Test

Statement	r_{count}	r_{table}	Information
Item 1	0,588	0,444	Valid
Item 2	0,767	0,444	Valid
Item 3	0,785	0,444	Valid
Item 4	0,736	0,444	Valid
Item 5	0,796	0,444	Valid

Source: Data processed with SPSS Statistics 22 (2020)

From the table above, it can be concluded that all items of the trust variable question in this study are said to be valid. Because the value of r_{count} is greater than r_{table}.

Reliability Test

A reliability test is a tool to measure the consistency of a questionnaire. The variable is said to be reliable if the Cronbach Alpha value is 0.60. Based on the results of the reliability test that has been carried out, all questions are declared reliable and can be seen in the table below:

Table 6. Reliability Test Results

Variable	Cronbach Alpha	Information
Buying decision	0,845	Reliable
Convenience	0,666	Reliable
Quality of Information	0,857	Reliable
Culture	0,828	Reliable
Trust	0,787	Reliable

Source: Data processed with SPSS Statistics 22 (2020)

The reliability test results above show that the variables include Easy, Information Quality, Culture, and Trust, and the dependent variable is Purchase Decision. It is declared reliable because the Cronbach Alpha value is greater than the alpha value (0.60).

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Hypothesis Testing

Table 7. Multiple Linear Regression Analysis

Variable	B	t_{count}	Sig
Buying decision	4,231	1,831	0,070
Convenience	0,454	4,561	0,000
Quality of Information	0,276	3,144	0,002
Culture	-0,117	-2,001	0,047
Trust	0,189	2,663	0,009

Source: Data processed with SPSS Statistics 22 (2020)

The coefficient values in the table above can produce the following equation:
Y = 4.231 + 0.454 X1 + 0.276 X2 - 0.117 X3 + 0.189X4

From this equation, it can be explained that: Constant (α) = 4.231, meaning that if the Easy, Information Quality, Culture and Trust variable is 0 then the Purchase Decision will increase (4.321). (b) = 0.454. This means that every time there is an increase in Easy, assuming the other variables are constant, the Purchasing Decision will increase by one unit (0.454). If the Ease variable has an increasing tendency, the Purchasing Decision will increase, and if the Easy there is a decreasing trend, the Purchasing Decision will also decrease. The regression coefficient of the Information Quality variable (X2) from the simple linear regression calculation, the value of coefficients (b) = 0.276. This means that every time there is an increase in Information Quality, assuming the other variables are constant, the Purchasing Decision will increase by one unit (0.276). if the Information Quality variable has an increasing tendency, the Purchasing Decision will increase, and if the Information Quality has a decreasing trend, the Purchasing Decision will also decrease. The regression coefficient for Cultural variables (X3) from the simple linear regression calculation, the value of coefficients (b) = -0.117.

This means that every time there is an increase in culture, assuming other variables are constant, the Purchasing Decision will increase by one unit (-0,117). if the Cultural variable has an increasing trend, the Purchasing Decision will decrease, and if there is a decreasing trend in Culture, the Purchasing Decision will also increase. The regression coefficient of the confidence variable (X4) from the simple linear regression calculation, the value of coefficients (b) = 0.189. This means that every time there is an increase in trust, with the assumption that other variables are constant, the Purchasing Decision will increase (0.189). if the Trust variable has an increasing tendency, the Purchasing Decision will increase, and if there is a downward trend in Trust, the Purchasing Decision will also decrease.

Table 8. F Test Results

F_{count}	F_{table}	Sig	Information
32,859	2,74	0,000	Ho Rejected

Source: Data processed with SPSS Statistics 22 (2020)

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From the results of data analysis that have been obtained, it can be seen that the value of F_{count} is 32.859 because $F_{count} > F_{table}$ (32.859> 2.74) and the significance is 0.000 <0.05, so Ho is rejected. It can be concluded that H1 is accepted, meaning that there is a significant influence between ease, quality of information, culture, and trust simultaneously on purchasing decisions at Tokopedia Surakarta consumers.

Table 9. Partial T-Test Results

Variable	F_{count}	F_{table}	Sig	Information
Convenience	4,561	1,985	0,000	Ho Rejected
Quality of Information	3,144	1,985	0,002	Ho Rejected
Culture	-2,011	1,985	0,047	Ho Rejected
Trust	2,663	1,985	0,009	Ho Rejected

Source: Data processed with SPSS Statistics 22 (2020)

From the calculation results obtained $t_{count} > t_{table}$ (4.561> 1.985) with a significance value of 0.000 <0.05, which means that Ho is rejected, then these results indicate that Easy has a positive and significant effect on purchasing decisions. From the calculation results obtained $t_{count} < t_{table}$ (3.144> 1.985) with a significance value of 0.002 <0.05, which means that Ho is rejected, then these results indicate that information quality has a positive and significant effect on purchasing decisions. From the calculation results obtained $t_{count} < t_{table}$ (-2.011 <1.985) with a significance value of 0.047> 0.05, which means that Ho is rejected, then these results indicate that trust has a negative and significant effect on purchasing decisions.From the calculation results obtained $t_{count} < t_{table}$ (2,633> 2, 0003) with a significance value of 0.009 <0.05, which means that Ho is rejected, then these results indicate that trust has a positive and significant effect on purchasing decisions.

Table 10. Results of the Analysis of the Coefficient of Determination

Model Summary[b]			
Model	**R**	**R Square**	**Adjusted R Square**
1	0,762[a]	0,580	0,563

Source: Data processed with SPSS Statistics 22 (2020)

From the calculation results, the value of Adjusted R Square is 0.580 or 58.0%. This means that 58.0% of the purchasing decision can be explained by the independent variables Easy, Information Quality, Culture, and Trust. While the remaining 42.0% (100% - 58.0%) is explained by variables other than explanatory variables or independent variables outside of this research model.

Based on the results of the F-test shows $F_{count} > F_{table}$ (32.859> 2.74) and a significance of 0.000 <0.05. This means that Easy, Quality of Information, Culture, and Trust simultaneously or together have a significant effect on Purchasing Decisions. This proves that the higher the ease of using Tokopedia online shopping, the higher the online Purchase Decision will be. Users must also have high-quality information, because by getting extensive information users can more freely compare the items to be purchased in terms of price, quality, etc. Culture is a desire that is passed down from generation to generation, the higher the development of culture, the more they use online shopping Tokopedia will be.

The trust of Tokopedia online shopping users is one of the keys to buying and selling activities online, so high trust will increase online shopping decisions. So, the variables Easy, Quality of Information, Culture, and Trust are interrelated in increasing consumer Purchasing Decisions in the online application Tokopedia Surakarta.

CONCLUSION

Based on the results of analysis and discussion, the following conclusions can be drawn: The F-test results show that Easy, Information Quality, Culture, and Trust together have a significant effect on consumer purchasing decisions on the Tokopedia online shopping application. The t-test results show: Easy has a positive and significant effect on purchasing decisions. This means that the higher the convenience of each consumer, the purchasing decision will increase. Information quality has a positive and significant effect on purchasing decisions. This means that the higher the quality of information for each consumer, the purchasing decision will increase. Culture has a negative and significant effect on purchasing decisions. This means that cultural variables have a negative influence on purchasing decisions. Trust has a positive and significant effect on purchasing decisions. This means that the higher the confidence each consumer has, the purchase decision will increase.

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