



THE INFLUENCE OF CONSUMER TRUST AND ADVERTISING ON CONSUMER DECISIONS TO MAKE PURCHASES AT LAZADA MARKETPLACE

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Abstract: The research entitled the influence of consumer trust and advertising on consumer Decision to make purchases at Lazada marketplace is a study of how the magnitude of the influence of trust and the role of advertising on these decisions. Trust is a very basic thing that must be owned by consumers in making purchases in the marketplace, this is based on an online purchasing system. The purpose of this study was to determine the effect of consumer trust and advertising on consumer decisions to buy in the marketplace. Study this using design study descriptive and verification, with method study character quantitative Testing. descriptive in a study this is with use continuum line analysis and analysis verification with use Analysis path (path analysis). The results of the analysis show that consumer trust in the Lazada marketplace is included in the good category, this is supported by the advertising activities carried out by Lazada which are considered good by the respondents. by Lazada has a greater relationship and influence compared to consumer trust, however, when viewed from the magnitude of the influence simultaneously, the two variables studied have a major influence on consumer decisions to make purchases.

Keywords: Advertising; Consumer Decisions; Consumers Trust

Humans in meeting their needs and desires are increasingly facilitated by the rapid development and technological advances that occur. These technological developments can be felt in various sectors of activity ranging from industry, business, transportation, and education communication. This development has changed people's lifestyles, one of which is striking, namely the use of smartphones and the tendency to engage in activities in cyberspace.

Indonesia is included in the 5 countries with the largest number of internet users in the world. A large number of internet users in Indonesia has created new opportunities in business, one of which is e-commerce or electronic commerce, which is the activity of buying and selling goods or services using electronic networks, especially the internet. People's behavior due to the development of this technology has changed the conventional consumption patterns of buyers and sellers transacting face-to-face, has changed to a more practical and faster way by utilizing the internet through smartphones.

In e-commerce, there are applications or websites as a means for sellers and buyers to make transactions, known as the marketplace. The marketplace itself has three basic types of forms with different characteristics, namely B2C (business to consumer), B2B (business to business), and C2C (consumer to consumer). Marketplaces that are popular in Indonesia today include Shopee, Bukalapak, Tokopedia, Lazada, JD ID, and Elevenia. According to Cahyono (2014) that a quality website can increase customer loyalty.

Shopping online tends to be riskier than shopping in person, this makes online marketplaces have to work hard to convince potential buyers so that the role of consumer trust becomes very crucial. Consumer trust is the knowledge possessed and conclusions made for willingness to transact based on the belief that the transaction will be as expected and willing to take the risks that will occur for the actions taken. Trust is the willingness of a firm to rely on a business partner. It depends on several interpersonal and inter-organizational factors, such as the firm's perceived competence, integrity,

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honesty, and benevolence Kotler & Keller (2016). According to McKnight et al (2002) in Armayanti (2012) the dimensions of consumer trust consist of 1) Trusting Belief includes Benevolence, Integrity, and competence, and 2) Trusting Intention which consists of a. Willingness to depend and b. subjective probability of defending.

Consumer trust has characteristics as written by Priansa (2017), including maintaining relationships, accepting influence, being open in communication, reducing supervision, being patient, giving purchases, giving positive information, accepting risk, comfort, and satisfaction. In addition to consumer trust, advertising also has an important role in selling through e-commerce. According to research by Prakoso et al. (2016), social media advertising is a form of marketing that aims to convey a message (ideas, ideas, values) to consumers using social media, so that they can directly interact, communicate, or collaborate actively in promoting products or services.

Promotional activities are one of the variables in the marketing mix which consists of the dimensions of advertising, personal selling, sales promotion, direct marketing, and public relations, these activities aim to inform and remind consumers of the company's products or services. According to Irum (2016) that the promotion mix has a positive influence on increasing sales volume. According to Pamungkas & Zuhroh (2016) and Diyatma (2017), promotion in this case advertising on social media and Word of Mouth has an impact on consumer purchasing decisions.

In their promotional activities, companies often use advertising, this is applied by marketers to direct communication to convince consumers. Advertising is a form of non-personal presentation and promotion of ideas, goods, and services that are paid for by a particular sponsor. Sponsors can be from individuals, groups, and organizations according to Kotler & Keller (2016) "advertising is any paid form nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor" further Kotler and Keller mention advertising has objectives, among others:) informative advertising, the purpose of informative advertising is to build consumer awareness about a brand and new features of existing products. 2) Persuasive advertising is an advertisement that aims to build likes, beliefs, and preferences and purchase products or services. 3) Advertising Reminder, the goal is to stimulate consumers to make repeat purchases of products or services, and 4) Advertising Reinforcement is to convince current consumers that they have made the right decision. Each platform has different advertising features, this gives a different picture of each platform in the minds of consumers, Voorveld et al. (2018), these features are very influential on consumer purchasing decisions (alalwan, 2018).

The purchasing decision is a consumer process in deciding to purchase an item or service after going through various alternative considerations. Before making a decision, there are several stages that the decision-maker may go through. These stages include identifying the main problem, compiling alternatives to be chosen, and arriving at the best decision-making. According to Tjiptono (2016) purchasing decisions are a series of processes that start with consumers recognizing the problem, seeking information about a particular product or brand, and evaluating the product or brand how well each alternative can solve the problem, which then leads to a purchase decision. . Likewise, according to Sunyoto & Susanti (2015) that the purchase decision is everyone who makes a purchase with certain expectations about what the product will do or is concerned with when it will be used, and satisfaction is the expected result. Kotler & Keller (2012) state that purchasing decisions have 6 dimensions, including: (1) product choice; (2) brand choice; (3) dealer choice;(4) purchase amount; (5) purchase time, and (6) payment method.



With the development of culture and customs of society. Online transactions are being loved at this time, people have been spoiled by transaction activities with no meetings between sellers and buyers, just by looking at the marketplace in the application, consumers can make decisions to make purchases. However, there are weaknesses in these transaction activities, one of which is the occurrence of fraud against consumers by irresponsible sellers, so this reduces the sense of consumer trust in carrying out transactions.

E-commerce is a medium that has an application or website as a means for sellers and buyers to make transactions known as the marketplace. Here are 10 popular marketplaces in Indonesia.

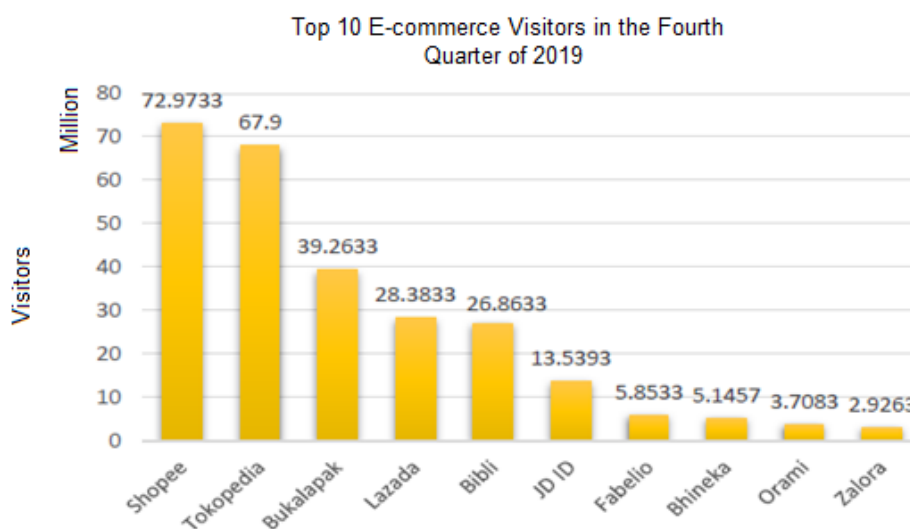


Figure 1. E-Commerce with the Largest Visitors in Indonesia (2021)

Source: Results of processed data (2021)

Based on this data, Lazada is the marketplace with the fourth-largest number of visits after Tokopedia, Bukalapak, and Shopee. This position cannot be separated from consumer confidence in the marketplace that has been owned by Lazada during this time, Lazada has a fairly large task in increasing consumer confidence compared to the marketplace above it. Apart from consumer trust, advertising is also one of the factors that encourage consumers to visit the marketplace, by presenting attractive, creative, and innovative advertisements, can encourage consumers to make visits, and it is hoped that after that they are interested in making purchases.

An e-commerce success or system of online trading in Indonesia is not free from enthusiastic Indonesian people who want a practical system and shopping. Lazada is one of the shops best online based in the country. Present with draft convenience online shopping and concept dynamic product. Lazada Group is an international e-commerce company founded by Maximilian Bittner, Mads Faurholt, Stefan Bruun, and Raphael Strauch in January 2012. And in March specifically dated 15 2012 Lazada in several countries such as Indonesia, Philippines, Thailand, Malaysia, and Vietnam with the Lazada.co.id website. with Rocket Internet endorsement in 2012 and is owned by Alibaba Group. In 2014, Lazada Group operates sites in several countries and gathered about US\$647 million During several round investments from investors such as Tesco, Temasek Holdings, Summit Partners, JPMorgan Chase, Investment AB Kinnevik and Rocket Internet Research Findings.



Lazada's Market Objectives and Positioning consist of: (1) Our purpose i.e. We believe in the transformative power of technology and want to change the world for the better by providing a platform to connect buyers and sellers in one community; (2) Our Positioning i.e. For internet users across the region, Lazada offers a one-stop online shopping experience that provides a wide selection of 90 products, a social community for exploration, and unlimited fulfillment services.

METHODS

The research design carried out in the study is descriptive and verification. Jenis _ studied this character quantitative which is research that emphasizes testing _ theories through measurement variables study with numbers and does data analysis with procedure statistics. The data source consists of primary data obtained with a method spread questionnaire to the respondent as well as secondary data obtained: (1) Viewing data on the Web; (2) Job Description; (3) literature.

Population street study this is whole Bandung City consumers who do purchase on Lazada, in the set sample the research with use formula iteration so obtained 100 respondents The sampling technique used is snowball sampling technique The analytical methods used include: (1) descriptive analysis, namely descriptive analysis using a continuum line and; (2) verification analysis using Path Analysis.

RESULTS AND DISCUSSION

Analysis Descriptive

The Consumer Confidence variable in this study was measured using six statement items submitted to the Lazada marketplace user respondents

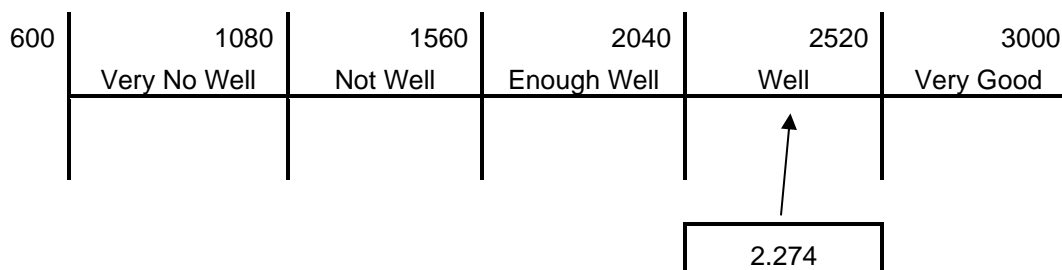


Figure 2. Continuum Line Response Respondent to Statement about Trust Consumer to Lazada Marketplace (2021)

Source: Results of processed data (2021)

The score that can be obtained amounted to 2,274 views from the continuum line category so score the included in the category good. This thing described from response positive respondent about indicators evaluation trust consumers which include Lazada marketplace will behave good to the consumer, sure with Lazada honesty for keep and fulfill the agreement that has been made with consumers, believe will Lazada 's ability to fulfill need consumer, ready depend to Lazada in the form of reception risk or consequence possible negative _ happen, naturally subjective give information personal moment do transaction, and readily follow suggestions and requests from Lazada.

Response respondent to advertising carried out by Lazada if seen from results from the whole answer so could our look at the picture below this:

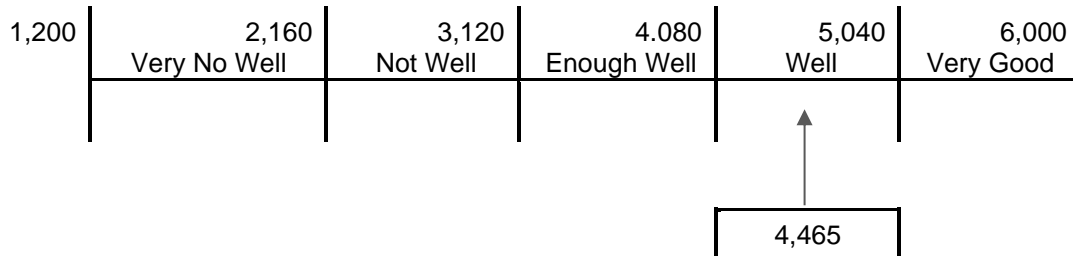


Figure 3. Continuous Line Response Respondent to Advertisements by Lazada Marketplace (2021)

Source: Results of processed data (2021)

The score that can be obtained is as big as 4,465 views from the criteria continuum line assessment so score the including in the category good. Thereby Thing his response respondent about the decision to purchase a consumer can be seen in the picture

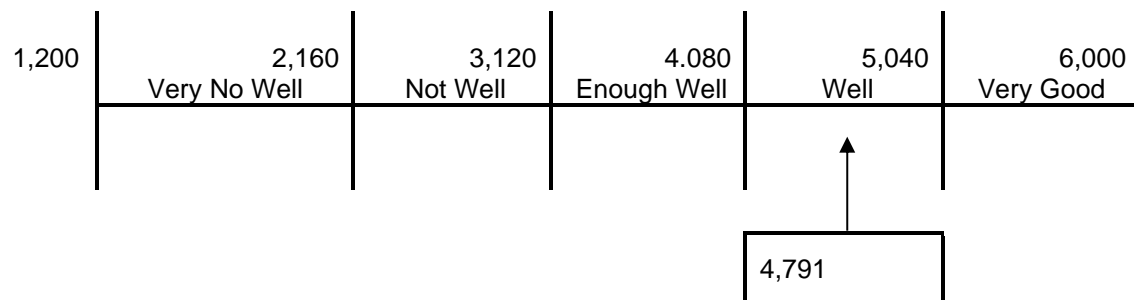


Figure 4. Line continuum Response Respondent on the Purchase Decision made on the Lazada Marketplace (2021)

Source: Results of processed data (2021)

The score that can be obtained is 4,791 views from the criteria continuum line assessment so score the including in the category good.

Analysis verification

Path analysis (Path analysis) is analysis verification used _ for analyzing the closeness of the connection between variables, magnitude influence variable good by Partial nor by simultaneous.

The analysis result shows that Mark coefficient variable X1 with Y (ρ_{YX1}) of 0.108 describes the closeness connection the including the very low category and relationship Among variable X2 with Y (ρ_{YX2}) of 0.677 this describes closeness connection the including in category strong. Then big influence by simultaneous Among variable X with Y of 56% consisting of from influence level trust by 5.7% and advertising by 50.3% and the remaining his by 44% is influenced by other factors that are not researched. As for the influence

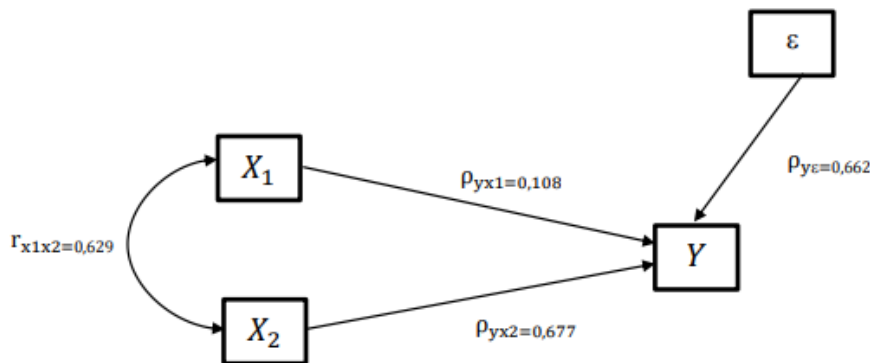


Figure 5. Path Analysis Structure (2021)
 Source: Results of processed data (2021)

Hypothesis Test

Test hypothesis by partial (t-test)

Test hypothesis X_1 and X_2

H_0 : YX_1 and $YX_2 = 0$: Trust consumer and advertising no take effect to decision purchase consumer

H_1 : YX_1 and $YX_2 \neq 0$: Trust consumer and advertising take effect to decision purchase consumer

Criteria from testing hypothesis by Partial as follows:

If $t_{count} \leq t_{table}$, then H_0 accepted and H_1 rejected

If $t_{count} > t_{table}$, then H_0 rejected and H_1 accepted

Statistical test conducted with the help of SPSS software version 25 with results as follows:

Table 1. T-Test Variable X_1 Against Y

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	28.065	3.206		8.753	0.000
Consumer Trust	0.872	0.140	0.533	6.244	0.000

Source: Results of processed data (2021)

Based on the table above, see that Mark significance $0.000 < 0.05$ then trust consumer take effect significant to decision purchase. The value of t_{count} obtained trust consumer of 6.244. This value will compare to with Mark t_{table} on table distribution t, with $\alpha = 0.05$, $df = n - k - 1$; $100 - 2 - 1 = 97$, for testing two side obtained as big as $t_{count} 6,244 > t_{table} 1,987$. Based on the criteria testing hypothesis so then H_0 was rejected and H_1 was accepted, meaning by Partial Trust Consumers (X_1) are influential on Purchase Decision Consumers (Y) in the Lazada marketplace in Bandung.



Table 2. T-Test Variable X₂ Against Y

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.242	2.888		5.624	0.000
Advertisement	0.709	0.064	0.744	11.039	0.000

Source: Results of processed data (2021)

Based on the table above, see that Mark significance $0.000 < 0.05$ then trust consumer take effect significant to decision purchase. The calculated t value obtained trust consumer of 6.244. This value will compare to with Mark t_{table} on table distribution t, with $\alpha = 0.05$, $df = n - k - 1$; $100 - 2 - 1 = 97$, for testing two side obtained as big as $t_{count} 11,039 > t_{table} 1,987$. Based on the criteria testing hypothesis so then H_0 was rejected and H_1 was accepted, meaning by Partial Advertising (X_2) is influential on Purchase Decision Consumers (Y) in the Lazada marketplace in Bandung.

Test hypothesis by simultaneous (F test)

Account result compared to with F_{table} with criteria If

$F_{count} \leq F_{table}$, then H_0 accepted and H_1 rejected. If

$F_{count} > F_{table}$, then H_0 is rejected and H_1 is accepted.

Statistical test conducted with SPSS version 25 software help with results as follows:

Table 3. Testing Hypothesis by simultaneous (Test F)

Model	Sum of Squares	ANOVA ^a			F	Sig.
		df	Mean Square			
1 Regression	1454.286	2	727.143	62.050	.000 ^b	
Residual	1136.714	97	11.719			
Total	2591.000	99				

Source: Results of processed data (2021)

In the table in on known that Mark significance $0.000 < 0.05$ then trust consumers and advertising take effect significant to decision purchase. Calculated F value obtained F_{count} of 62,050. This value will be compared to with Mark F_{table} on table distribution F. With $\alpha = 0.05$, $df_1 = 2$, and $df_2 = 97$, we get a Mark F_{table} of 2.72. F value calculated $62.050 > F_{table} 2.72$ according to with criteria testing hypothesis that H_0 rejected H_1 accepted, meaning by simultaneous Trust Consumers (X_1) and Advertising (X_2) have an effect on Purchase Decision Consumers (Y) on the Lazada marketplace in Bandung. Based on the results hypothesis test analysis show that good by Partial nor by simultaneous, variable trust consumer and advertising take effect to decision purchase consumers on Lazada marketplace directly significant.

CONCLUSION

Conclusions that can be drawn from results analysis that trust consumers and advertising on the Lazada marketplace in Bandung City, including criteria good. This thing supported with response positive respondent to indicator evaluation trust consumer, especially indicator consumer believe to Lazada party will behave good and honest as well as fulfill the concentration that has been made with the consumer. As well as advertising is done very interesting. The variable that has a large influence on purchasing decisions is advertising, so this activity needs to be improved again so that the message contained in the advertisement can be recalled when consumers see the Lazada advertisement.

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