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**ONLINE PURCHASE INTENTION MODEL: A NEW
BREAKTHROUGH IN MARKETING STRATEGIES**

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ABSTRACT

Purchase decisions are fundamentally the most important aspect for consumers when making purchases. Consequently, consumers often feel confused and carefully consider many factors during the purchasing process. In this context, Shopee needs several supporting factors that can influence purchase decisions. This study aims to determine the influence of security, ease of use, and online consumer reviews on online purchase decisions on the Shopee application. The sample in this study consists of 90 respondents who are users of the Shopee application in the Special Region of Yogyakarta. The sampling technique used is non-probability sampling with a quantitative approach and uses the SEM-PLS program for data analysis. The results of this study indicate that security has a positive and significant influence on online purchase decisions on the Shopee application. Ease of use has a positive and significant influence on online purchase decisions on the Shopee application. Online consumer reviews do not have a significant influence on online purchase decisions on the Shopee application. It can be used to improve marketing performance as an effective marketing strategy for online shop providers. This research is expected to contribute to the development of knowledge and provide companies with an effective marketing strategy.

Keywords: Security, Ease of Use, Online Consumer Review, Purchase Decisions.

1. Introduction

In The high population in Indonesia leads to a high level of buying and selling, including online transactions, making online business one of the most promising ventures today (Thakur 2018). According to APJII (2023), the internet penetration rate in Indonesia is 78.19%, with 215.6 million out of 273.8 million people connected to the internet. The internet is now utilized by businesses for buying and selling transactions, commonly known as e-commerce (Jamal et al. 2022). Electronic commerce refers to the process of buying and selling transactions online through electronic media, with marketplaces acting as specific online stores that serve as intermediaries between sellers and buyers (Asakdiyah et al., 2023). E-commerce has significant potential for rapid growth in Indonesia. As reported by databoks (2023), based on SimilarWeb data, Shopee remains the leading e-commerce platform with the highest number of visitors during the January-March period this year, averaging 157.9 million visits per month, far surpassing its competitors (Ahdia, 2023).

In the buying and selling process, consumers will eventually reach the phase of making a purchase decision, which is fundamentally the most important aspect for consumers when making purchases. According to

Kotler & Keller (2016) a purchase decision is a stage where consumers have made a choice and are ready to buy a product. In this context, Shopee requires several supporting factors that can influence purchase decisions.

Security is a key concern for consumers when using the internet and shopping online through social media, as many transactions are conducted on the web (Raman, 2011). Shopee has made efforts to enhance security with features like Cookies, which allow Shopee to recognize the computer or device used, inform how and when the platform's services can be used, by how many people, and track every activity on the platform. Shopee also uses additional features in the online store, such as store status, ratings, and chat performance. However, these security guarantees do not entirely eliminate cases of fraud.

The ease of use of an application or online shopping site can be a consideration for consumers before making a purchase. Ease of use is the most important aspect that online providers or sellers must pay attention to. This ease can vary depending on the user or buyer, but there are certainly basic standards of convenience that apply to all users (Wardoyo and Andini 2017). The easier an application is to use the more people will use it and conduct transactions on it. Conversely, if an application is difficult to operate or its information system is hard to use, most users will be reluctant to conduct transactions on it. On Shopee, users are facilitated in searching for their needs, where they can find various items matching the keywords they enter in the search column.

Online consumer reviews play an important role in the purchase decision process. With the review feature on Shopee, consumers can easily find information about the products they want. These reviews contain feedback from other consumers who have purchased the product. Before making a purchase, consumers generally seek information about the product's specifications, advantages, disadvantages, and the offered price (Jamal et al. 2021). In the buying and selling process, consumers will be in the purchasing decision phase. Purchasing decisions are basically the most important thing for consumers in making purchasing activities (Pham et al. 2019). Based on these problems, this research aims to raise the issue of the role of security, ease of use, and online consumer reviews on online purchase decisions on the shopee Application in the special area of Yogyakarta. Research conducted can provide scientific development, especially in the field of marketing management.

2. Literature Review

Marketing

Kotler & Armstrong (2016), marketing is the human effort to achieve desired transaction outcomes and build strong relationships with consumers in ways that are beneficial for the business. Marketing is a crucial activity for companies to remain relevant and successful in the current era. Marketing requires more intense interaction with consumers compared to other functions within the company (Jamal et al., 2023). Fundamentally, all activities to develop and introduce products to the public or customers to build relationships with them so that the company gains profit because customers are well informed about the company's products or services, making them eager to purchase them, are called marketing.

Purchase Decision

Purchase decision is a process in which consumers recognize their problem, search for information about a specific product or brand, and accurately evaluate each alternative to solve the problem, which then leads to a purchase decision (Tjiptono 2012). Kotler & Keller (2016) state that purchase decisions are the customer's evaluation stage to form preferences for brands and choices, and can shape the intention to purchase the preferred brand. The purchasing decision is the stage where consumers decide to make a purchase, so the purchasing decision is part of the consumer's attitude when deciding to buy a product (Lisdiana, 2021).

Security

Security is the key concern for consumers when using the internet and shopping online through social media, as many transactions are conducted on the web (Raman, 2011). Wijaya (2011) product quality is the total combination of product characteristics resulting from marketing, production, engineering and

maintenance which makes the product usable to meet customer or consumer expectations. In building consumer trust, providing security guarantees is crucial for sellers because it is extremely important. This ensures that consumers feel their data is always safe and cannot be used improperly, which could harm them.

Ease of Use

Ease of use is how consumers perceive that shopping online will increase the amount of purchases they make and how much consumers feel the ease of obtaining information about a product (Laudon and Traver 2015). Ease of use is the most important aspect that online providers or sellers must pay attention to. Based on the definition of ease of use, it can be said that there when users or consumers feel comfortable, not confused, and find their activities to be more effective and efficient when engaging in a task. There are several indicators in ease of use according to Mbete and Tanamal (2020), namely Easy to interact, Easy to transact, Easy to get products, Easy to learn, and Easy to use.

Online Consumer Review

Review means a summary of various sources such as books, films, news, products, and others. Reviews are currently used by people to assess a product so that others who have not purchased it can see the quality of the product. According to Alman (2013) online consumer reviews are used by consumers as a way to seek and gather information that will influence their purchasing decisions.

Conceptual Framework

The Conceptual Framework can be described in Figure 1 below:

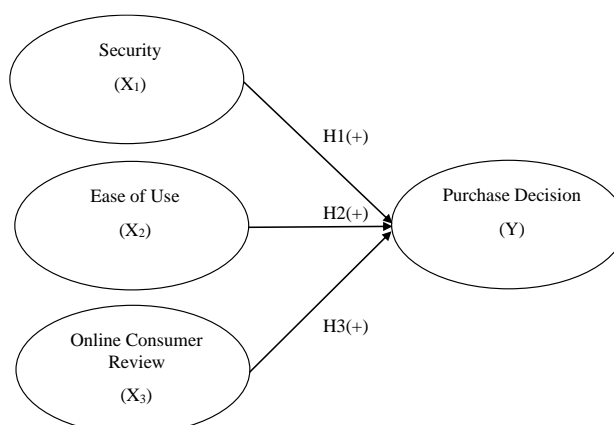


Figure 1. Conceptual Framework

3. Research Method

Population, Sample, Sampling Method

The population in this study consists of Shopee application users in the Special Region of Yogyakarta, the number of which is unknown. In this case, a sample of 90 users was taken. The sampling technique used in this case the research uses non-probability sampling with a purposive sampling method. (Sugiyono 2017) Purposive sampling is a sampling technique based on specific criteria, which are considered to provide the desired information. This technique has the advantage that the selected sample will align with the research objectives, as it is determined based on predefined criteria. This research was conducted in the Special Region of Yogyakarta. The selection of this location was based on Shopee users in the Special Region of Yogyakarta, who the researcher considers highly consumptive and with a significant population.

Data Collection Method

In this research, the method used was with the help of a questionnaire, which involved sharing the questionnaire link to student groups and friends residing in the Special Region of Yogyakarta via Google Form and disseminating the link through WhatsApp social media. The questionnaire utilized a Likert scale to measure scores, which were used to assess attitudes, opinions, and perceptions of individuals or groups

towards social phenomena (Sugiyono, 2017). The Likert scale measurement involved providing answer choices on a scale from 1 to 5.

Data Analysis Method

Research hypothesis testing was carried out using SEM-PLS software version 4.0. The research employed the partial least squares (PLS) method to process data, which involved three stages: (1) Outer Model Analysis, (2) Inner Model Analysis, and (3) Hypothesis Testing. Validity testing aimed to assess an instrument in a questionnaire to ensure it meets the criteria for being considered valid. Convergent validity and discriminant validity were measured using parameter loading scores in the research model (Rule of Thumbs > 0.7) and by using the Average Variance Extracted (AVE) value, which should be > 0.5 , reliability testing was then conducted to prove the accuracy, consistency, and precision of the instrument in measuring constructs. Reliability testing included examining Cronbach's Alpha, with the criterion that the value should be > 0.70 (Savitri et al. 2021). Assessment of reliability could also be done using Composite Reliability testing, where the criterion for acceptance is a value > 0.70 . Hypothesis testing was used to examine the impact of independent variables on dependent variables. Hypotheses were tested by examining the probability value (p-value) and its t-statistic. For the probability value, the criterion for acceptance or rejection of the hypothesis was a p-value < 0.05 with alpha set at 5%, therefore, the acceptance or rejection criteria for hypotheses were H_a accepted and H_0 rejected if the t-statistic > 1.96 (Ghozali 2015).

4. Results and Discussion

Validity Test

In evaluating the outer reflective model, validity is used as a reference. Convergent validity can be measured by the outer loading value.

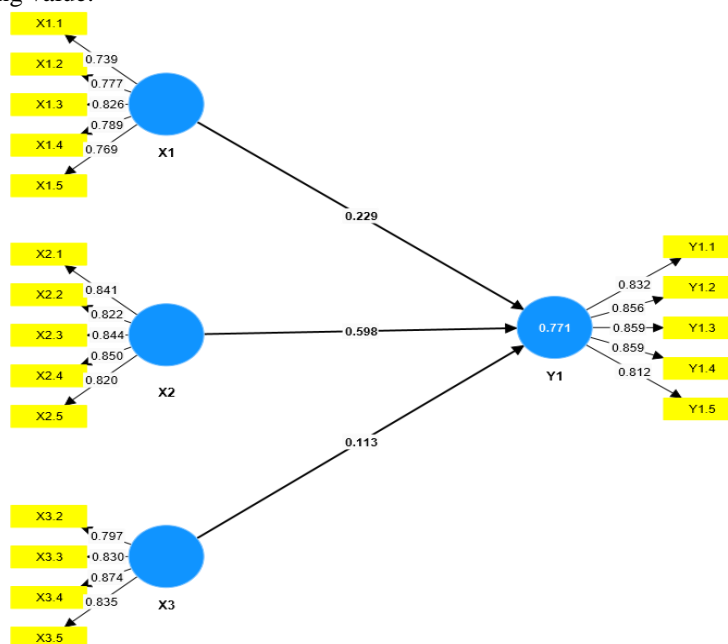


Figure 2. Measurement Model

Figure 2 shows the results of validity testing for several research variables in the study. Some indicators representing each variable were removed because they offered factor loading values less than 0.7. Each variable is considered valid if it has a factor loading value greater than 0.7.

Reliability Test

Table 1. Reliability Test

Item	AVE	Composite Reliability	Cronbach Alpha
Security	0.610	0.886	0.840
Ease of Use	0.696	0.920	0.892
Online Consumer Review	0.698	0.902	0.854
Purchase Decisions	0.712	0.925	0.899

Table 1 shows that each variable has Cronbach's Alpha values and Composite Reliability (ρ_c) values greater than 0.7, and AVE values greater than 0.5, indicating that the research instruments are considered reliable.

R-Square

Table 2. R-Square

Item	R-Square
Purchase Decisions	0.771

Based on the results in the table 2 above, it shows that security, ease of use, and online consumer reviews can explain the variability of purchase decision constructs by 77.1%. Thus, it can be concluded that the model is considered strong, with the remaining 22.9% influenced by other factors.

Path Coefficient

Based on output calculation PLS Bootstrapping using standard ± 1.96 t value or a 5% p-value, can be evaluated for each hypothesis (Savitri et al. 2021)

Table 2. Hypothesis Test Result

Item	Original Sample (O)	Sample Mean (M)	T-Statistics (O/STDE)	P-Values
X1 -> Y	0.229	0.230	0.093	2.458
X2 -> Y	0.598	0.587	0.088	6.789
X3 -> Y	0.113	0.119	0.101	1.114

Table 3 shows the results of hypothesis testing where there are 2 significant exogenous variables, namely security and ease of use. Each of these variables, security and ease of use, has a T-Statistic value greater than 1.96 and a p-value less than 0.05. Meanwhile, the online consumer reviews variable does not have a significant influence as it has a T-Statistic value less than 1.96 and a p-value greater than 0.05.

Discussion

Security has a positive and significant influence on purchase decisions.

Security has a positive and significant influence on purchase decision. Based on PLS bootstrapping output calculations use standard T-Statistik of more than 1.96 or a P-Value of less than 0.05. The results of the analysis are in line with the findings of (by (Puanda and Rahmidani 2021) shows that partial security have a positive and significant influence on purchase decision through the Shopee application. Consumer trust is important in building a company (Jamal et al. 2023). In building consumer trust, providing security guarantees is something that must be considered by sellers because it is very important, so that consumers feel that the data provided will always be safe and cannot be used by the wrong party and can harm consumers.

Ease of use has a positive and significant influence on purchase decisions.

Ease of use has a positive and significant influence on purchase decision. Based on PLS bootstrapping output calculations use standard T-Statistik of more than 1.96 or a P-Value of less than 0.05. Ease of use factor, when a consumer considers the use If the application is easy, consumers will be able to do it buying decision. If a consumer considers use If an application is difficult then consumers will tend to leave the application. Thus the ease of use of the application must be very attentive. The results of the analysis are in

line with the findings of (Hasdani, Nasir, and Burhanuddin 2021) it is stated that ease of use has a positive and significant impact on online purchase decisions among users in Bungo Regency. The Shopee application provides convenience for consumers by adding interesting features and making it easier for consumers to search for products, as well as making purchase transactions easier on the Shopee application. The majority of respondents' answers stated that the ease of use of the Shopee application was considered quite good. Respondents agreed that the Shopee application made it easier for respondents to find what they were looking for when using the Shopee application. The Shopee application offers various interesting services to help consumers find products more easily. Diverse, simpler features and clear information can attract consumers to use the application and make transactions on the Shopee application.

Online consumer reviews do not have a significant influence on purchase decisions

Online consumer review is not significant to purchase decision. Based on PLS bootstrapping output calculations use standard T-Statistic of more than 1.96 or a P-Value of less than 0.05. The results are not in line with the studies conducted by which state that online customer reviews have a significant influence on purchase decisions. This could be due to the fact that the relationship between the sender and the recipient of the review do not know each other, so the possibility of obtaining inaccurate information is higher. as stated by Aulia et al., (2017), namely the relationship between the sender and recipient of the review are people who know each other, so that the information obtained will be more reliable. For Shopee application users, reviews from previous customers are considered not reliable enough to determine purchasing decisions on the Shopee application. This is because consumers no longer trust existing reviews, now too many reviews are manipulated by sellers or the shops themselves, and now there are also many service sellers who use fake reviews. The rise of fraudulent practices means that consumers no longer trust the reviews available. Thus, it can be concluded that some consumers feel that online consumer reviews on the Shopee application are not trustworthy enough.

5. Conclusion and Implications

The conclusion of this study explains that the exogenous variables of security and ease of use have a positive and significant influence on purchase decisions, while the variable of online consumer reviews does not significantly affect purchase decisions. These factors can be used to improve marketing performance as an effective marketing strategy for online store providers. So the key for a company to survive and stand strong is a dynamic marketing strategy that is able to keep up with the times and understand what customers want and fulfill those requests as quickly as possible. One way is to innovate in terms of marketing and provide several options that customers really need. This research contributes to the scientific efforts of companies in utilizing marketing strategies for purchase decisions, and future research can incorporate variables not included in this case study.

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