Effect of Trust and Easy on Decision Online Purchase toward Special Fashion Products

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Abstract: *This research aims to examine the effect of trust and ease of use on online purchasing decisions on online fashion shop. The number of samples in this research was 100 respondents who made purchases in the Special fashion product at least once, which collected using a questionnaire with the method of non-probability was sampling. This research found that there is a significant influence between trust and ease of online purchasing decisions on online fashion shop. Online shop specialized in fashion products can further improve the quality of service both regarding providing useful information, customer service, and website. This research found that the trust and ease of use increase purchases on the website particular fashion products.*

Keywords: Trust, ease, purchase decision online

1. Introduction

Today, technological developments are getting more sophisticated. Technological advances can be felt in various fields ranging from transportation, electronic communications even in cyberspace. One of the most striking of technological advances with the emergence of gadgets and followed by the tendency to move in cyberspace like social media. The Internet has a major role to introduce us to the virtual world. The development of internet users is encouraging the existence of a significant potential for the creation of online shopping. Online Shop or online shopping in Indonesia is growing rapidly and quickly. Now Indonesia is one of the trend countries with online stores. One of the most famous product items sold online is fashion products as the online fashion stores that offer a variety of fashion products.

In the statistical data based on the source (www.alexa.com) that special fashion products ranked 138 most popular sites in Indonesia. However, with the rank 138, there are still many online stores that outperform the special site of fashion products, so that comes the problem of "how to improve purchasing decisions on the site Online fashion shop?" Before making a purchase, consumers will make purchasing decisions. Consumer purchasing decisions, especially in the Online Shop has several factors into consideration such as Trust (Trust). Trust is an essential thing in economic activity and especially in Online Shopping because of the lack of interaction between sellers and buyers (Gefen, 2003). Then another factor is Ease (ease of use). How to get consumers in online stores by providing diverse and useful product information, excellent Customer Service as well as ease of using the website (Cheng, 2011). By combining these factors, the title of this paper is "The Influence of Trust and Ease on Purchasing Decision Online at online fashion product store in Makassar."

The purpose of this research aims to examine the effect of trust and ease of use on online purchasing decisions. The results of this research are expected to increase understanding of the influence of trust, and ease of use on online purchasing decisions and can contribute to literature for further research on online purchasing decisions. The results of this research are expected to be useful for business online business especially a fashion product to be able to formulate its marketing strategy to increase sales as well as website rank special fashion products.

2. Literature Review

Marketing seeks to identify the needs and wants of its target market consumers, and how to satisfy them. Understanding marketing according to Phillip Kotler (1997) is a social and managerial process in which individuals and groups get what they need and want by creating, offering, and exchanging valuable products with others. According to Harper W (2000), marketing is a social process involving important activities that allow individuals and companies to get what they need and want through exchange with others and to develop exchange relationships.

According to Kotler and Armstrong (2004: 200), Purchase Decision is the process of making purchasing decisions where consumers make purchases of products. However, two factors can influence purchasing decisions that are other people's attitudes and situational factors that are not expected. (Kotler & Armstrong, 2008). Consumer behavior will determine the decision-making process in their purchase; a process is a problem-adjustment approach consisting of five stages of the consumer, which includes the introduction of problems, information search, alternative assessment, purchasing decisions, post-purchase behavior.

Consumer behavior is a process and activity when a person deals with search, selection, purchase, use, and evaluation of products and services to meet the needs and desires (https://en.wikipedia.org/wiki/Custom Behavior). Consumer Behavior (Schiffman et al., 2013) is defined as the behavior consumers display in searching, buying, using and evaluating and depleting products and services that consumers expect to satisfy their needs. According to Kotler and Armstong (2004), several factors influence consumer behavior, such as Psychological factors. The kinds of psychological factors include Motivation, Perception, Learning, and Trust.

The decision to purchase online is a selection process that combines knowledge to evaluate two or more alternative behaviors and selects one that is strongly related to personal character, vendor/service, website quality, attitude on purchasing, intent to buy online and decision-making (Riyadi et al., 2014). The decision to buy online can be affected by several factors (Katawatawaraks & Lu wang, 2011). The factors influence the customer to buy products online are 24-hour online service, easy to use and easy search, products, and services available, competitive prices and goods of high quality, fast load time, secure, guaranteed information and navigation.

Failure to build consumer trust is the greatest obstacle to maintaining long-term online store success (Johnston and Merrill). High consumer trust in online shopping will reduce the risk experienced by it (Li and Zhang, 2002) so that consumers will tend to shop more (Comegys et al., 2009). So it can be interpreted that consumer trust is one of the significant priorities for online shop success (Bulut, 2015).

Ease of use is one of the things that the buyer considers online. This convenience factor is related to how the transaction operates online. Ease of use is defined as user satisfaction regarding user convenience or user-friendliness in using systems such as data entry process, data processing, and searching for required information (Mohamed et al., 2009). Trust (Matic and Katija, 2014) is defined as a feeling of security or insecurity about believing in something and online purchasing, consumer trust is reflected in the assurance of personal information as well as security. Each consumer has a different level of trust. Some have a high standard of trust, and some are low. A high standard of consumer trust reduces the risk consumers can feel online (Li and Zhang, 2002). Moreover, also according to Comegys et al., quoted by (Matic and Katija, 2014), suggest that buyers with high trust in online shopping will tend to shop more.

According to Davis (1989), Perceived ease of use is defined as the degree to which the user believes that the technology/system he can use is easy and trouble-free. Davis (1989) suggests that there are several perceived ease of use indicators. The first indicator is Information technology, which is elementary to learn. The next indicator is Information technology works easily what the user wants. The third indicator is user skills will increase by using information technology. The fourth indicator is Information technology straightforward to operate. The intensity of use and interaction among users will also show ease in running the system. An online system that is often used, and known then the system will be easier to use because of the interaction between the users and the intensity of the utilization of the scheme.

3. Method

The population in this research are customers who have been shopping for fashion products at least once. Since the population is scattered and difficult to know for sure, the determination of the number of samples to be used in this research will use the formula as listed below (Rao Purba in Sulistyari, 2012).

$$ n = \frac{Z^2}{4(moe)^2} $$

Based on the above formula, samples can be drawn from a large population of 96.04 respondents, if rounded than the number of samples is 100 respondents. (Supranto, 2001). Sampling in this research using technique of nonprobability sampling. This sampling technique does not provide equal opportunity for every element or member of the population to sample. Respondents selected are buyers who have been shopping online special fashion products. Descriptive analysis is used to provide a description or description of data research results in the form of average, standard deviation, mode, maximum-minimum. This descriptive analysis aims to convert the raw data set into easy to understand in the shape of more concise information, i.e., in the form of a percentage. Regression analysis is used to measure the strength of the relationship between two or more variables, and to show the direction of the relationship between the dependent variable and the independent variable. Multiple regression analysis in this research aims to determine the magnitude of the influence of independent variables (trust and ease) to the dependent variable (decline purchase online). The general form of multiple regression equations used in this research by using the formula proposed by Suharyadi (2004), namely: $Y = a + b_2X_1 + b_2X_2$

4. Results and Discussion

Multiple Regression Analysis

Table 1: Coefficient of Determination Results (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785[a]	.617	.609	.30743
a. Predictors: (Constant), Ease (X2), Trust (X1)				

Determination coefficient value (R Square) obtained as in table 1 is equal to 0.617 this means the ability of independent variables (Trust and Ease) has contributed together 61.7% of the dependent variable (Online Purchase Decision), while the rest of 38.3% is determined by other variables not examined in this research.

Table 2: Results of Multiple Linear Regression Analysis

Coefficients						
	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.908	.263		3.454	.001
	Trust (X1)	.506	.065	.581	7.771	.000
	Ease (X2)	.270	.067	.301	4.030	.000

Based on table 2 obtained from the processing by using SPSS software 22.0 then obtained multiple linear regression equation as follows: Y = 0.908 + 0.506 X₁ + 0.270 X₂

F Test
From the results of the calculation of F using SPSS version 22 obtained significance value 0.000 <0.05, then Ho is rejected. Means there is a significant influence of trust and

ease together to purchase decisions online on fashion product in Makassar.

Table 3: The Results of F Test

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	14.764	2	7.382	78.105	.000[b]
Residual	9.168	97	.095		
Total	23.932	99			

Partial Test

The t-test is used to know how the influence of each independent variable that is trust and eases separately to the dependent variable that is online purchasing decision. If the probability is less than 0.05 (sig < 0.05) then it can be concluded that the independent variable has a significant influence.

Table 4: The Results of Partial Test

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.908	.263		3.454	.001
Trust (X1)	.506	.065	.581	7.771	.000
Ease (X2)	.270	.067	.301	4.030	.000

From T-test result in table 4 shows that trust has a value of T equal to 7.771 > 1.98472 and level of significance equal to 0,000 < 0.05, so H0 is rejected. Thus, it can be concluded that the independent variables of trust (X1) statistically significant effect on the dependent variable purchase decisions online. Ease has a T value of 4.030 > 1.98472 and has a significance level of 0.000 <0.05 so H0 is rejected. Thus, it can be concluded that the independent variables ease (X2) statistically significant effect on the dependent variable purchase decisions online.

5. Conclusion

Based on the results of research, the results of analysis and discussion that have been put forward by the authors in the previous chapters, it can be concluded that there is a significant influence on the beliefs on online purchasing decisions on online stores special fashion products. Also, this research also found that there is a significant influence between Ease of Online Purchasing Decision at a specialty store of fashion products. Online stores specialized in fashion products should improve services that can support the creation of consumer trust in particular fashion products, such as providing the suitability of goods offered for complete information, improve service free delivery and refund products and various forms of service that can be provided by special fashion products to increase consumer trust. Special online store of fashion products also improves the ease of operation of particular website fashion products, so that consumers more easily in finding the desired goods. For the future research, it is expected to add the reference and expand the scope which is not only limited to Makassar City and can insert the variable, so that obtained a more representative result.

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