
MARKETGRAM

JOURNAL

<https://e-journal.naurendigiton.com/index.php/mj>

Vol. 1 No. 1 2023, Hal. 21 – 30

ISSN 2963-2382

THE EFFECT OF TRUST AND RISK PERCEPTIONS USING E-COMMERCE ON CONSUMER PURCHASE INTENTIONS

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Abstract

The purpose of this study is to determine the effect of trust and risk perceptions using e-commerce on consumer purchase intentions on the Lazada site (Study on Lazada consumers in Sukabumi City) Methodology: The research method used is a survey method using a questionnaire distributed to 100 samples. While the instrument quality testing technique includes validity and reliability tests. The classical assumption test technique uses the normality test, multicollinearity test, and heteroscedasticity test. Meanwhile, to test the hypothesis using multiple linear regression analysis, t test (partial), and f test (simultaneous). Results: That the trust variable has a significant effect on the intention of the client. Meanwhile, the Risk Perception variable has no effect on Purchase Intention. partially and there is a significant influence between Trust and Risk perception on Purchase Intention.

Keywords: E-Commerce, Consumer Task, Risk Perception

Introduction

The growth of internet users based on the 2017 APJII survey (Indonesian Internet Service Providers Association) has increased. The increase is caused by the growth of internet penetration in urban areas which is getting better with the support of infrastructure and the ease of getting a smartphone device. The increase in the growth of internet users until April 2019 increased to 171.17 million people from the total population. According to the Secretary General of APJII, the largest contribution to internet penetration in Indonesia is from the island of Java with a penetration of 55 percent of the total.

Many e-commerce companies in Indonesia causes intense competition to attract someone's intention to visit and make purchases through their site. The number of e-commerce companies that have emerged in the past few years shows that the Indonesian market is very potential. This is because people in Indonesia are starting to be interested and intend to use existing e-commerce services. This condition is used by companies to develop their business. The development of the internet and the increasing number of internet users in Indonesia, of course, makes trading activities even more developed. This is certainly used by companies to develop their business to be more advanced and get maximum benefits, one of which is the emergence of e-commerce.

Among the many e-commerce services in Indonesia, one of the most popular is Lazada. Lazada Indonesia was founded in 2012 and is one of the branches of the Lazada online retail network in Southeast Asia. Lazada Southeast Asia is a subsidiary of Rocket Internet, a German company. As a newcomer to the Indonesian e-commerce business, Lazada is able to grab the attention of most of the internet community. According to a research conducted by Nusa Research entitled "E-Commerce Indonesia 2014 Omnibus Popular Brand Index", Lazada is the most popular e-commerce site in Indonesia today. According to the Alexa.com website ranking site, Lazada currently ranks 11th as the most visited site. The ranking puts Lazada in first place as the most visited business to consumer (B2C) online shop site

Lazada is one of the e-commerce sites with the number one ranking at most when compared to other online stores in Indonesia beating competitors such as Tokopedia, Shopee, Blibli, Bukalapak etc. The increasing use of the internet, causing consumers to take advantage of e-commerce services can save individuals more time and money. Under these conditions, individuals tend to be more concerned with the advantages that will be obtained in using an e-commerce system. Figure 1 shows the number of visitors to the lazada site during 2017-2018

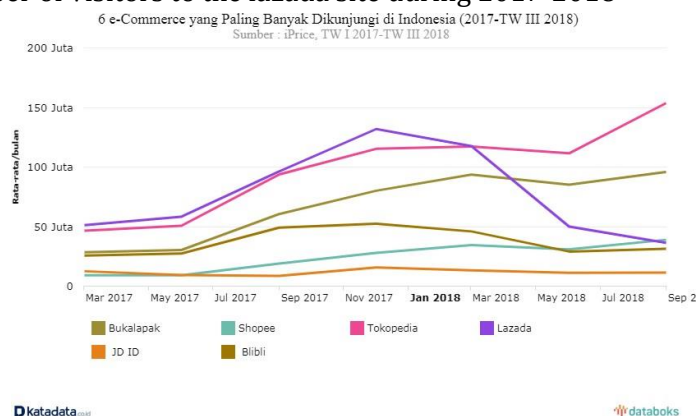


Figure 1. Visitors of Lazada Site During 2017-2019

The problem is even though until 2018 it had increased, from 2017 - 2019 the rate of lazada visits decreased. this can be seen in the figure 2 below

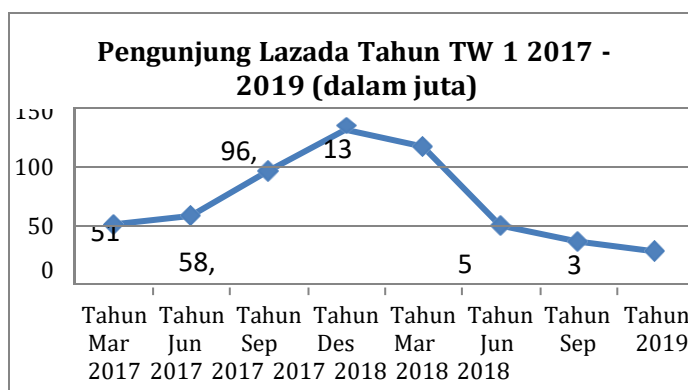


Figure 2. Visitors of Lazada Site During 2017-2019

The high number of Indonesians who are getting used to buying and selling online has an impact on the emergence of online business people. Business actors need to understand the changes in consumer behavior that occur so that the business processes that are carried out can be well received by consumers. In compiling an online business process, players need to understand the factors that have a strong influence on consumer purchase intentions. Intention is the desire to perform behavior. Intentions are not always static, but they can change over time. Intention is not yet a behavior, while behavior is a real action or activity carried out. By understanding the factors that significantly influence online purchase intentions, marketers can maximize their business activities to obtain maximum results. Therefore, this study aims to determine the effect of trust and risk perception on consumer perceived purchase intentions in online shopping transactions.

The factor that influences the purchase intention of consumers to buy a product through online media is trust. According to Liu et al consumer trust in e-commerce is one of the key factors in online buying and selling. Trust is one of the foundations of any business, a business transaction between two or more parties will occur if each party trusts each other. According to Rachmawati in Cokorde & Sudiksa 2018, it was found that trust had a significant positive effect on purchase intention in online buying and selling transactions. The higher consumer confidence in online product sellers, the higher the intention to buy products through social media

Another important factor is consumer risk perception. Perceived of Risk is defined by Oglethorpe as consumers' perceptions of uncertainty and possible negative consequences for purchasing a product or service. Meanwhile Aribowo & Nugroho (2013) in Nadhila Ghassani (2019) stated that Perceived of Risk is one of the important components in information processing carried out by consumers. Consumers are increasingly motivated to seek additional information when faced with purchasing high-risk products. When risk perceptions become high, there is motivation whether to avoid buying and using or minimizing risk through searching and evaluating pre-purchase alternatives in the decision-making stage. This condition results in complex decision making. Consumers may evaluate the brand in detail. Information about products is needed and consumers try to evaluate various brands. This decision-making process illustrates the involvement of consumers with a product. So it can be stated that perceived of risk is the perception or thought about the risk that will be experienced by consumers. An uncertainty and possible negative consequences for the purchase of a product or service.

Method

This study uses a quantitative approach. The quantitative approach is a method used to examine certain populations or samples, data collection using research instruments, quantitative / statistical data analysis with the aim of testing predetermined hypotheses (Sugiyono, 2017). The unit of analysis in this study is Lazada customers. The data collection technique used in this study used a questionnaire, where the sample will be used with one-time data collection or called Cross-Sectional and usually not in a daily, weekly, or monthly period. The data sources used to support this research are primary and secondary data. Primary data according to Arikunto (2019) is data collected through first parties, usually through interviews, traces and others. This data is obtained from distributing questionnaires. The measurement scale used in the questionnaire is a five-point Likert scale.

The sampling technique used in this study is purposive sampling, a sampling technique that functions to obtain respondent information that has been adjusted to certain criteria, which have been determined based on the research objectives. Samples taken were 100 respondents. The criteria for respondents in this study were lazada users. The analysis used in this study is multiple regression analysis. Multiple linear regression analysis is used to determine whether there is an effect of two or more independent variables on the dependent variable (Gunawan, 2018). So that what is looking for is the influence of the independent variables, namely trust (X1) and Risk Perceptions (X2) on the dependent variable, namely Consumer Purchase Intentions (Y). The following is figure of the relationship each research variable

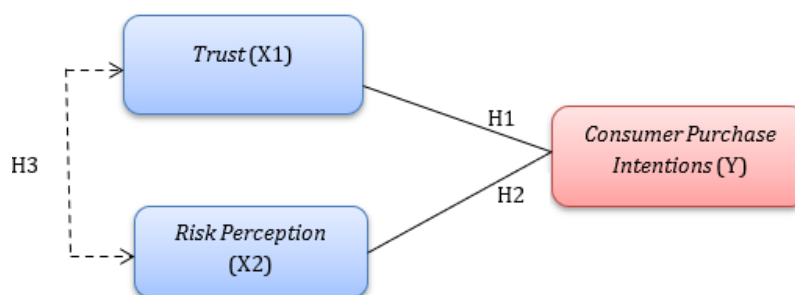


Figure 3. Analysis Model

H1 : There is a significant effect between trust on Consumer PurchaseIntentions

H2 : There is a significant effect between risk perceptions on Consumer PurchaseIntentions

H3 : There is a significant effect between trust and risk perceptions on Consumer Purchase Intentions

According to Dodiet (2013) that operational variables are a meaning or meaning given to a variable by describing or describing research variables in such a way that these variables can be measured.

Table 1 : Operational Variables

Variable and concept	Indicator	Scale
Trust is one of the foundations of any business, a business transaction between two or more parties will occur if each party trusts each other. Liu et al (2013) in Magentra & Suryani (2016)	<ol style="list-style-type: none"> 1. Ability 2. Benevolence 3. Integrity 	Ordinal
Consumer perceptions about the uncertainty and negative consequences that may be received for the purchase of a product or service. Kotler dan Keller (2016)	<ol style="list-style-type: none"> 1. Product Risk 2. Transaction Risk 3. Psychological Risk 	Ordinal
In the buying process, the purchase intention or the consumer's repurchase intention is closely related to the motive he has for using or buying certain products.	<ol style="list-style-type: none"> 1. <i>transaksional</i> 2. <i>referensial</i> 3. <i>preferensial</i> 4. <i>eksploratif</i> 	Ordinal

Result and Discussion

Validity Test

The validity test is a test used to show the extent to which measuring instruments are used in measuring what is being measured [14]. The testing technique used by researchers to test the validity is to use the Pearson Bivariate correlation. The validity test was calculated by comparing the calculated r value (correlated item - total correlation) with the r table value. With a significance level of 0.05, the r table value is 0.361. The statement is said to be valid if the value of r value > the value of r table

Table 2. Validity Test

Variabel	Indikator	Correlation	Ket
Trust (X1)	X1_1	0,632	Valid
	X1_2	0,644	Valid
	X1_3	0,615	Valid
	X1_4	0,748	Valid

	X1_5	0,744	Valid
	X1_6	0,837	Valid
	X1_7	0,874	Valid
	X1_8	0,801	Valid
	X1_9	0,779	Valid
Risk Perception (X2)	X2_1	0,721	Valid
	X2_2	0,791	Valid
	X2_3	0,689	Valid
	X2_4	0,828	Valid
	X2_5	0,798	Valid
	X2_6	0,596	Valid
	X2_7	0,702	Valid
Consumer Purchase Intentions (Y)	Y1	0,387	Valid
	Y2	0,683	Valid
	Y3	0,577	Valid
	Y4	0,769	Valid
	Y5	0,770	Valid
	Y6	0,768	Valid
	Y7	0,545	Valid
	Y8	0,731	Valid
	Y9	0,755	Valid
	Y10	0,840	Valid
	Y11	0,421	Valid
	Y12	0,528	Valid

Reliability Test

Reliability test is an instrument that is reliable enough to be used as a data collection tool [14]. Reliability testing used in this study is to use Cronbach alpha. A variable is said to be reliable if it has an alpha value > 0.60 . The following are the results of reliability testing for each variable:

Table 3. Reliability Test

Variable	Alpha	Parameter	Reliability
Trust	0,910	0,60	Reliable
Risk Perception	0,850	0,60	Reliable
Consumer Purchase Intentions	0,915	0,60	Reliable

Classic Assumption Test

Residual Normality Test

The residual normality test aims to determine whether the data to be used for regression is normally distributed or not. Good data for regression is data that is normally distributed, so the normality test is performed using the Kolmogorov Smirnov test. The following results are obtained:

Table 4. Kolmogorov Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.22344566
Most Extreme Differences	Absolute	.053
	Positive	.053
	Negative	-.050
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

From the Kolmogorov Smirnov test results obtained a value of 0.200. The data is said to be normal if the Kolmogorov Smirnov value is greater than 0.05. So it can be concluded that the data used is normally distributed.

Multicollinearity Test

Good data for regression is data that does not have multicollinearity signs [15]. The following are the results of the multicollinearity test:

Table 5. Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.242	3.060		3.348	.001		
	Kepercayaan	1.050	.079	.817	13.366	.000	.958	1.044
	Persepsi Risiko	-.070	.091	-.047	-.769	.444	.958	1.044

a. Dependent Variable: Niat Pembelian

The table above shows that the VIF value is less than 10 and a tolerance value is more than 0.10, so the model does not have a multicollinearity problem so that the data meets the requirements for regression.

Heteroscedasticity Test

Good data is data that does not occur symptoms of heteroscedasticity. The basic reference for the analysis of heteroscedasticity is that if there is a certain pattern, such as the existing dots forming a certain regular pattern such as wavy, widening then narrowing, it indicates that heteroscedasticity has occurred. If there is no clear pattern, and the dots spread above and below the number 0 on the Y axis, there is no heteroscedasticity. The following are the results of the heteroscedasticity test:

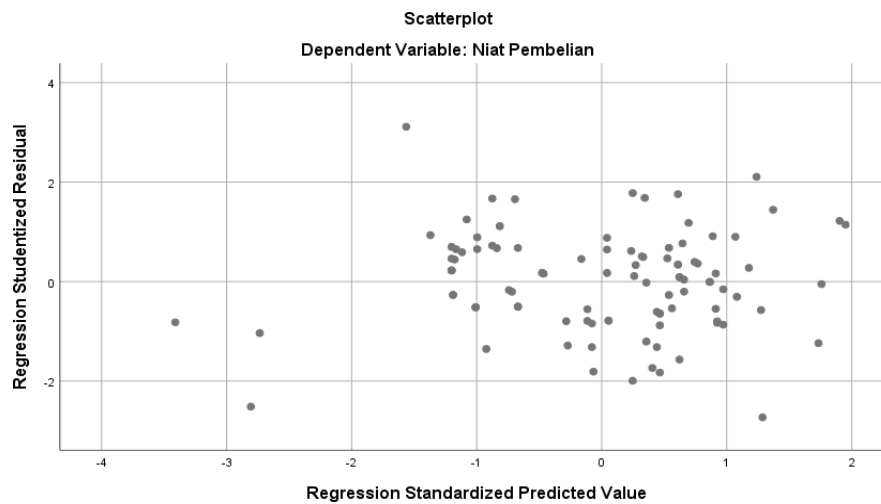


Figure 4. Heteroscedasticity Test

The results above show that the points spread irregularly above and below the number 0 on the Y axis, so there is no heteroscedasticity.

Hypothesis Testing

Table 6. Coefficient Table

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.242	3.060		3.348	.001
	Kepercayaan	1.050	.079	.817	13.366	.000
	Persepsi Risiko	-.070	.091	-.047	-.769	.444

a. Dependent Variable: Niat Pembelian

The Effect of Trust on Purchase Intentions (H1)

This study shows that trust has a positive and significant effect on purchase intention, this is obtained from the results of the t test statistic with a t value of 13.366 and a significance value of 0.000 less than 0.05 . Then the H1 hypothesis in this study has the effect of trust on purchase intention.

Trust that is emphasized in this study is a person's trust to respond to an action, namely to make buying and selling transactions online. When someone has a higher Trust, it will certainly be used as a measure to grow Intention to Transact online. The higher the Trust, the higher the Intention to Transact. Trust positively affects the intention to shop online because consumers believe that the company is able to carry out its online activities (due to competence) and can deliver the products purchased to consumers. If consumers trust the online store provided by the company, this will allow them to increase their intention to make purchases online. This understanding generally controls online transactions that have a positive effect on consumer intentions to make purchases

The Effect of Risk Perception on Purchase Intentions (H2)

This study also shows that perceptual risk has no effect on purchase intention, this is obtained from the statistical results of the regression test with a t-count value of -0.769 with a significance value of 0.444 greater than 0.05, so the H2 hypothesis in this study is rejected.

The risks that can be faced by online store users are the security risks of transactions and the uncertainty of the goods they order. Perceptions of risk are predicted to have a negative effect on individual intentions to use online stores. This prediction arises on the basis of logic, if the perceived risk is greater, the intention to use the facility will decrease. In this result there is no effect between risk perception on purchase intention. It is caused by now days the customers consumers are used to technology.

The Effect of Trust and Risk Perception on Purchase Intentions (H3)

Table 6. ANOVA Table

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3326.048	2	1663.024	91.348	.000 ^b
	Residual	1765.912	97	18.205		
	Total	5091.960	99			
a. Dependent Variable: Niat Pembelian						
b. Predictors: (Constant), Persepsi Risiko, Kepercayaan						

Simultaneously this study shows the results that trust and risk perceptions have a positive and significant effect on purchase intention, this is obtained from statistical results with a significance value of 0.000 less than 0.05, so the hypothesis (H3) in this study is accepted.

Higher trust makes someone feel they have a greater sense of intention to make transactions online, this is based on the accuracy of expectations with the expected results from doing online transactions. The higher the trust, the higher the Intention to Transact. Besides, it is interesting to see the other side of thinking. Perceptions of risk arising from a person can determine the level of fear in conducting transactions online. Someone who thinks the risk perception is too high, of course, will be reluctant to make transactions online.

A person who can respond to a low level of perceived risk will make himself comfortable doing transactions online. If the high trust and low risk perception of an e-commerce user, it can also increase the Intention to Transact. Both of these variables can be used as predictors to determine the level of intention to transact, so it can be concluded that there is an effect of trust and risk perception on purchase intentions.

CONCLUSION

The results of t-test research show that there is a positive and significant influence between trust on purchase intentions of lazada consumers in Sukabumi City. This shows that the higher the trust and the increase in trust, the higher the consumer's purchase intention; The results of the t-test research show that Risk Perception has no effect and there is a negative effect on the Purchase Intention of Lazada site consumers in Sukabumi City. This shows that the higher the risk perception, the lower the consumer's purchase intention; The results of the f-test research show that there is a positive and significant influence between Trust and Risk Perception simultaneously on purchase intention

For Lazada, based on the research results, Risk Perception has no effect on Purchase Intention. Therefore Lazada should be able to improve the quality of the products sold and improve the risk perception indicators, that is, the product purchased may not be able to show the performance as expected, this can be improved by improving customer satisfaction guarantees such as product replacement guarantees and guarantees. money back with an uncomplicated process so that the buyers' expectations of Lazada can be met.

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