

Analysis of Factors that Influence Consumer Decisions to Shop at Baltini International

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ABSTRACT

This study aims to determine the level of purchasing decisions of consumers from the influence of service quality and trust in Baltini, so that the analysis is carried out on Baltini site users. The method to be used is quantitative method, using secondary data sources. Information will be analyzed with descriptive quantitative analysis obtained using a questionnaire instrument. The sampling technique uses purposive sampling. The research indicators use a Likert scale to obtain conclusions from the research. Then the data collected related to the object under study is analyzed based on the respondents' responses obtained using the slovin formula. The results of this study were obtained through data processing results. In this study includes multiple regression analysis.

Keywords: Purchasing Decisions, Service Quality, and Trust

INTRODUCTION

In the 2000s until now, online shopping systems continue to grow around the world and even in Indonesia. This is certainly supported by the increasing use of the internet both in big cities and regions (Maulana, Susilo, & Riyadi, 2015; Putra & Santoso, 2013; Rahmawati & Mulyono, 2016)¹. Online business is known as Electronic Commerce (e-commerce), which is the buying, selling, marketing of goods and services through electronic systems such as the internet and television. Ecommerce also involves electronic transfers and, electronic data exchange, automated inventory management systems, and automated data collection systems. The development of technology that is increasingly rapid and sophisticated is a challenge for business people and encourages business people to be able to master technology, besides that business people must be able to adjust to customers and have quality service because in customer marketing activities and service quality play an important role, which means that trust, product quality and purchasing decisions are in the hands of customers.

Baltini is a site that sells branded items that are guaranteed to be 100% original. Baltini provides fashion products and serves buyers internationally. Service in online sites is the biggest influence in purchasing decisions. The problem faced by Baltini in service is in the area of returns. Customers often complain about the terms of returning goods set by Baltini. Baltini charges a fee of \$35 to each customer who submits a return. On the other hand, Customer Service is often late in replying to emails from buyers.

In terms of shopping safety, Baltini itself has a system that is used to prevent illegal transactions. With this system, not a few customers feel uncomfortable and lose their trust to shop at Baltini. Because Baltini is online, the Covid - 19 pandemic has not greatly affected the number of Baltini consumers because the number of Baltini consumers has always increased over time. Purchasing decisions at Baltini are strongly influenced by various factors

such as service quality and trust. This problem underlies the research to analyze the factors that influence consumer decisions to shop at Baltini.

LITERATURE REVIEW

Trust

By giving trust to online shopping sites, consumers will decide to shop again on that site. Trust according to Turban (2010: 199)² is a psychological condition of a person or organization that believes that transaction partners (companies) will keep their promises. Meanwhile, according to Barnes (2003: 148)³ trust is a person's belief in certain behaviors that his partner will provide what is expected such as words, promises or statements of other people that can be trusted. And according to Sunarto (2006: 153) Trust is all the knowledge that consumers have and all the conclusions that consumers make about objects, their attributes and benefits. Indicators of trust variables refer to research by Seyed (2011), Togar (2014), Mahkota (2014) and Khairani (2015)⁴ that is:: website reputation, reliability, transaction assurance, privacy security and information quality.

According to Seyed (2011), Togar (2014), Mahkota (2014), Khairani (2015)⁴, Trust Indicators are as below:

1. Reputation
The reputation of a company, person, product, service or any other element on the Internet and digital platforms.
2. Reliability
The ability of a measuring instrument to perform its intended function for a specified period.
3. Transaction Guarantee
A promise by a person to assume the debt or obligation of another party if the debt or obligation is not fulfilled.
4. Privacy Security.
Information security is the condition or quality of being free from fear, anxiety, or concern.
5. Information quality
Information is said to be of quality if it has characteristics such as: Accurate, relevant, timely, and complete.

Service Quality

Service is a factor that greatly influences shopping decisions at Baltini. According to Yuniarti (2015: 239), service quality is that consumers will feel satisfied if they get good service or in accordance with expectations. So that consumers can get maximum service, Baltini improves and perfects the service in replying to messages and the system itself.

According to Tjiptono and Chandra (2012: 75)⁵ explaining the indicators of service quality are as follows:

1. Reliability
Namely the ability to provide the promised service promptly, accurately and satisfactorily.
2. Responsiveness
Namely the desire and willingness of employees to help consumers and provide services with responsiveness.
3. Assurance
Includes the knowledge, competence, courtesy and trustworthiness of employees.

4. Empathy
Includes ease of establishing relationships, effective communication, personal attention and understanding of the individual needs of consumers.
5. Tangibles
Includes physical facilities, equipment, employees and means of communication.

Purchasing Decision

In buying and selling transactions, the decision to buy a product / service is very necessary. According to Sriwardiningsih, (2006: 14)⁶, consumer decision making is : an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. (Sriwardiningsih, (2006,14)⁶. In order to retain consumers, Baltini provides features that can help or satisfy consumers in shopping.

According to Nugroho (2003: 16)⁷ explains the indicators of purchasing decisions are as follows::

1. Problem recognition
The buying process begins when the buyer recognizes a problem or need. The need can be triggered from within or outside the buyer.
2. Information seeker
Consumers can obtain information from various sources, including:
 - a. Personal sources (family, friends, neighbors, acquaintances)
 - b. Commercial sources (advertisements, salespeople distributors packaging, exhibitions)
 - c. Public sources (mass media, consumer organizations)
 - d. Experimental sources (have analyzed, tested and used the product).
3. Evaluation of alternatives
At this stage there is no simple and single evaluation process that can be used for all consumers or even by a consumer in all purchasing situations.
4. Purchase decision
This stage begins with the stage of assessing various alternatives that can be from the attributes attached to the product, with indications that consumers form choices, however, there are 2 factors that influence when choosing, namely the positive or negative attitude of the person towards a product.
5. Post-purchase behavior
It is important for companies to know the factors that influence consumer behavior, but there are other things that companies must also pay attention to, namely the holder of the purchasing role and the decision to buy.

Based on the framework above, the hypotheses of this study are:

H₁ : It is suspected that trust affects consumer shopping decisions.

H₂ : It is suspected that service quality affects consumer shopping decisions.

RESEARCH METHOD

This research was conducted at Baltini. The method to be used is quantitative method, using secondary data sources. Information will be analyzed with quantitative descriptive analysis obtained using a questionnaire instrument. The sampling technique uses random sampling. The research indicators use a Likert scale to obtain conclusions from the research. Then the data collected related to the object under study is analyzed based on the respondents' responses obtained from the distribution of questionnaires. The results of this study were obtained through data processing results. In this study includes multiple regression analysis.

The analysis used is multiple regression analysis tools. So that the formula for multiple linear regression equations used:

$$Y = a + b_1 X_1 + b_2 X_2 + b_n X_n$$

Information:

Y: Purchasing Decision

X1 : Trust

X2 : Service Quality

Xn : independent variable to ...n a and b1 as well as b2 = constant

The technique for determining the sample in this study is to use the Slovin formula. The formula used to calculate the minimum sample size of a finite population survey, where the main purpose of the survey is to estimate the proportion of the population. The slovin formula used to determine the sample size is (Sugiono: 2017)⁸:

$$n = \frac{N}{1 + (N \times (e^2))}$$

Information:

N : population size

n : Sample size

d : trust level / desired precision

Formula application:

$$n = \frac{1971}{1 + (1971 \times (0.1^2))}$$

The population in this study amounted to 1,971 people. By using the Slovin formula, it is found that the number of samples obtained is 95.17 people, in other words, if rounded down, it will produce a sample of 95 people.

RESULT AND DISCUSSION

Respondent Analysis

The population in this study was 1,971 people. Then the Slovin Formula is used (Sugiyono, 2011: 37), namely $n = N / (1 + (N \times e^2))$ with a result of 95.17, rounded down to 95 respondents.

Validity and Reliability Test

The instrument validity test aims to determine how far the instrument measures what (object) is to be measured (Muri, 2017)⁹. Reliability testing in quantitative research can essentially be synonymized with the word reliable, consistency and replicability over time, on an instrument and group of respondents. It relates to precision and accuracy; some features such as height, can be measured precisely (Sinambela, 2014)³.

Validity and Reliability Test Results
 Validity Test

Tabel 1. Validity Test Results

Variabel		Rcount	Rtable	Criteria	Conclusion
Trust	X1.1	0.826	0.361	Rcount > Rtable	Valid
	X1.2	0.761	0.361	Rcount > Rtable	Valid
	X1.3	0.787	0.361	Rcount > Rtable	Valid
	X1.4	0.777	0.361	Rcount > Rtable	Valid
	X1.5	0.760	0.361	Rcount > Rtable	Valid
	X1.6	0.701	0.361	Rcount > Rtable	Valid
	X1.7	0.474	0.361	Rcount > Rtable	Valid
	X1.8	0.647	0.361	Rcount > Rtable	Valid
	X1.9	0.811	0.361	Rcount > Rtable	Valid
	X1.10	0.608	0.361	Rcount > Rtable	Valid
Service Quality	X2.1	0.648	0.361	Rcount > Rtable	Valid
	X2.2	0.625	0.361	Rcount > Rtable	Valid
	X2.3	0.851	0.361	Rcount > Rtable	Valid
	X2.4	0.788	0.361	Rcount > Rtable	Valid
	X2.5	0.837	0.361	Rcount > Rtable	Valid
	X2.6	0.704	0.361	Rcount > Rtable	Valid
	X2.7	0.774	0.361	Rcount > Rtable	Valid
	X2.8	0.575	0.361	Rcount > Rtable	Valid
	X2.9	0.634	0.361	Rcount > Rtable	Valid
	X2.10	0.820	0.361	Rcount > Rtable	Valid
Purchasing Decision	Y.1	0.650	0.361	Rcount > Rtable	Valid
	Y.2	0.636	0.361	Rcount > Rtable	Valid
	Y.3	0.583	0.361	Rcount > Rtable	Valid
	Y.4	0.447	0.361	Rcount > Rtable	Valid
	Y.5	0.532	0.361	Rcount > Rtable	Valid
	Y.6	0.729	0.361	Rcount > Rtable	Valid
	Y.7	0.398	0.361	Rcount > Rtable	Valid
	Y.8	0.410	0.361	Rcount > Rtable	Valid
	Y.9	0.388	0.361	Rcount > Rtable	Valid
	Y.10	0.467	0.361	Rcount > Rtable	Valid

Reliability Test

Tabel 2. Reliability Test Results

Variable	Cronbach's Alpha Grades	Reliability Value	Criteria	Conclusion
Trust	0.892	0,600	Cronbach's Alpha Grades > Reliability Value	Reliable
Service Quality	0.896	0,600	Cronbach's Alpha Grades > Reliability Value	Reliable
Purchasing Decision	0.711	0,600	Cronbach's Alpha Grades > Reliability Value	Reliable

The results of validity and reliability testing in Tables 1 and 2. Show that the correlation value of each indicator for each latent variable, $r_{count} > r_{table}$ (0.361) and Alpha-Cronbach value > 0.60. This indicates that all variables are valid and reliable.

Kolmogorov-Smirnov Normality Test

Tabel 3. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		95
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	6.00267860
Most Extreme Differences	Absolute	.054
	Positive	.040
	Negative	-.054
Test Statistic		.054
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.

In table 3, it can be seen that the results of the Kolmogorov-smirnov normality test prove that the resulting significant level value is greater than 0.05, which is 0.200, so it can be concluded that the normality statistical test is classified as normally distributed.

Normal Probability Plot Test of Regression

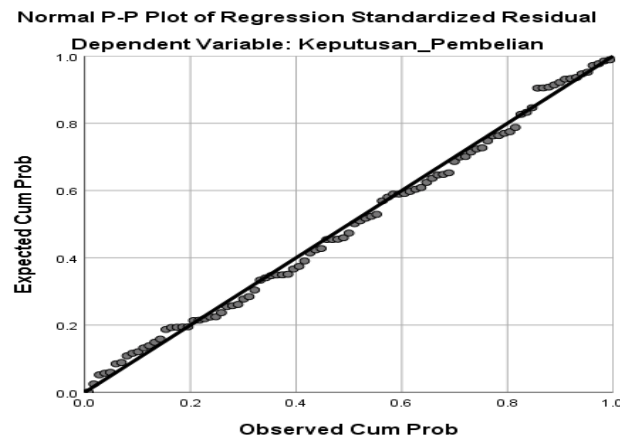


Figure 1. Normal Probability

In the diagram above, it can be seen that the points are close to the diagonal line. This shows that the data is normally distributed and fulfills the assumptions of normality testing.

Multiple Linear Regression Test

In this study, the classic assumption test has been met. Multiple linear regression analysis processed using the SPSS version 26 application, with the following regression equation :

Purchasing Decision: 31.104 + 0.243 Trust - 0.128 Service Quality + e

The constant 31.104 means statistically that if Trust and Service Quality have no value or are equal to zero, then the value of Community Service is 31.104. The Regression Coefficient of the Trust variable (X1) of 0.243 indicates that if the Trust variable is increased by 1 unit, then Trust will increase by 0.243 units, If the regression coefficient is positive, then the effect of Trust can have a positive effect or increase in the same direction. This means that an increase in trust affects the Baltini customer's purchasing decision.

The regression coefficient of the Service Quality variable (X2) of -0.128 indicates that if the Service Quality variable is increased by 1 unit, the Service Quality will increase by 0.128 units, if the regression coefficient is negative, the effect of Service Quality cannot affect the Purchasing Decision of Baltini customers.

Tabel 4. Multiple Linear Regression Analysis Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31.104	2.730		11.395	.000
	Trust	.243	.148	.355	1.642	.104
	Service Quality	-.128	.143	-.192	-.891	.375

a. Dependent Variable: Purchasing Decision

Hypothesis Test

T-test (Partial Test)

The results of this study prove that :

1. The Trust variable shows a t value smaller than the t table and a significance value greater than 0.05.

- $t_{hitung} < t_{tabel} : 1.642 < 1.986$
 - Significance : $0.104 > 0.05$
 - Conclusion: Trust has no partial and significant effect on purchasing decisions. (H1 cannot be accepted)
2. The Service Quality variable shows the value of the t value is smaller than the t table and the significance value is greater than 0.05.
- $t_{hitung} < t_{tabel} : - 891 < 1.986$
 - Significance : $0.375 > 0.05$
 - Conclusion: Service quality has no partial and significant effect on purchasing decisions. (H2 is not acceptable)

F-test (Simultaneous Effect)

Based on the results of the F test in Table, the F-count is obtained at 2.040 with a significance level of 0.136, while the F-table with a significance level of 0.05 and degrees of freedom (df) = (k); (n-k) = (2); (95-2) = (2; 93), the F-table value is obtained at 3.09. Because the F-count (2.040) is smaller than the F-table (3.09) with a significance level of 0.136 greater than 0.05. These results indicate that the variables of Trust and Service Quality have no simultaneous and significant effect on customer purchasing decisions at Baltini.

Tabel 5. F-test Result (Simultaneous)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	150.199	2	75.099	2.040	.136 ^b
	Residual	3387.022	92	36.815		
	Total	3537.221	94			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Service Quality, Trust

Determination Coefficient Test

The coefficient of determination (R²) test results show a figure of 0.42 or 42% (Table 5). These results indicate that the Trust and Service Quality variables in Baltini are able to explain variations in the customer Purchase Decision variable by 42%, while the remaining 58% is explained by other variables not used in this research model.

Tabel 6. Determination Coefficient Test Results

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.206 ^a	.042	.022	6.06757	

a. Predictors: (Constant), Service Quality, Trust

DISCUSSION

After conducting research, the results of partial testing (t test) on the Trust variable did not significantly affect the Purchasing Decision in the partial test (H1 cannot be accepted) because distrust arises because there are many things that encourage doubt, therefore doubts can be restored with other supporting factors, such as products that arrive safely or even products that are sold original. Meanwhile, the results shown in the Service Quality variable show that this variable does not significantly influence Purchasing Decisions in the partial test (H2 cannot be accepted) because even with poor Service Quality, consumers will continue to shop at Baltini

because the product received is correct, in accordance with consumer desires and the quality of the product is not in doubt.

In simultaneous testing (Test f), proving that both variables simultaneously have no significant effect on Purchasing Decisions at Baltini. In the coefficient of determination test, a figure of 42% or 0.42 was obtained. The resulting figure shows that the Trust and Service Quality variables are able to explain the variation in the Purchasing Decision variable in Baltini by 42%, the remaining 58% is in other variables not used in this study.

CONCLUSION

Based on the results of the research conducted, it can be seen that the conclusions obtained from this study are that trust has no significant effect on customer purchasing decisions at Baltini, and Service Quality has no significant effect on customer purchasing decisions at Baltini. Based on the conclusions above, Trust and Service Quality have no significant effect on customer purchasing decisions at Baltini. Consumer purchasing decisions at Baltini are not influenced by Trust and Service Quality, but are caused by other aspects such as: Products and Brands sold at Baltini.

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