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The Influence Of Convenience And Consumer Trust On Purchase Decisions On Shopee

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ABSTRAK

Artikel History:

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Kata Kunci :

Kemudahan, Kepercayaan

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Pembelian

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kemudahan dan kepercayaan konsumen terhadap keputusan pembelian di Shopee. Sampel yang digunakan dalam penelitian ini sebanyak 100 orang responden yang pernah melakukan pembelian di Shopee dengan teknik pengambilan sampel purposive sampling. Pengumpulan data dilakukan secara online yaitu dengan menggunakan googleform. Teknik analisis data menggunakan uji regresi linear berganda dan uji hipotesis. Hasil penelitian menunjukkan bahwa variabel kemudahan dan kepercayaan konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian. Nilai adjusted R Square yang diperoleh yaitu sebesar 0,874 atau 87,4%. Artinya variabel kemudahan dan kepercayaan konsumen terhadap keputusan pembelian memberikan pengaruh sebesar 87,4% dan sisanya 12,6% dipengaruhi oleh variabel lain yang tidak termasuk dalam penelitian ini.

Keywords :

Convenience, Consumer

Trust, Purchasing

Decisions

ABSTRACT

This research aims to test and analyse the influence of convenience and consumer trust on purchasing decisions at Shopee. The sample used in this research was 100 respondents who had made purchases at Shopee using a purposive sampling technique. Data collection was carried out online, namely by using Google Forms. Data analysis techniques used multiple linear regression tests and hypothesis testing. The research results show that the variables of convenience and consumer trust have a positive and significant effect on purchasing decisions. The adjusted R Square value obtained is 0.874 or 87.4%. This means that the variables of convenience and consumer confidence in purchasing decisions have an influence of 87.4% and the remaining 12.6% is influenced by other variables not included in this study.

INTRODUCTION

Advances in digital technology have brought about significant changes, especially in the modern business world. Sales can be conducted online, making them easier to access through *websites* or apps than brick-and-mortar stores. While brick-and-mortar stores existed long before the development of digital technology, e-commerce is a new trend that leverages technological advancements to offer a more efficient shopping experience. Shopping can be done using your gadget without having to leave the house. The advantages of shopping online besides save time and power, existence price promo special, as well as process which is practical and fast, and is also able to reach a wider community compared to shop in shop conventional. Matter this make more lots person choose to shop in a way on line because time short, convenience access, as well as variety of choices product which available (analisadaily.com, 2022).

Shopee is a marketplace launched in 2015 and has become one of the most popular marketplaces in Indonesia.

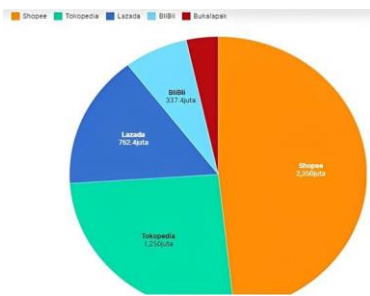


Figure 1. 1 Data Visit Shopee Year 2023

Source: jubelio.com (2023)

Figure 1.1 shows that in 2023, Shopee ranked first as the e-commerce platform with the most visitors in Indonesia, with approximately 2.3 billion visits, followed by Tokopedia, Lazada, BliBli, and Bukalapak. Therefore, to maintain its position, ease of use is crucial. and trust is a very crucial thing for consumers to decide on a purchas.

Kotler and Keller (2008:166) describe purchasing decisions as a component of consumer behavior that includes the study of how individuals, groups, and organizations select, purchase, and use experiences, goods, services, or ideas to satisfy consumer needs and desires. Basuni, *et al* . (2023) emphasize that consumers have a significant influence in determining which products or services to purchase. Thus, business actors must understand consumer behavior in purchasing decisions if they want to increase the frequency of purchases of the goods or services offered.

One of the factors that influences purchasing decisions is convenience. Ease of use is also important to make it easier for consumers to do purchasing. The ease of use of online shopping applications is considered to influence consumer purchasing decisions. This is in accordance with the research results of Aristia, *et al.* (2023) who found that there were positive influence Which significant between convenience use and purchasing decisions.

Apart from the convenience factor, consumer trust can also influence decisions. purchase for shopping on line. According to Ahmadi and Ardiansari (2018) consumer trust is the most important because trading activities are carried out online , and sellers and buyers do not meet each other directly. Ardyanto and Susilo (2015) stated that trust has a positive impact. significantly impact purchasing decisions. According to Nasution *et al.* (2020), purchasing decisions are part of the decision-making process in which customers decide to purchase a particular good or service. This means that at this stage, consumers have gone through various considerations and finally taken concrete action to make a purchase. However, for consumers to reach this stage, trust is a key factor. Which very important. Without existence trust to product, brand or seller, consumer usually will hesitant, postpone, even cancel purchase, even though consumers are already interested. Based on this description, the purpose of this study is to analyze the influence of convenience and consumer trust on purchasing decisions on Shopee.

LITERATURE VIEW

A. Purchase Decision

According to Kotler and Armstrong (2019:125), a purchase decision is part of consumer behaviour, which includes the process of selecting, transacting, and using products, ideas, or experiences to achieve consumer satisfaction. A purchase decision occurs when the buyer has decided which option to choose, after going through the process of searching for information and evaluating the alternatives obtained. The consumer purchasing decision process can go through five stages (Kotler and Keller, 2008:184).

1. Problem recognition: the decision to buy something begins with the consumer's awareness of a need or problem.
2. Information search, whereby consumers obtain information from various sources, including personal, commercial, and experimental sources.
3. Evaluation of alternatives, which is the thought process used by buyers in choosing to purchase an item.
4. Purchase decision, which is when consumers decide to purchase goods or services.
5. Post-purchase behaviour, where customers may experience regret after noticing other

important factors or hearing about other favourite brands.

B. Convenience

Convenience involves not only cognitive aspects but also physical aspects, meaning that easy-to-use technology is not only easy to understand but also comfortable to use physically. According to Jogiyanto (2007:115), ease of use is defined as how confident a person is that technology can be used easily. This can be interpreted as ease of use being directly related to the user's perception of a technology. If users believe that a technology is easy to use, consumers will be more inclined to use it. Furthermore, Susanto (2021:49) explains that ease of use measures the extent to which people believe that a system is not difficult to understand and does not require much effort to use. Jogiyanto (2007:152) also explains that ease of use has several dimensions, namely: easy to learn, controllable, flexible, easy to use, clear and easy to understand, and easy to become skilled at.

C. Trust

According to Kotler and Keller (2016:125), consumer trust is part of the cognitive aspect of psychological factors. This trust is related to evidence, suggestion, as well as experience which make somebody certain whether something it is true or false. This means that consumer trust is built from information obtained, whether from personal experience, recommendations, or other sources of information. Firmansyah (2018:113) defines consumer trust as understanding consumer to something product, including attributes and benefits it possesses. Trust is closely related to consumer attitudes and behavior towards the product's attributes. According to Priansa (2017:115), consumer trust is the belief that consumers, both individually and in groups, have in promises, statements, or statements, whether verbal or written. writing, w hich believed will truly fulfilled. Trust is also defined as the desire to find satisfaction in an exchange relationship, where consumers expect to receive what they expect from a transaction. According to Nasution *et al.* (2020), trust is one party's belief in the intentions and actions of another party. Therefore, consumer trust is defined as the consumer's desire for a service provider to be trusted to fulfill its promises. The elements that influence consumer trust are as follows:

1. *Benevolence* refers to the ability to provide satisfaction to consumers.
2. Integrity is the main foundation in building communication based on honesty and truth.
3. *Ability* refers to the skills, competencies, and characteristics that can influence in domain certain which specific.

Hypothesis Development

The Influence of Convenience on Purchase Decisions

Convenience has an influence on purchasing decisions. This is in line with the opinion of Turban, *et al.* (2015) that *online* purchasing decisions are influenced by convenience. Convenience in *online* consumer behaviour models is a factor that influences *online* purchasing decisions (Turban *et al.*, 2015). Providing convenience to consumers can be done by adding attractive features, so that consumers can search for products and make purchases *online*. Previous studies on the relationship between convenience and purchasing decisions have been conducted by Ilmiyah and Krishernawan (2020), Agustiningrum and Andjarwati (2021), and Febriyanti and Rustam (2023), which found that convenience has a positive and significant effect on purchasing decisions.

H1: Convenience has a significant and positive effect on purchasing decisions

The Influence of Trust on Purchase Decision

In line with Sunyoto (2012:271), belief is one of important component that influences buyer's purchasing choices. If buyer's have strong belief about a product or brand, consumers tends to make purchase more effectively. Beliefs can be seen in the behavior of online buyers and can influence behaviour when consumers make choices to buy something (Turban *et al.*, 2015:408). Consumer confidence can be interpreted as someone being intelligent and trustworthy, which means that when consumers trust a party, they are more likely to make repeat transactions and recommend them to others. This is in line with research conducted by Ilmiyah and Krishernawan (2020), Chin *et al.* (in Agustiningrum and Andjarwati, 2021), Febriyanti and Rustam (2023); which found that consumer trust has a significant and positive effect on decision making.

H2: Trust has a significant and positive effect on purchasing decisions

3 Conceptual Framework

In this study, a conceptual framework is developed to describe the influence of convenience and consumer trust on purchasing decisions.

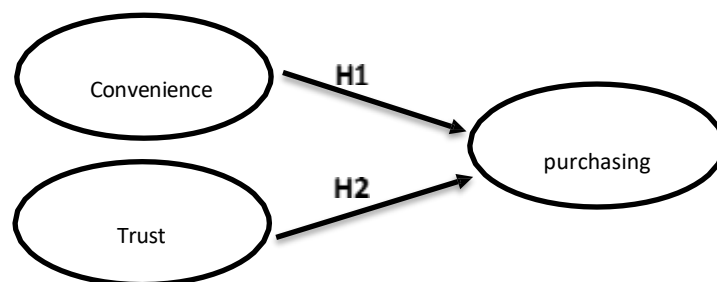


Figure 1. Conceptual Framework

RESEARCH METHOD

1. Type of Research

The research design utilised causal research with approach quantitative approach, which explained the results of the analysis in numerical form to describe the phenomena under investigation in identifying the variables.

2. Population and Sample

The population in this study was consists of consumers who have made purchases on the Shopee application in Indonesia. Data collection was conducted online *using* Google *Forms* with respondents aged 18 years and above who had purchased Googleform. The sample size consisted of 100 respondents using *purposive sampling* .

1. Data Description

Respondent characteristics Based on Gender, Age And Domicile

Table 1. Respondents Characteristics

		Amount	Percentage
Gender	Male	50	50%
	Female	50	50%
Residence	East Java	78	78%
	West Java	4	4%
	Central Java	1	1%
	West Sumatra	3	3%
	Riau	1	1%
	Jambi	2	2%
	West Kalimantan	3	3%
	East Kalimantan	1	1%
	NTT	6	6%

	Papua	1	1%
Age	18-24 year	90	90%
	25-31 year	4	4%
	32-38 year	1	1%
	> 38 year	5	5%

Source: processed primary data, 2025

Table 1 shows that purchasing on Shopee app does not differ by gender, but by age with those age 18 to 24 dominating.

2. Respondents Responses

Based on the scale range, the average for each indicator is as follows:

$$\text{Range Scale} = (5-1)/4 = 0,8$$

Table 2. Scale Range

Scale Range	Ranking
1,00 – 1,80	Very Low
1,81 – 2,60	Low
2,61 – 3,40	Neutral
3,41 – 4,20	High
4,21 – 5,00	Very high

Respondents Responses to variables convenience

Respondents' responses to the convenience variable can be seen in Table 3.

Table 3. Response Respondents To Variables Convenience

No	Statement Item	Mean	Criteria
1	The steps involved in purchasing products on Shopee are relatively easy to understand	4.12	High
2	The on line store address on Shopee is easy to access and find	3.92	High
3	Shopee has a diverse and secure payment system for transactions	4.07	High
4	The Shopee app is easy to use for all age groups	3.73	High
5	The Shopee website is very clear and easy to understand, making it simple to operate	4.04	High
Overall average		3.97	High

Source: Processed data primary, 2025

Based on table 3, it can be seen that the highest response to the convenience variable is found in statement item number 1, namely that the steps involved in purchasing products on Shopee are relatively easy to understand, with an average score of 4.12. The overall average

response to the convenience variable was 3.97 which is considered high.

Respondents Response to the Consumer Trust Variable

Table 4 show the respondents response to the consumer trust variables

Table 4. Respondents Response to the Trust Variables

No	Statement Items	Mean	Criteria
1	The Shopee application is capable of fulfilling many types of needs online .	4.05	High
2	The Shopee app has a well-known name and good store ratings.	4.03	High
3	The Shopee app provides security guarantees for online buying and selling transactions.	3.89	High
Overall average		3.99	High

Source: Processed data primary, 2025

Table 4 show that the highest score for the variable was for the statement " the Shopee application is capable of fulfilling many types of needs online" scored 4.05. Overall, the consumer trust variable scored 3.99, which is considered high.

Respondents Response To The Purchase Decision Variable

Table 5. Respondents Response to Purchase Decision Variables

No	Statement Items	Mean	Criteria
1	Always look for before making a transaction	4.17	High
2	Evaluate products from various alternatives through assessment and word of mouth	3.87	High
3	Decided to make a purchase on Shopee because of the product offered meet the needs and it is easy to find the required items	3.99	High
4	Intend to make a repeat purchase on Shopee because they were satisfied with their previous purchase	4.04	High
Overall average		4.01	High

Source: Processed data primary, 2025

Table 5 explains that the highest response to the purchase decision variable was found in statement number 1, namely always look for before making a transaction, with an average score of 4.17.

a. Validity and Reliability Test

Validity testing is conducted by comparing the calculated r value with r table . If the calculated r value > r table value, then the statement item is valid. The table r value obtained was was 0.1654, so it can be concluded that all items are valid. The reliability testing obtained an alpha

value of > 0.70 , so it can be concluded that all variables are reliable.

Table 6. Results Test Validity And Reliability Data

Variables	Statement Items	Calculated r value	Calculated Alpha
Convenience	X1.1	0.831	0.920
	X1.2	0.834	
	X1.3	0.795	
	X1.4	0.676	
	X1.5	0.838	
Consumer Trust	X2.1	0.762	0.875
	X2.2	0.756	
	X2.3	0.758	
Purchase decision	Y.1	0.866	0.935
	Y.2	0.856	
	Y.3	0.822	
	Y.4	0.841	

Source: Output SPSS 25

b. Classical assumptions test

Normality Test

The normality test used the *Kolmogorov-Smirnov* (KS) test. Based on Table 7, it is known that the significance value of 0.268. This value is greater than 5% or 0.05, so the regression residuals values are normally distributed.

Table 7. Results of the test one-sample Kolmogorov- Sminorv test

	<i>Unstandardized Residual</i>
N	100
<i>Asymp. Sig. (2- tailed)</i>	0.268

Source: SPSS 25 Output

Multicollinearity Test

Table 8. Results of Multicollinearity Test

Variables	<i>Collinearity Statistics</i>		Information
	<i>Tolerance</i>	VIF	
Convenience	0.216	4,620	No multicollinearity
Consumer Trust	0.216	4,620	No multicollinearity

Source: SPSS 25 Output

Based on table 8, it can be seen that the VIF for the convenience and consumer trust variables has a tolerance of $0.216 > 0.10$ and a *Variance Inflation Factor* (VIF) of $4.620 < 10$. This indicated that there is no multicollinearity problem in the regression model.

Heteroscedasticity test

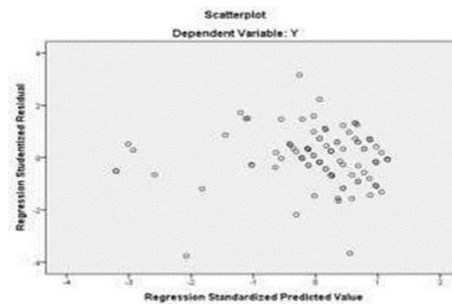


Figure 2. Heteroscedasticity test
Source: SPSS 25 output

From Figure 2, it can be concluded that there is no heteroscedasticity in this study, because the points are scattered randomly both above and below the number 0 on the Y axis.

Results of multiple linear regression analysis

Table 9. Multiple linear regression test results

Model	Unstandardized B	Coefficients Std. Error	t count	Sig. One Side		Adjusted R Square
Constant	0.199	0.146	1,367			0.874
Convenience	0.430	0.074	5,778	0,000	Sig.	
Trust Cons.	0.535	0.076	7,056	0,000	Sig.	

Source: SPSS 25 Output

Based on the regression analysis results in table 9, it can be interpreted into a multiple linear regression equation, namely : $Y = 0.199 + 0.430X_1 + 0.535X_2$

- The constant value of 0.199 and positive, indicates that when the variables of convenience and consumer trust variables are zero, the purchase decision is 0.199.
- The coefficient of the convenience variable of 0.430 indicated that if the convenience variables increases by one unit, the purchase decision will increase by 0.430 .
- The coefficient of the consumer trust variable is positive 0.535, meaning that if the consumer trust increases by one unit, the purchase decision will increase by 0.535.
- The adjusted R Square value indicates that the purchase decision variable can be explained by the convenience and consumer trust by 87.4%.

DISCUSSION

The Influence of convenience on purchasing decisions

Based on the analysis result, it was found that the convenience variable had a significant and positive effect on purchasing decisions. This means that if consumers find it easy to shop online through the Shopee app, their purchasing decisions will increase, and vice versa. This is also supported by the descriptive analysis of respondents in table 4, which shows that the overall response score was 3.99, which is considered high. The highest response to the convenience variable was found in the statement item, namely that the stage of purchasing products on Shopee are relatively easy to understand, which received a high response with a score of 4.12. This can be interpreted to mean that before making an online purchase, consumers tend to want the process or steps to purchasing product to be easy for users to understand. This statement is consistent with Jogiyanto's (2007) opinion, that ease of use is defined as the extent to which someone believes that a technology is easy to use, meaning that the more consumers feel that the technology is easy to use in purchasing process, the more it influences their purchasing decision. This is in line with the research results that the dominant respondents were consumer aged between 18 –24 year old, who belong to generation Z, which is characterised by a love of technology, flexibility, greater intelligence, and global connectivity and networking in the virtual world.

The results of this study are consistent with research conducted by Febriyanti & Rustam, (2023), Agustiningrum and Andjarwati (2021). and Scientific & Krishernawan, (2020) which found that convenience has positive and significant influence on purchasing decision. This means that the easier it is for consumers to use an application, the more it will increase their purchasing decisions.

The Influence of consumer trust on purchasing decision

The regression analysis result in table 9 show that the consumer trust variable has a significant and positive effect on purchasing decision. This can be explained by the fact that when consumers have high trust, it will increase their purchasing decisions. This is supported by results of the study in table 5, which shows that the overall response of respondents was high with a score 4.01. Meanwhile, the highest response score was found in the statement that the Shopee application is able to meet many types of needs online with a score 4.05 which is considered high. This means that consumers are interested in making purchasing decision on Shopee because it can meet various consumer needs online. This can be explained by fact that Shopee offers many variants.

This statement is consistent with Priansa's (2017) opinion, which states that consumer trust is the belief held by consumers, both individually and in groups, in promises, words, or statements, both verbal and written, which are believed to be truly fulfilled. Trust is also defined as the desire to find satisfaction in an exchange relationship, where consumers expect to get what is expected from a transaction. The results of this study are consistent with research conducted by Febriyanti & Rustam, (2023), Agustiningrum and Andjarwati (2021). and Scientific & Krishernawan, (2020). which states that consumer trust has a positive and significant influence on purchasing decisions.

CONCLUSION & RECOMMENDATIONS

Conclusion

Based on the data analysis results, the following conclusion can be drawn:

- a. The convenience variable has a significant positive influence on the purchase decision variable. This means that easier someone to use technology in purchasing process, the greater its influence on purchase decision.
- b. The consumer trust variable has a significant positive influence on the purchase decision variable. This indicates that if customers have more trust in the Shopee application , purchase decisions will also increase and vice versa.

Recommendation

Based on the research conducted, the recommendation that can be given is to involve respondents evenly because the proportion of respondents is not yet represented to reach all regions, as well as to conducts surveys in different location using an online platform.

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