

The Effect of Service Quality and Trust on Online Purchasing Decisions at Shopee



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ABSTRACT: This study aims to determine: 1) Service quality affects trust, 2) Trust affects purchasing decisions, 3) Service quality affects purchasing decisions, and 4) There is an indirect influence between service quality and purchase decisions through trust in Shopee online shopping application users. The researcher used a quantitative approach with his analysis tool PLS in this study. This study used data collection techniques through questionnaires. The population of this study is employees of Lombok Astoria Hotel with a total of 110 employees. The study sample was 86 employees using the random sample method. The results of this study show that: 1) Service quality has a positive and significant effect on trust, 2) Trust has a positive and significant effect on purchasing decisions, 3) Service quality has a positive and significant effect on purchasing decisions, 4) Positive and significant influences on service quality on purchasing decisions through trust. These results show that the quality of service and trust can influence consumers in making purchasing decisions.

KEYWORDS: Quality of Service, Trust, Purchasing Decision

INTRODUCTION

Along with the development of increasingly modern times, it is very possible for technology to continuously develop very quickly and easily to be reached by all circles. Likewise, followed by a fast and wide internet coverage, the increasingly widespread use of the internet makes individuals and companies prefer to use internet network media to do business online. In Indonesia, the number of people connected to the internet from 2021-2022 is 210,026,769 people from a total population of 272,682,600 Indonesians in 2021 (APJI, 2022). This makes the Indonesian population grow along with technological advances. Thus, every company can keep up with current developments to provide services that are inseparable from technology to help society complete its needs (Yogasuria et al., 2020). Many companies and individuals use the internet in business activities, known as the e-commerce marketplace. In Indonesia itself, there have been many popular marketplaces that have emerged, namely: Tokopedia, Shopee, Bukalapak, Lazada, Zalora, Blibli, etc. The e-commerce marketplace application is used by the public as a new online-based shopping platform so that buyers do not need to come to the store, they only need to "click" on the e-commerce application (Kangean et al., 2020). Of the several e-commerce marketplaces that are the focus of current research, namely the Shopee marketplace that is the most downloaded on smartphones. As for the fact, that the increase in the e-commerce industry in Indonesia is influenced by online shopping styles, especially by the millennial generation (Mbeté & Tanamal, 2020). The ease of transactions in the development of internet technology has been considered capable of changing people's mindsets and behaviors, one of which is decision-making behavior (Antika & Andjarwati, 2016). There are many conveniences in online shopping offered by the marketplace but there are several factors that influence in online purchase decisions in consumers such as quality of service and trust. A purchase decision is a decision process that can include and determine what to buy or not, and the decision is obtained from previous activities (Yusran, 2020). Some findings from previous studies that are not in line in influencing purchasing decisions; service quality is a long-term assessment given by consumers on services rendered based on cognitive evaluation. (Vierdwiyani & Afriapollo, 2020) service quality has a significant positive effect on purchasing decisions, on the contrary (Mbeté & Tanamal, 2020) service quality does not have a significant effect on online purchase decisions on shopee marketplace. Trust is considered as an impetus in various transactions between sellers and buyers so that consumer satisfaction can occur as desired (Yunita et al., 2019). (Anugrah et al., 2016) Trust has a positive and significant effect on purchasing decision variables. (Fadhillah et al., 2021) trust has a positive and significant effect on customer participation, on the contrary (Ayuningtiyas & Gunawan, 2018) that such trust does not significantly influence purchasing decisions. The objectives of the study: 1) Service quality affects trust, 2) Trust affects purchasing decisions, 3) Service quality affects purchasing decisions, and 4) There is an indirect influence between service quality and purchase decisions through trust in Shopee online shopping application users.

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THEORETICAL BASIS

1. Purchasing Decision

Buying decision making is a consumer's decision about what to buy, how much to buy, where it will be done, when it will be made and how the purchase will be made (Bakhtiar, 2021). According to Mardhotillah & Saino a purchasing decision is an activity or action that evaluates two or more behaviors and chooses one as a choice as a form of behavior (Lahindah et al., 2018). Kotler (2012) stated that service quality is a dynamic condition related to products, services, people, processes, and the environment that meets or exceeds expectations (Iskandar & Nasution, 2019). According to the most common understanding, a decision is a selection against two or more alternative options. In other words, alternative options must be available to a person when making decisions (Hidayati, 2018).

2. Quality of Service

Service quality is an activity carried out by the company in providing everything that consumers expect to the company in fulfilling consumer desires (Asmarani, 2021). The quality of service is a must that companies must do in order to survive and still gain customer trust. The company's success in providing quality services can be determined by the service quality approach (Wahyuni & Pramitasari, 2022). Measuring the quality of e-service is carried out by measuring how the service is perceived by customers and comparing it with the service expected by customers based on certain dimensions of a quality service (Wirani & Wibasuri, 2020). Menurut According to Zeithaml, Parasuraman & Berry (Yusran, 2020) there are five dimensions to determine the quality of service that is felt significantly by consumers, namely Tangible (tangible), Reliability (reliability), Responsiveness (responsiveness), assurance (assurance), Empathy (Empathy).

3. Trust

Trust according to Turban (2010: 199) is a psychological condition of a person or organization that believes that the transaction partner (company) will keep his promise (Lestari & Iriani, 2018). According to Rousseau et al trust is a psychological region that is a concern to accept as it is based on expectations towards good behavior from others (Ayuningtiyas & Gunawan, 2018). Trust is defined as the belief that the provider of a product or service can be relied upon to behave in such a way that the longterm interests of the consumer will be served (Juliana, et al., 2020). Trust is the main thing that is of concern to the public because there is no interaction between sellers and buyers that causes someone to hesitate in doing online shopping (Resmanasari et al., 2020). Such trust gives a good impression of the image and brand of a product, while the attitude is more towards how consistency should be shown by consumers in behaving towards the same object.

4. Relationship of Service Quality and Trust with Purchasing Decisions

Based on previous research, the relationship between service quality and trust can influence purchasing decisions, (Andra et al., 2021) stated that service quality has a positive and significant effect on trust for customers who shop online at the Shopee application during the Covid-19 pandemic in Indonesia, (Nurhadi & Azis, 2018) stated that service quality has a positive and significant effect on consumer confidence; (Prasetyo, 2018) states that trust has a positive effect on purchasing decisions, (Asmarani, 2021) states that trust has a significant and positive effect on purchasing decisions at Shopee; (Vierdwiyani & Afriapallo, 2020) stated that showing that service quality has a significant positive effect on purchasing decisions, (Yusran, 2020) shows that service quality has a positive effect and significantly influences purchasing decisions on Tokopedia; (Nita et al., 2021) shows that service quality has a positive & significant effect on purchasing decisions by potential buyers or customers, (Iskandar & Nasution, 2019) trust has a positive and significant influence on purchasing decisions in students of the Faculty of Economics and Business. Based on previous research, we developed four hypotheses. The hypotheses are:

H1: The quality of service has a positive and significant effect on trust.

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

H3: Service Quality has a positive and significant effect on purchasing decisions.

H4: Service Quality has a positive and significant effect on purchasing decisions through trust.

RESEARCH METHODS

This research uses a quantitative approach with the analysis tool Partial Least Square (PLS). The object of this study was Shopee application users, namely employees of Lombok Astoria Hotel in Mataram City, with a total population of 110 employees and a sample taken by 86 employees using the Slovin formula. The sample used is a random sample. Researchers collect data using questionnaires through google forms. The likert scale is used as a measurement method. Quality of service indicators (Nursani et al., 2019): tangibles, reliability, responsiveness, assurance, empathy. Trust indicators (Mbeté & Tanamal, 2020): good service, maximum satisfaction, honesty of providing information, compensation for losses. Indicator purchasing decisions (Nursani et al., 2019): Confidence in buying products, choosing online shopping because of discount promos, always buying products on ecommerce marketplaces, making repurchases.

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RESEACH RESULT AND DISCUSSION

Respondents

Respondents in this study were some Lombok Astoria Hotel employees who made online purchases at Shopee. The total number of employees was 110 employees with random sampling to 86 employees obtained using the Slovin formula and questionnaires were distributed randomly. The number of questionnaires distributed was 86 questionnaires (100%), the number of returning questionnaires was 79 questionnaires (91.9%), and the non-existing questionnaires were 7 questionnaires (8.1%). Of the 86 employees of Lombok Astoria Hotel, it is known that 79 (91.9%) respondents have the Shopee application, and (8.1%) respondents who do not have the Shopee application. Of the 79 employees of Lombok Astoria Hotel, it is known that 78.5% of respondents are male employees, and as many as 21.5% of respondents are female employees. Of the 79 employees of Lombok Astoria Hotel, it is known that 27.8% of respondents are aged 20-25 years. Furthermore, as many as 45.6% of respondents aged 26-30 years. As many as 21.5% of respondents aged 31-40 years, and as many as 5.1% of respondents aged 41-55 years.

Instrument Validity

Testing the validity of the instrument is carried out by correlating each item's score with a total score using the Pearson Correlation (Product Moment) technique. Based on the results of testing the validity of the research instrument, it is known that all question items on the variables of service quality, trust, and purchase decision have a value of the item correlation coefficient with a total score (r_{IT}) > the table correlation value (0.361, $n=30$). Thus all question items on those variables are declared valid or capable of measuring those variables.

Instrument Reliability

The reliability of the instrument is intended to determine the reliability and consistency of the research instrument as a tool for measuring the variables it measures. Reliability testing using Cronbach's Alpha technique. The test criteria state that the coefficient of Cronbach's Alpha ≥ 0.6 means that the questionnaire is declared reliable or consistent in measuring the variables it measures. According to Ghozali (2013: 41) in SPSS, the facility is given to measure reliability with the Cronbach Alpha statistical test (α), a construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.60 (Hidayati, 2018). Based on the summary of the results of testing the reliability of the research instrument, it is known that all values of Cronbach's Alpha > 0.6 . Thus the question items on the questionnaire are declared reliable or consistent in measuring the variable variables of service quality, trust, and purchasing decisions.

Measurement Model (Outer Model)

Evaluation of the measurement model or what is called the outer model is a stage to confirm the measurement of latent variables, namely testing the validity and reliability of measuring a latent variable. Convergent Validity is intended to find out whether an indicator is valid in measuring variables. The convergent validity of each indicator in measuring variables is indicated by the magnitude of the loading factor. An indicator is declared valid if the loading factor is positive and greater than 0.6. It can be seen that indicators that measure variables of service quality, trust, and purchasing decisions result in a loading factor value greater than 0.6. Thus all indicators measuring the variables of service quality, trust, and purchase decision are declared valid.

Table I. Convergent Validity Results

Variable	Indicators	Loading Factor	T Statistics	P Values
Quality of Service	X1	0.782	12.581	0.000
	X2	0.740	9.265	0.000
	X3	0.746	9.438	0.000
	X4	0.671	6.675	0.000
	X5	0.726	11.731	0.000
Belief	Z1	0.819	17.190	0.000
	Z2	0.767	8.951	0.000
	Z3	0.746	9.325	0.000
	Z4	0.714	10.982	0.000
Purchasing Decision	Y1	0.843	27.053	0.000
	Y2	0.752	11.894	0.000
	Y3	0.814	19.678	0.000
	Y4	0.813	11.395	0.000

Source: Primary data processed (2022)

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Calculations that can be used to test the reliability of constructs are Composite Reliability and Cronbach's Alpha. The test criteria state that if the Composite Reliability is greater than 0.7 then the construct is declared reliable. On the other hand, if Cronbach's Alpha is worth more than 0.6 then the construct is declared reliable.

Table II. Reliability Testing

Variable	Composite Reliability	Cronbach's Alpha
Quality of Service	0.853	0.785
Belief	0.847	0.758
Purchasing Decision	0.881	0.820

Source: Primary data processed (2022)

It is known that the value of Composite Reliability in the variables of service quality, trust, and purchase decision is greater than 0.7. Thus, based on the calculation of Composite Reliability, all indicators that measure the variables of service quality, trust, and purchasing decisions are declared reliable.

Cronbach's Alpha on variables of service quality, trust, and purchasing decisions greater than 0.6. Thus, based on Cronbach's Alpha calculations all indicators that measure the variables of service quality, trust, and purchasing decisions are declared reliable.

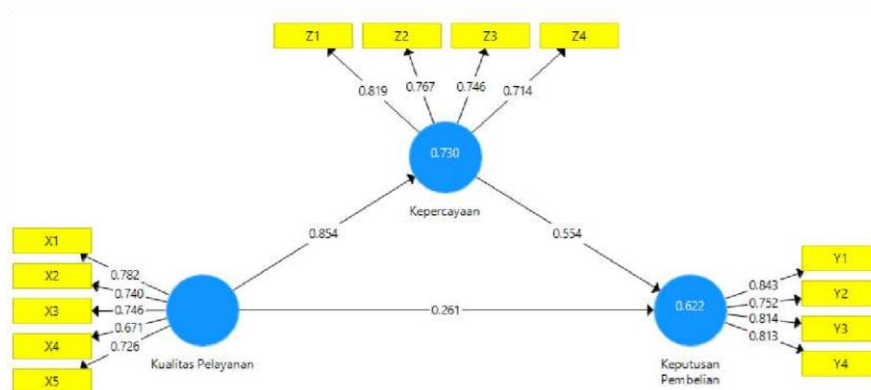


Figure I. Measurement Model Path Diagram

Source: Primary data processed (2022)

Structural Model (Inner Model)

Inner model or structural model is to predict the relationship of causality between latent variables. The structural model is evaluated by looking at the percentage of variants described by the R² value for the dependent variable by using the Q-square test size and also looking at the magnitude of its structural path coefficient.

Goodness of fit Models are used to determine the magnitude of a variable's ability to exogenously explain the diversity of endogenous variables, or in other words to find out the magnitude of the contribution of exogenous variables to endogenous variables. Goodness of fit Model in PLS analysis was carried out using coefficients of determination (R-Square) and Q-Square predictive relevance (Q²). The R-square of the confidence variable is worth 0.730 or 73.0%. This can show that the trust variable can be explained by the service quality variable of 73.0%, the R-square purchase decision variable is worth 0.622 or 62.2%. This can show that the variable of purchasing decisions can be explained by the variables of service quality and trust of 62.2%, Q-Square predictive relevance (Q²) is worth 0.898 (89.8%). This can show that the diversity of purchasing decision variables is capable of being explained by the model as a whole by 89.8%.

Hypothesis Testing of Direct Influence

Direct influence hypothesis testing is used to test whether or not there is a direct influence of exogenous variables on endogenous variables. The test criteria state that if the path coefficient is positive (greater than 0) and the p-value of one tailed \leq the level of significance (alpha = 5%) then it is stated that there is a positive and significant influence of the exogenous variable on the endogenous variable.

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Table III. Results of Hypothesis Testing of Direct Influence

Exogenous	Endogenous	Path Coefficient	T Statistics	P Values (One Tailed)
Quality of Service	Belief	0.854	26.512	0.000
Quality of Service	Purchasing Decision	0.261	2.303	0.011
Belief	Purchasing Decision	0.554	4.229	0.000

Source: Primary data processed (2022)

Equation I: The Effect of Service Quality on Trust

resulting in a path coefficient of 0.854 with a p-value of one tailed of 0.000. The test results showed that the path coefficient was positive and the p-value of one tailed < the level of significance (alpha = 5%). This means that there is a positive and significant influence on the quality of service on trust. Thus, the higher the quality of service tends to increase trust. The results of this study are in accordance with (Priscillia et al., 2021) which states that the quality of service positively affects customer confidence. Customers who believe in vendors will rely on themselves because of the guarantee of good service quality. (Andra et al., 021)

Equation II: The Effect of Service Quality on Purchasing Decisions

resulting in a path coefficient of 0.261 with a p-value of one tailed of 0.011. The test results showed that the path coefficient was positive and the p-value of one tailed < the level of significance (alpha = 5%). This means that there is a positive and significant influence of service quality on purchasing decisions. Thus, the higher the quality of service tends to improve purchasing decisions. The results of this study in accordance with (Lahindah et al., 2018) show that service quality has a positive and significant effect on purchasing decisions. The results of this study are appropriate (Andryusalfikri et al., 2019) showing that the quality of services has a positive and significant effect on purchasing decisions. Equation II: The Effect of Trust on purchasing decisions

resulting in a path coefficient of 0.554 with a p-value of one tailed of 0.000. The test results showed that the path coefficient was positive and the p-value of one tailed < the level of significance (alpha = 5%). This means that there is a positive and significant influence of trust in purchasing decisions. Thus, the higher the trust is likely to improve purchasing decisions. The results of this study are in accordance with (Iqbal & Usman, 2021) that ada positive and significant influence between consumer confidence in purchasing decisions of 1.32%.

Hypothesis Testing of Indirect Influences

Indirect influence testing using the Sobel Test technique. The test criteria state that if the indirect coefficient is positive (greater than 0) and the p-value ≤ the level of significance (alpha = 5%) then it is stated that there is a positive and significant influence of the exogenous variable on the endogenous variable through the mediation variable.

Table IV. Hypothesis Testing Results of Indirect Influence

Exogenous	Mediation	Endogenous	Indirect Coefficient	T Statistics	P Values (One Tailed)
Quality of Service	Belief	Purchasing Decision	0.473	4.033	0.000

Source: Primary data processed (2022)

It is known that the effect of service quality on purchasing decisions through trust resulted in an indirect coefficient of 0.473 with a p-value of one tailed of 0.000. The test results showed that the indirect coefficient was positive and the p-value of one tailed < the level of significance (alpha = 5%). This means that there is a positive and significant influence of service quality on purchasing decisions through trust. The results of this study are appropriate (Andra et al., 2021) stated that service quality has a positive and significant effect on trust for customers who shop online at the Shopee application during the Covid-19 pandemic in Indonesia, (Azis, Asdar, 2021) states that trust has a positive and significant effect on the purchasing decisions of shopee online mall users in makassar city, (Vierdwiyani & Afriapollo, 2020) states that shows that the quality of service has a significant positive effect on purchasing decisions.

Mediation Hypothesis Testing

Mediation hypothesis testing is intended to test the role of a variable in mediating against the influence of exogenous variables on endogenous variables. that the effect of service quality on trust is expressed significantly. Furthermore, the influence of trust in purchasing decisions is expressed significant, and the influence of service quality on purchasing decisions is also expressed significant. This shows that trust is expressed as Partial Mediation on the effect of service quality on purchasing decisions.

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Table V. Mediation Test Results

Exogenous	Endogenous	Path Coefficient	P Values (One Tailed)	Information
Quality of Service	Belief	0.854	0.000	Significant
Quality of Service	Purchasing Decision	0.261	0.011	Significant
Belief	Purchasing Decision	0.554	0.000	Significant

Source: Primary data processed (2022)

CONCLUSION AND RECOMMENDATIONS

CONCLUSION

There is a positive and significant effect on the trust of Lombok Astoria Hotel employees in the Shopee online shopping application. There is a positive and significant influence of trust on the purchasing decisions of Lombok Astoria Hotel employees in the Shopee online shopping application. There is a positive and significant influence of service quality on the purchasing decisions of Lombok Astoria Hotel employees in the Shopee online shopping application. There is a positive and significant influence of service quality on purchasing decisions through the trust of Lombok Astoria Hotel employees in the Shopee online shopping application.

RECOMMENDATIONS

1) For Shopee Marketplace

In this study, the quality of shopee marketplace services is further improved, if Shopee and the sellers at Shopee can provide quality and service to consumers well, then the mutual relationship between consumers and sellers will increase and a positive attitude will be formed from both parties. This has a good impact because it will require consumers to make purchase decisions. In this study, trust is needed to convince consumers, so Shopee as a marketplace must sort out which ones have good ratings from consumers in order to pay more attention and maintain trust in the quality of services provided to buyers which involves the suitability of the goods purchased with actual information.

2) For Researchers

Can develop this research by using other methods in examining the influence of service quality and trust on online purchases, for example through in-depth interviews with respondents, so that the information obtained can be more varied than questionnaires that are only distributed through links. Research should expand the reach of the research area not just 1 (one) place so as to provide diverse responses. Can develop this research by conducting research on other factors that can influence purchasing decisions. The magnitude of the quality of service and trust in online purchasing decisions was 62.2% and 37.8% was the contribution of other factors that were not discussed in this study. Researchers can then analyze other factors that contribute to online purchasing decisions at Shopee.

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