

The Role of Trust, Ease of Use and Security on Shopping Interests at Lazada

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Abstract

Online shopping behavior has been widely observed by various studies. This led to continuous theory development. Online sellers have developed forms and are increasingly attracting online shopping enthusiasts. Various factors can cause the emergence of interest in shopping online. This study intends to observe the variables of trust, ease of use and security on shopping interest in the well-known marketplace, namely Lazada. This study took a sample of 100 people as Lazada users. With the regression technique it is known that trust is a variable that plays a significant role in shopping interest at Lazada. The same goes for ease of use and security.

Keywords— trust, ease of use, security, shopping interest, marketplace

INTRODUCTION

Along with the development of an increasingly modern era, encouraging science and technology to progress so rapidly. This has an impact on benefits and convenience in everyday life. Technology has even changed traditional ways of trading so far (Jamaluddin et al., 2013; Mardikaningsih et al., 2015). The Internet is a product of technology. The internet as a global communication network has various facilities that can be used for various purposes for both business and non-business interests (Gunawan et al., 2012; Wahab et al., 2017). The influence of the internet has led to new forms of trading (Kiley, 2015; Padma, 2018). Many companies use the Internet to sell directly without intervention.

The emergence of forms of electronic commerce has caused major changes to the operational mechanisms of business firms (Ahmad et al., 2014). The business focus has become wider with global reach due to the internet (Khasanah et al., 2010; Darmawan, 2017; Fatimah et al., 2018). Elements of business activities have undergone transformations such as electronic sales and the emergence of online shops (Infante & Mardikaningsih, 2022). Organizational performance is measured by a wider variety of elements (Wahyudi et al., 2006).

Online stores allow businesses to sell without intervention or communicate directly with potential consumers. The advantages of online stores are shopping without having to leave the house or compare the product attributes of each store. Given consumer behavior requires special attention in relation to the use of information technology (Darmawan, 2008). Customer satisfaction of customers is one of the most important issues for salespeople. Factors that influence this when shopping such as the availability of information about products, transaction security, convenience, and convenience of shopping.

For some people, online shopping is not very attractive for various reasons, including scams, frustration, long delivery times, and complicated ordering systems. Various online stores try to provide easy access for consumers, guarantee consumer trust and satisfaction, and promote shopping activities through their websites. One marketplace that exists today is Lazada. The marketplace is interesting to observe because it is a new form of offering on an online basis (Ali et al., 2022).

Lazada.co.id is an online store that is widely used by consumers in Indonesia. Lazada offers a complete product concept and the convenience of online shopping for delivery. Lazada was

launched in March 2012 and has grown rapidly to date. Lazada Indonesia is a part of the Lazada Group's online retail network which operates in six countries in Southeast Asia.

The main obstacle to trading online is accepting trust with buyers. Online shopping is unique in terms of uncertainty, anonymity, lack of control, and potential to take advantage of opportunities compared to traditional shopping (Sonja & Ewald, 2003). Consumers who shop online face problems in meeting expectations but are unsure of control when they buy online because they cannot meet directly with the products they buy or the sellers who offer them. There is a relationship based on trust between the consumer and the producer before online transactions occur. According to Kim (2004) and Retnowati et al. (2021), consumer trust has an effect on motivation to make purchases. Verhageen and Willemijn (2007) and Konradt (2003) stated that consumer trust has a positive effect on consumer willingness to buy, but the effect on consumers is not large and not significant.

Trust is the most important factor in building a successful business (Djati, 2005; Sinambela et al., 2022; Halizah et al., 2022). With a high level of trust from consumers, the opportunity for someone to decide to buy a product will be achieved (Oetomo, 2003; Masitoh et al., 2017; Nurmalasari, 2018). Consumer trust is something that must be considered by e-commerce actors. According to Koufaris and Hampton-Sosa (2004), trust in online buying and selling sites is important in the success or failure of e-commerce activities. Head & Hassanein (2002) argue, in the world of e-commerce a trust is more difficult to build and achieve success compared to traditional commerce.

The convenience factor is also a factor that can influence someone's repurchase intention. Ease of use refers to the degree to which a person believes that using a technology will be effortless. Every step in making transactions online can provide convenience in operating the website so that prospective buyers do not experience difficulties. The ease of use of applications provided by Lazada is very diverse, ranging from easy navigation to easy information collection. When consumers want to move from one page to another, Lazada provides clear instructions that can make it easier for consumers if consumers want to search for or order goods at Lazada. In addition, there is the ease of gathering information, this convenience in the form of detailed product features, ratings and recommendations that will make it easier for consumers when consumers want to find out complete information about the product to be purchased. Ease of use of the application has a significant effect on repurchase intention. Perceived ease of use according to Davis (1989) is defined as the level at which a person believes that the use of a technology will be free of effort.

Darmawan & Putra (2022) also stated that consumers who make purchases online take into account security in payments, consumer privacy, and misuse of personal information. According to Suh and Han (2003), security is defined as the guarantee and ability of the goods provider to maintain the transaction process related to the successful transaction of the buyer's data. E-commerce offers more risks than traditional conventional forms because parties are not face to face when transacting (Ghosh & Swaminatha, 2001). Online crime cannot be eliminated, but Lazada guarantees security for every transaction. Good security will reassure consumers who transact calmly and don't have to worry about fraud when transacting. The security guarantees provided should have a positive impact on online purchasing decisions at Lazada. This means that users make purchases if there is a sense of confidence in adequate security from Lazada. In addition, the secure storage and transmission of consumer information is considered an important step in maintaining this privacy, and this issue may play an important role in the development of online retailing (Miyazaki & Fernandez, 2001).

Based on this explanation, it is interesting to study consumer interest in shopping at Lazada based on three determinants, namely trust, ease of use and security according to consumer perceptions. This study is to observe the contribution of consumer perceptions about trust, ease of use and security at Lazada to online shopping intentions.

RESEARCH METHODS

This survey involved independent variables consisting of trust (X.1), ease of use (X.2) and security (X.3) as independent variables. Online shopping interest (Y) is the dependent variable.

The survey subjects were determined from Lazada visitors in Surabaya who accessed Lazada within the past one month. Determination of a sample of 100 people taken by non-probability sampling, namely convenience sampling or easy sampling.

Trust indicators consist of ability, benevolence, integrity. Ease of use indicators consist of ease of recognition, ease of navigation, ease of collecting information, ease of purchasing.

Security indicators are guarantees of data security and confidentiality. Intention to spend is measured by four indicators, namely referential interest, transactional interest, preferential interest, and explorative interest. All answers to questions from respondents were measured with a Likert scale to obtain facts about individual attitudes towards phenomena that occur in the object of research. Researchers used the SPSS program by using regression analysis to determine the role of the independent variables on the dependent variable.

RESULTS AND DISCUSSIONS

The SPSS software validation results show that the correlation item values exceed the 0,3 limit and can be validated for each question indicator. Thus, all questions about survey variables answered jointly by the respondents can be declared valid.

For reliability testing, the alpha value of the trust variable is 0,845. Ease of use variable is 0.792. The safety variable is 0,726. Shopping interest variable is 0,708. The questionnaire contains reliable measuring instruments.

The SPSS output for the multicollinearity test obtained tolerance/VIF for the trust variable; ease of use and safety tolerances. This means that there are no signs of multicollinearity and no relationship between the independent variables. Using the Watson test to determine whether there is an autocorrelation problem. The DW value is 1,250. This means there is no autocorrelation problem. The results of the classical assumption test for normality using SPSS are as shown in Figure 1.

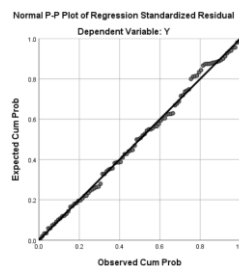


Figure 1
Normality test

The data is normally distributed on the basis of Figure 1, where the data is distributed around the diagonal and follows the diagonal direction.

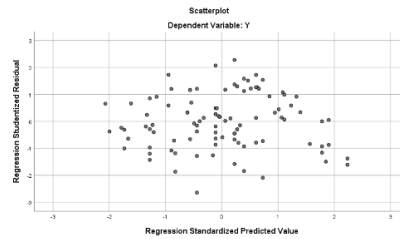


Figure 2
Heteroscedasticity Test

Figure 2 shows the results of the non-uniform data variance test using SPSS. From this we can conclude that the model does not have a non-uniform variance problem. The t test is to find out how far the role of trust (X.1), ease of use (X.2) and security (X.3) variables play in online shopping interest variables (Y). From the SPSS data processing, the results are obtained in table 1.

Table 1
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	15.481	3.228		4.796	.000		
	X.1	2.154	.396	.329	5.438	.000	.897	1.115
	X.2	2.929	.527	.390	5.556	.000	.666	1.501
	X.3	2.474	.467	.364	5.294	.000	.696	1.437

Source: SPSS output

Table 1 shows a constant value of 15.481, a trust value (X.1) of 2,154, ease of use (X.2) 2.020 and a security value (X.3) of 2,474. The regression model is $Y = 15,481 + 2,154X.1 + 2.929X.2 + 2,474X.3$. From this model the variables of trust (X.1), ease of use (X.2) and security variables (X.3) are positive. The higher the trust, ease of use and security, the greater the interest in shopping. Low trust and security causes low interest in spending.

Table 2
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4120.963	3	1373.654	69.481	.000 ^b
	Residual	1897.947	96	19.770		
	Total	6018.910	99			

Source: SPSS output

The F test is to determine the reality of the influence of trust variables (X.1), ease of use (X.2) and security variables (X.3) on shopping interest (Y). The calculated F-count is 69,481 and the probability of significance is $0,000 < 0,05$. Trust variable (X.1), ease of use (X.2) and security variable (X.3) play a positive and important role at the same time in shopping intention variable.

Tabel 3
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.827 ^a	.685	.675	4.446	1.250

Source: SPSS output

Table 1 explains the correlation of trust (X.1), ease of use (X.2) and security variable (X.3) to shopping interest is 0,827 (82,7%) which means the relationship between the variables is very strong. The trust variable (X.1), ease of use (X.2) and security variable (X.3) play a positive

role on shopping interest on the Lazada site by contributing an Adjusted R^2 of 0,675 (67.5%) which means the influence trust (X.1), ease of use (X.2) and security variable (X.3) of 67,5%. In addition there is a 32.5% contribution from other variables.

The results of this survey show that trust, ease of use and security are factors that influence online shopping intentions. The results of this study indicate that reliability, ease of use and safety-related factors need to be carefully considered. According to Darmawan and Putra (2022), ease of use also plays a role in determining consumer behavior. Increasing trust, ease of use and security of e-commerce transactions in the business sector has an impact on interest in online shopping so that there is an increase in e-commerce users and it must be developed optimally and needs to be adjusted to consumer preferences. Trust continues to be the most important factor that inspires online purchases, because it has been recognized as having a positive impact on online shopping intentions (Retnowati & Mardikaningsih, 2021). Trust is at the heart of both offline and online commerce (Gefen, 2000; Pavlou, 2001). These are the main elements that contribute to the formation of interest in online shopping.

According to Halizah et al. (2022), ease of use causes users to judge that the system can be trusted in transactions. Moreover, impulse buying is very easy to happen with an attractive appearance (Anjanarko & Mardikaningsih, 2022). With various conveniences and updating of applications that support consumers to be able to use the Lazada application more easily, it will attract consumers who have made previous purchases to be able to make purchases again because today's consumers are very concerned about aspects of the ease of use of applications in the process of purchasing goods or services. This interest will be stronger if it is supported by product offers at attractive prices (Darmawan & Arifin, 2021).

According to Darmawan and Putra (2022), online system security from retailers determines consumer behavior. Security factors are important for consumers to build trust by eliminating consumer concerns about data transactions that personal data can easily be damaged or misused (Chellappa & Pavlou, 2002). If there is a level of security assurance, they give up information about them and then make purchases quietly (Ghosh & Swaminatha, 2001). Security as an online store feature that maintains security. transaction data.

Interest in online shopping is related to a person's intention to behave and behave towards certain products through online media for a certain period of time (Darmawan, 2004).

Effective market offers at least get a response from the bidders, although they do not always end in actual purchases (Iskandar, 2003; Issalillah et al., 2021; Putra, 2020). The emergence of buying interest means that there is an attraction that has succeeded in obtaining a response from the target market (Khayru et al., 2021; Darmawan & Grenier, 2021; Djaelani & Mardikaningsih, 2021). Consumers who have made transactions at retailers, in this case marketplaces, are trying to achieve satisfaction in order to make repeat visits (Darmawan & Djati, 2005; Djaelani, 2021; Retnowati et al., 2021; Sutrisno, 2022). Satisfaction has been shown to lead to repeat visits (Fared et al., 2021). Furthermore, the company's reputation is formed from successful product imagery (Darmawan, 2019; Retnowati et al., 2021; Issalillah et al., 2022). Image can be used as an indication of sales success (Ferrinadewi, 2004). A good image will also encourage purchases (Darmawan et al., 2019; Irfan & Putra, 2020; Djaelani & Darmawan, 2021; Irfan & Hariani, 2022). Other studies also state the same thing (Jahroni et al., 2021; Kemarauwana et al., 2022). Sellers should indeed make efforts on how the company's image is well formed according to the perception of the target market (Sinambela et al., 2020; 2021; 2022). Therefore, the image must be strengthened by marketing communications (Setyaningsih, 2004; Darmawan & Gatheru, 2021).

The resulting purchase intention creates motivation to stay in his memory forever and ultimately renews his perception when consumers have to fulfill their needs (Darmawan & Ferrinadewi, 2003; Djati, 2004; Trirahayu et al., 2014; Mardikaningsih & Darmawan, 2014). Online shopping is part of a lifestyle (Putra et al., 2022). After involving lifestyle, sometimes

consumers do not really care about product prices (Hidayat et al., 2015). Even though there is a risk of transaction failure, they will still buy (Mardikaningsih, 2019). They may only see the power of a brand to decide to buy (Mardikaningsih & Putra, 2021). Sellers use this by taking advantage even though product financing is cheaper (Sinambela et al., 2022). Because sales service providers should provide excellent service quality so as not to be disappointed (Hariani & Sinambela, 2020; Hariani et al., 2021; Lestari & Sinambela, 2022). The variables of trust, ease of use and security help to make real purchases. Studies show that it plays a real role in generating interest in online shopping. Although purchases may not always be made in the future, measures of purchase intention are usually used to maximize the predictability of the actual purchase itself.

CONCLUSION

Based on the results of the analysis it was concluded that there is a role of trust, ease of use and security when shopping online at Lazada. Trust, ease of use and security have a partial and simultaneous effect on online shopping interest at Lazada.

Keconsumer trust affects shopping interest. Various types of communication tools and media via the website need to be increased in frequency and quantity. This media helps the communication process regarding promoting offers, providing information to customers about products, and inspiring consumers to trade with Lazada. Besides that, it also gains trust. users by establishing membership and requiring consumers at Lazada to register through an account in order to prevent fake accounts that intend to commit fraud.

With the convenience of using the system, individuals will be increasingly interested in using the Lazada system in making transactions.

Lazada proves the ease of use when compared to conventional buying and selling systems. This perception of convenience is also supported by the increasing awareness of Lazada system users about knowledge related to information technology and the internet. In addition, the availability of the system provided by Lazada is simpler and easier for consumers to use.

The security for consumers who are aware of this will affect their interest in shopping at Lazada. The presence of the internet provides convenience in various aspects of life, including trading activities which are now carried out more easily. Lazada offers easy transactions, including the payment method COD which means Cash on delivery which allows consumers to pay in cash when ordering from Lazada couriers. Lazada can further enhance security by creating a backup system that boots up when the main system is compromised due to tampering with hackers, and by gaining customer trust and backing up personal data as the main consumption basis related to e-services.

The results of the research will be a consideration for planning and determining matters related to sales and marketing strategies. This survey serves as material for formulating marketing plans and strategies aimed at acquiring consumers. In future surveys, it is better to select respondents more carefully so that the data reflects the characteristics and opinions of the respondents and the respondents do not randomly answer the questionnaire. By considering other variables, it is hoped that online marketing science will develop.

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