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The Effect of Easy Perception and Website Quality on Purchase Decisions in Marketplace Tokopedia

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Abstract

This research was conducted by conducting a review on the Tokopedia website, regarding the effect of perceived ease and quality of the website on purchasing decisions both partially and simultaneously, by distributing questionnaires online via email, the population in this study were all users of the Tokopedia site. Probability Sampling is purposive sampling, the criteria of purposive sampling in this study are willing and have time to fill out questionnaires and have transacted with the Tokopedia web. in this study disseminating to 100 respondents via email, but only 85 respondents sent back and completed the questionnaire, the data collected was further processed using SPSS software. The results showed the perception of ease and quality of the website had a significant effect on purchasing decisions both partially and simultaneously. Therefore, Tokopedia management should further enhance the ease of tools in finding and transacting, including by making the system clear and easy to understand, it does not require much effort to interact with the website, it is easy to use and operate. Tokopedia management is also expected to further improve the quality of its website, by reducing time loading, navigation, information, order processing, friendliness of customer service, accuracy of product information and security and privacy in transactions.

Keywords: Ease Perception, Website Quality, Purchase Decision.

1. Introduction

The growth of the global economy and modern technology today is very rapid. The development of the global economy and modern technology has made life impacts increasingly practical, faster and more economical. It also changes people's behavior patterns which tend to demand prestige, comfort, price certainty, satisfying service and good quality products or services. It also then caused the modern industry to develop very quickly. Each industry tries to survive and compete by highlighting the advantages and uniqueness of each (Adjie and Semual, 2014), one way to achieve success in the era of globalization is to market products through electronic commerce (e-commerce), smart companies will not fight existing internet trends, but will seek to innovate to achieve and satisfy the needs of their customers through e-commerce.

E-commerce (electronic commerce) is a business process using an electronic network that connects companies, consumers, and the community in the exchange or sale of goods or services and information through electronic transactions (Fuady, 2015). E-commerce can also be interpreted as an activity to satisfy the desires and needs of customers and companies through activities or procurement online (Reedy and Jaidev, 2016). The success of the electronic trading system in Indonesia stems from the enthusiasm of people who want a practical shopping. If in the past distance and time were obstacles to the relationship between buyers and sellers, the existence of an online buying and selling

system could make it easier for the public to purchase goods and services because they could be accessed anywhere without limited time. With the various benefits and flexibility offered, online shopping is now increasingly popular with Indonesians.

In online shopping, information search is an initial activity carried out by internet users. This information search is carried out to find out the desired product specifications, models and options, to the prices offered. However, not all information search results in shopping activities. Some just search for information online but still shop conventionally. Consumer buying interest, is one part of the components in consumer attitudes to consume a product.

It is quite influential on consumer buying interest in online shopping is ease of use. Research conducted by Ramayah and Ignatius (2010) and Sabbir (2013) shows that overall ease of use has a significant and positive effect on consumer buying interest. One of the advantages of online media is being able to provide several conveniences, one of which is to shop online. They are easier to choose, compare prices from one shop to another store, and buy products they like and need, whenever and wherever they are. One approach used to see the ease of a technology is the Technology Acceptance Model (TAM). TAM model that adapts the TRA (Theory of Reasoned Action) model. The fundamental difference between TRA and TRAM is the placement of attitudes from TRA, where TAM introduces two key variables, namely perceived usefulness and perceived ease of use which have central relevance for predicting user acceptance (Acceptance of IT)) to technology. According to Davis et al. (1989) the technology acceptance model (TAM) has two external variables, one of which is the perception of ease of use. Perceived ease of use is defined as the degree to which users believe that technology or systems can be used easily and free of problems. The results of research conducted by Liu et al. (2008) found that the satisfaction felt by consumers is when customers are easy to transact or make purchases online, so that it will increase consumers' intention to make further purchases using online media. The results of research conducted by Wahyudi (2011) found that when the usefulness of a technology perceived by consumers increases, the intention of consumers to want to use the technology will also increase significantly.

Alhasanah et al (2014) stated that supporting factors of e-commerce one of them is the website. Syahnaz and Wahyono (2016) by quoting Suryani stated that a quality website is in its design to facilitate interaction with consumers. attractive appearance design is also an important attraction that will influence purchases via the internet. In the long run, the competitiveness of most companies depends on the company's ability to innovate, which is to provide customers with new goods and services continuously. Syahnaz and Wahyono (2016) mean that website quality is a place where consumers can get information easily, both information about products or services according to needs. Website quality is a major factor in running an online business. A quality website is a website that is accessed easily, provides complete information, and has an attractive design. Quality of service as part of a service marketing strategy that has a large role for the success of the company. The existence of good service quality will create satisfaction for consumers, the quality of the website as an attribute that is beneficial to consumers by providing a variety of menu choices (Yuriansyah, 2013).

Research Ganguly, et al (2010) states that information design, visual design, navigation design has a positive effect on buying interest through trust. The quality of websites from online stores is very instrumental in building consumer confidence. According to Siagian & Cahyono (2014) states that the quality of the website influences trust. The higher the quality of the online store website, the more consumers will trust the online store.

Based on the background description, this research is interested in researching about "The Effect of Perception of Ease and Quality of Website on Purchases in Tokopedia Marketplace".

2. Literature Review

Purchase Decision

According to Setiadi (2003) consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. A process of making a purchase does not only end with a purchase transaction but is also followed by a stage of post-purchase behavior (especially in broad decision making). In this stage the consumer feels a certain level of satisfaction or dissatisfaction that will affect the next behavior. If the consumer is satisfied, he will show a great opportunity to make a repeat purchase or buy another product at the same company in the future. Every satisfied customer is likely to state good things about the product and the company concerned to others (Kotler & Keller, 2016).

Consumers in deciding to purchase a product, there are two main interests that he considers, namely (1) his decision on the availability and usefulness of a product. Consumers will decide to buy a product, if the product offered is available and beneficial for him. (2) Decisions on the relationship of products or services, consumers will decide to buy a product if the product has a relationship with what consumers want. Solomon (2004) adds that in limited decision-making consumers do not use information retrieval externally and use limited shopping time and product selection is influenced by what is displayed at the store when making a purchase. Decision making in buying is influenced by several factors. The decision-making process of buying consumers can be influenced by various factors, both individual / internal and those originating from the environment / external.

Perception of Ease

Perception can be defined as a process taken by individuals to organize and interpret their sense impressions to give meaning to their environment. Each individual has a different perception depending on the impression they get from their senses (Robbins, 2013). Factors affecting individual perception are the perceiver (perceiver), the object perceived, or the situation in which the perception is carried out. Ease means ease without difficulty or being released from difficulties or not having to try hard. Thus, the perception of convenience refers to the individual's belief that the information technology system to be used is not inconvenient or does not require a great effort when used.

Davis (1989) defines perceived ease of use as a belief in ease of use, namely the level of user confidence that the technology or system can be used easily and free from problems. The intensity of use and interaction between users with the system can also show ease of use. Ease of use (ease of use) is defined as the extent to which someone believes that using a technology will be free from effort (Jogiyanto, 2007).

According to Amijaya (2010) this perception of convenience will have an impact on behavior, that is, the higher a person's perception of the ease of using the system, the higher the level of information technology utilization. Kusuma and Susilowati (2007) revealed that the intensity of use and interaction between users and the system can also show ease of use. Perceived ease is the degree to which a person believes that technology is easy to understand (Davis, 1989). Venkatesh and Davis (2000) divide the dimensions of Ease Perception into the following:

a. The interaction of individuals with the system is clear and easy to understand (clear and understandable).
b. It doesn't take much effort to interact with the system (does not require a lot of mental effort).
c. Easy to use system.
d. Easy to operate the system in accordance with what individuals want to do (easy to get the system to do what he / she wants to do).

The context of perceived ease of use of online shop means that customers believe that online shop media transactions are easy to understand. Perceived convenience will reduce the effort (both time and energy) of the customer in learning the ins and outs to transact through an online shop. Thus, if the online shop service is perceived as easy to use by users, the service will often be used. The more commonly used system shows that the system is easy to operate and easier to use by the user.

Website Quality

Website quality is defined as "the evaluation of website users who can meet the needs of users and reflect the advantages and reliability of the website" Website quality can also be interpreted as "the level of trust for users or consumers in online transactions" (Chang & Chen, 2008). Website quality can be used as a measure in differentiating one brand from another website brand, and that difference is what makes an important factor for the success of a website for online businesses (Wen-Chin et all, 2016).

According to Siagian & Cahyono (2014) website quality includes 3 things, namely "information quality, interaction and service quality, e-commerce, as well as marketing and usability of interaction between humans and computers". Website quality is important because it reflects the clarity of a display that is needed by consumers in finding the needs of a product on the website (Chang & Chen, 2008).

In the research of Kim & Lennon, (2013) explained that the quality of the website includes 4 dimensions, namely design, customer service, fulfillment / reliability, and security and privacy.

a. Design is defined as an element for interaction between consumers and the website, such as navigation, information and order processes, online shop design can increase the desires and interests of internet users.

b. Customer service is defined as how the website can respond to consumer desires.

c. Fulfillment and reliability are interpreted as a representation of the accuracy of product information on the website with the quality of products that have been received by consumers.

d. Security and privacy are defined as how a website can provide security in the transaction process as well as the privacy of buyer / consumer information

According to a study conducted by Gregg & Walczak (2010), attributes in website quality include information quality, ease-of-use, usability, aesthetics, and emotional approach. According to Chen & Dhillon, (2003), the characteristics of a good website include "liking, functionality, usability, efficiency, reliability, portability, integrity, privacy and security". The attributes in the quality of the website have proven to significantly influence trust in online stores.

3. Methods

This research was carried out by conducting a review on the Tokopedia website, by distributing questionnaires online via email, so that the research was carried out in various locations where the respondents were. According to Sugiyono (2016) the population is a generalization area consisting of: objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. So, the population is not only people, but also objects and other natural objects. The population is also not just existing in the object / subject studied but includes all the characteristics / properties possessed by the subject or object under study. The population in this study are all Tokopedia site users.

This study uses the Non-Probability Sampling method, which is purposive sampling, according to Sugiyono (2016). Purposive Sampling is taking sample members from the population by taking into account certain criteria, namely being willing and having time to fill out questionnaires and having transacted with the Tokopedia web. According to Sugiyono (2016) the sample is part of the

number and characteristics possessed by the population; samples taken from the population must be truly representative (representative). In this study distributed to 100 respondents via email, but only 85 respondents sent back and filled out the questionnaire.

The analytical method used is descriptive analysis method and multiple regression. Descriptive analysis is a method relating to the collection and presentation of a group of data so as to provide useful information (Sugiyono, 2016). Descriptive analysis only provides information about the data held and is not at all interesting inferential or conclusions about the larger main group. The information that can be obtained in this descriptive analysis can be arranged in the form of tables, diagrams, or graphs, while the method of multiple linear regression analysis according to Sugiyono (2016) is the analysis used by researchers, if they intend to predict how the condition (ups and downs) of the dependent variable (criterion) if two or more independent variables experience a change (up and down). Multiple linear regression formula:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information:
Y: Purchase Decision
a: Constants
b1, b2.: Regression coefficient
X1: Perception of Ease
X2: Website Quality

4. Results and Discussion

Test Validity and Reliability

Validity is a measure that shows the levels of validity or validity of an instrument. A valid or valid instrument has high validity. An instrument is said to be valid if it is able to measure what is desired in the questionnaire question. Reliability testing was performed through the Cronbach alpha (α) statistical test. A variable is said to be reliable if it gets a Cronbach alpha value> 0.60 (Sugiyono, 2016).

The validity test of 30 respondents is an initial procedure so that the data obtained is feasible for further testing, the test results can be seen in the following table:

Table 1. Validity Test Results

Purchase Decision Variable			
Question Number	**r count**	**r table**	**Information**
1	0,859	0,361	Valid
2	0,544	0,361	Valid
3	0,817	0,361	Valid
4	0,489	0,361	Valid
5	0,549	0,361	Valid
6	0,814	0,361	Valid
7	0,570	0,361	Valid
8	0,846	0,361	Valid
9	0,677	0,361	Valid
10	0,818	0,361	Valid

Question Number	r count	r table	Information
11	0,736	0,361	Valid
12	0,568	0,361	Valid
13	0,638	0,361	Valid
Ease Variable Perception			
Question Number	**r count**	**r table**	**Information**
1	0,441	0,361	Valid
2	0,678	0,361	Valid
3	0,630	0,361	Valid
4	0,678	0,361	Valid
5	0,884	0,361	Valid
6	0,855	0,361	Valid
7	0,750	0,361	Valid
8	0,591	0,361	Valid
9	0,665	0,361	Valid
10	0,608	0,361	Valid
11	0,642	0,361	Valid
12	0,765	0,361	Valid
13	0,752	0,361	Valid
14	0,501	0,361	Valid
15	0,626	0,361	Valid
Website Quality Variable			
Question Number	**r count**	**r table**	**Information**
1	0,667	0,361	Valid
2	0,587	0,361	Valid
3	0,442	0,361	Valid
4	0,529	0,361	Valid
5	0,427	0,361	Valid
6	0,654	0,361	Valid
7	0,607	0,361	Valid
8	0,645	0,361	Valid
9	0,653	0,361	Valid
10	0,587	0,361	Valid
11	0,713	0,361	Valid
12	0,636	0,361	Valid
13	0,448	0,361	Valid
14	0,646	0,361	Valid

Source: Data Processed (2020)

Based on the results of data processing in the table above, all variable items in this study are valid, so all of them are included in further testing.

The reliability test of 30 respondents is an initial procedure so that the data obtained is feasible for further testing, the results of the test can be seen in the following table:

Table 2. Reliability Test Results

Reliability Statistics			
Variable	**Cronbach's Alpha**	**N of Items**	**Information**
Buying decision	,930	13	Reliable
Ease Perception	,932	15	Reliable
Website Quality	,883	14	Reliable

Source: Data Processed (2020)

Based on the results of data processing, this research questionnaire is reliable, because it has a Cronbach's Alpha value greater than 0.6.

Descriptive Statistics

Descriptive statistics presented from the results of this study aim to provide a general description of the distribution of data obtained in the field.

Table 3. Descriptive Statistics of Purchasing Decision Variables
Statistics

Buying Decision

N	Valid	85
	Missing	0
Mean		53,39
Median		55,00
Mode		57
Std. Deviation		5,514
Minimum		33
Maximum		64
Sum		4538

Based on the table above, the score of respondents 'Purchase Decision Variables obtained from respondents has an average of 53.39 with a standard deviation of 5.514, a median of 55 and a 57 mode. Purchase Decision Variables have 13 valid statements so that the average score of respondents' answers is 4.10 so that it is included in the high category.

Table 4. Descriptive Statistics of Ease Perception Variables
Statistics

Ease Perception

N	Valid	85
	Missing	0
Mean		61,31
Median		64,00
Mode		66
Std. Deviation		5,655
Minimum		46
Maximum		69
Sum		5211

Based on the table above, the score of Ease Perception Variables obtained from respondents has an average of 61.31 with a standard deviation of 5.65, a median of 64 and mode 66. Ease Perception Variable has 15 valid statements so that it has an average score of respondents' answers is 4.08 so it is included in the high category.

Table 5. Descriptive Statistics of Website Quality Variables
Statistics

Website Quality

N	Valid	85
	Missing	0
Mean		49,42
Median		50,00
Mode		49
Std. Deviation		4,468
Minimum		37
Maximum		59
Sum		4201

Based on the table above, the Website Quality variable score obtained from respondents has an average of 49.42 with a standard deviation of 4.46, a median of 50 and a mode of 49. The Website Quality Variable has 14 valid statements so that it has an average answer score of the respondent of 3.53 so that it falls into the medium category.

Classical Assumption Test

a. Normality test

Normality test can be defined as a method of determining data normality by measuring the comparison of empirical data with normally distributed data, theoretical data that has the same mean and standard deviation as empirical data is called normally distributed data. Normally distributed data is one of the parametric data requirements so that the data has empirical characteristics that represent the population. The normality test can be seen by observing the values in the following Kolgomorov Smirnov test:

Table 6. Normality Test with Kolgomorov-Smirnov
One-Sample Kolmogorov-Smirnov Test

		Buying Decision	Ease Perception	Website Quality
N		85	85	85
Normal Parameters[a,b]	Mean	53,39	61,31	49,42
	Std. Deviation	5,514	5,655	4,468
Most Extreme Differences	Absolute	,168	,218	,133
	Positive	,119	,156	,059
	Negative	-,168	-,218	-,133
Kolmogorov-Smirnov Z		1,546	2,008	1,225
Asymp. Sig. (2-tailed)		,097	,081	,110

By looking at the Kolgomorov-Smirnov test results, the data distribution is included in the normal category, because the Asymp value. Sig. (2-tailed) on all variables in the Kolgomorov-Smirnov test already above 0.05.

b. Multicollinity Test

Multicollinearity test is used to find out whether there is a deviation of the classical assumption of multicollinearity, namely the existence of a linear relationship between independent variables or to make sure that one independent variable does not have a strong or high correlation with the other independent variables in a multiple regression model. The results of the multicolonity test are as follows:

Table 7. Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Ease Perception	,551	1,816
	Website Quality	,536	1,865

a. Dependent Variable: Buying Decision

In the table above, the VIF calculation results above the tolerance value> 0.1 and the VIF value <10, so it can be concluded that there is no multicollinearity between independent variables.

c. Heterokedasticity Test

This test is to see whether in a regression model there a variance between the residuals in the series of observations to other observations is. How this test is done by looking at the scatter plot graph, data analysis as follows:
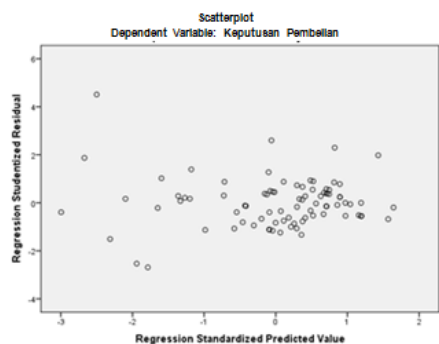

Figure 1. Heteroscedasticity Test Results

Multiple Regression Analysis

Following are the results of multiple regression tests in this study:

Table 8. Regression Coefficients
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,824	4,131		3,589	,001
	Ease Perception	,182	,086	,224	2,115	,037
	Website Quality	,406	,084	,514	4,843	,000

a. Dependent Variable: Purchase Decision

From the results of data processing, we get the multiple regression equation as follows:
$$\hat{Y} = 14{,}824 + 0{,}182X1 + 0{,}406\ X2$$

In table 8 the t test value shows that the perceived convenience variable has a Sig value of 0.037 smaller than 0.05 (Sig <0.05) so that it can be concluded that the perceived convenience variable has a significant influence on the purchase decision variable. Website quality variable has a Sig value of 0,000 smaller than 0.05 (Sig <0.05) so it can be concluded that the website quality variable has a significant influence on the purchase decision variable.

Table 9. Test of Significance
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,681[a]	,464	,451	3,311	2,163

a. Predictors: (Constant), Ease Perception, Website Quality
b. Dependent Variable: Purchase Decision

In table 0, the ANOVA value (Test F) shows that the perceived ease and quality variables of the website have a significant influence on the purchase decision variable, which is indicated by the value of Fcount = 35.465, greater than Ftable = 8.5598 (35.465> 8.5598) and Sig = 0,000. Sig value below 0.05 (Sig <0.05) so that H0 is rejected. In Summary, it can be seen that the correlation coefficient (R) value is 0.681. That is, the independent variable (perceived convenience and website quality variables) has a strong relationship with the dependent variable (purchasing decision). In summary, it is seen that the coefficient of determination is 0.464. This means that in the model, the variable perception of ease and quality of the website together has an influence of 46.4% on the purchase decision variable, while 53.6 percent is influenced by other factors.

5. Conclusion

From the results of research and data analysis, it can be concluded as follows: Purchase Decision Variable is optimal, the variable has an average score of respondents' answers is 4.10 so that it is included in the high category, where 64 percent of respondents choose to agree. The Ease Perception variable has an average answer score of respondents is 4.08 so that it is included in the high category. Website Quality Variable has an average score of respondents' answers of 3.53 so that it falls into the medium category. Ease perception variable partially has a positive and significant effect on purchasing decisions, an increase in perceived ease of variable by one unit will be responded to by an increase in purchasing decision variables by 0.182 units. The website quality variable partially has a positive and significant effect on purchasing decisions, an increase in the website quality variable by one unit will be responded to by an increase in the purchase decision variable by 0.406 units. Simultaneously, the perception of convenience and website quality variables significantly influence the Purchasing Decision, the ease of perception and website quality variables together have an influence of 46.4% on the purchase decision variable, while 53.6 percent are influenced by other factors Based on the conclusions of the results of the research and data analysis above Tokopedia management further increases the ease of tools in finding and transacting, including by making the system clear and easy to understand, it does not require much effort to interact with the website, is easy to use and operate, because according to the results of research, perceptions of ease have a

significant impact on increasing purchasing decisions. Tokopedia Management further improves the quality of its website, by reducing time loading, navigation, information, order processing, customer service friendliness, accuracy of product information and security and privacy in transactions, because according to research results, website quality has a significant impact on increasing purchasing decisions.

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