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Analysis of consumer trust and product quality on purchase decisions at the marketplace shopee: Student case study organizational faculty of Economics Universitas Krisnadwipayana

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Abstract
This study aims to determine the effect of consumer trust and product quality variables on purchasing decisions on the Shopee Marketplace as well as to determine the greatest influence of consumer trust and product quality on purchasing decisions. The research was conducted on students of the Faculty of Economics, Universitas Krisnadwipayana. The research sample was 100 respondents. Data analysis used quantitative analysis with multiple linear regression.
The results show that simultaneously consumer Trust and product quality can have a positive and significant influence on purchasing decisions on the Shopee marketplace. Partially, consumer Trust has a positive effect on purchasing decisions. Partially product quality has a positive effect on purchasing decisions.

Keywords: consumer trust, product quality, purchasing decisions

Introduction

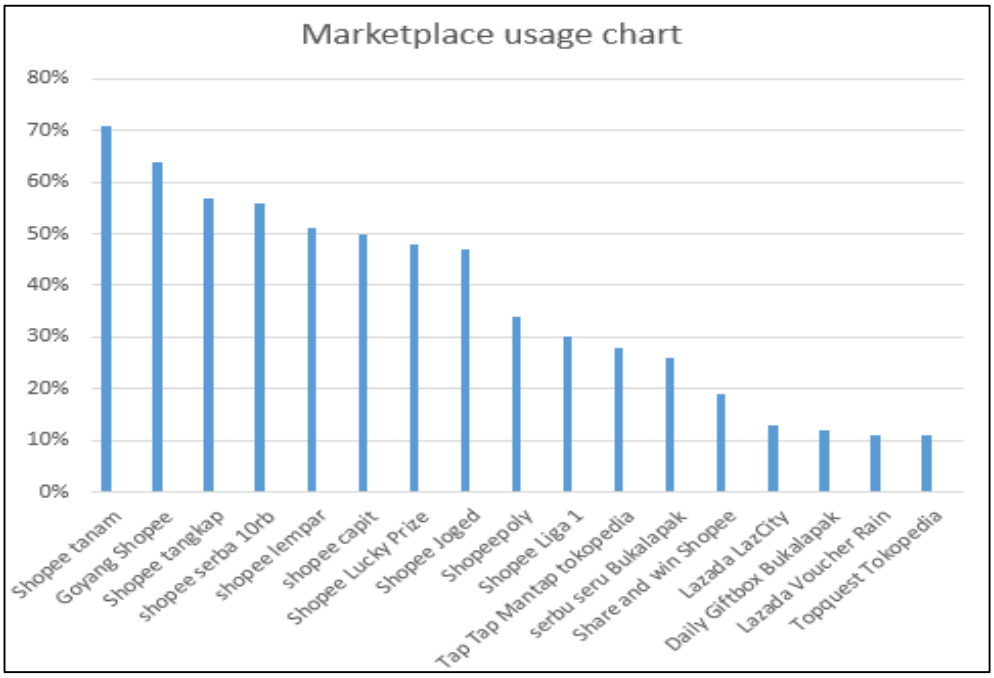
In today's modern era, most companies choose a marketplace more than selling and purchase products online. Marketplace covers all processes from development, marketing, sales, delivery, service, and consumer payments, with support from a worldwide network of business partners. The marketplace system relies heavily on internet resources and many other information technologies to support every process today. In addition to reasons to promote and develop business, the use of internet resources is due to the potential number of internet users throughout Indonesia, which from year to year continues to increase the number of internet users in 2019 was 17% or 25 million users, in 2020 it increased rapidly around 175.4 million users (kumparan.com). The development of the number of internet users has opened up online-based business opportunities. Apart from this, there are several marketplaces or online shopping sites that are developing in Indonesia, such as Tokopedia, Zalora, OLX, Bukalapak, Blibli, and Shopee. However, the marketplace that focuses mainly on smartphones at this time is Shopee. No wonder Shopee is the most downloaded application. Shopee is the first mobile-platform in Southeast Asia, namely Indonesia, Malaysia, the Philippines, Singapore, Thailand, Vietnam and Taiwan that offers online purchase and selling transactions that are fun, free, reliable and can be accessed via smartphones. Because of that, the Shopee site is very crowded with online visitors from both Indonesia and other countries.
Purchase decisions are the transfer of ownership rights to goods and services. Where the purchase is a consideration for consumers about what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it, Suharman in Hardiawan (2013:10). In making transactions for the purchase of an item often use online transactions. Trust and product quality are of strong importance to determine the success or failure of the online shop marketplace in the future. Because when transacting online the buyer can only see the product or goods and the buyer cannot also hold the product directly. So the seller needs to build high trust in potential buyers by providing useful and relevant information in predicting the quality and usefulness of the product or service, because this will help the buyer in making a decision to make a purchase.
Online shop makes it easier for us to shop without wasting time and effort. That's why online shopping is becoming more and

more popular. Initially, an online shop was a form of activity including purchase and selling and marketing of goods or services through an electronic system. Payment is made with a predetermined payment system and the goods will be sent via a freight forwarder. Through the online shop, buyers can see various products offered through the web that are promoted by the seller. Online shop allows both buyers and sellers not to meet face to face, so this allows sellers to have the opportunity to get buyers from abroad. In early 2012, the online shop trend seemed to be increasing, perhaps because it was more practical and more convenient. Because the goods purchased will be sent via a freight forwarder after we make a payment at the online shop for the goods we ordered through the website that has been provided by the online shop merchants.

The development of online shops or online shopping in Indonesia is growing rapidly and rapidly. Even though several years ago, the online shop trend in Indonesia was still not popular because of the habits of the Indonesian people who tend to have the assumption "there is money, there are goods" like shopping at supermarkets or at traditional markets. The condition of the internet network that is not fast is also one of the obstacles for the online shop system in Indonesia. Now Indonesia is one of the trending countries with online shops or online shops, this can be seen from the emergence of many online shops or online shopping such as Shopee, Lazada.com, Kaskus.co.id, Tokobagus.com, berniaga.com and many more again, which can be found easily according to the category of merchandise to be searched for or purchased

The rapid development of the marketplace at this time will affect public trust in a marketplace company. In many cases, what happens in marketplace companies can survive or not only expect a product strength, but with reliable management, timely delivery, good service, adequate business organizational structure, guaranteed security, and a good infrastructure network spacious and attractive and good marketplace design. In other words, the factor that influences the success of an online business is consumer trust in the marketplace site. Not only trust that needs to be considered in online business is the product quality factor.

Product information on the online shop includes information on the attributes of a product, recommendations from consumers, and evaluation reports. Detailed and honest information is very important in doing things that are very important in making purchases or sales through social media because between sellers and buyers do not meet each other and the goods being traded can only be seen from the photos so that the quality of the goods is rather difficult to determine predict whether in accordance with the wishes of the buyer or not. The better the quality of the product provided by the seller, the more interested buyers will be to make transactions or purchases online.



Source: duniafintech.com

Fig 1: Graph of transactions and usage of marketplaces in Indonesia

Based on Figure 1 conducted by Duniafintech and Kompas, Shopee is the most frequently used marketplace by respondents, 58% of consumers in Jabodetabek who choose Shopee as the frequently used marketplace site, while 72% of consumers from outside Jabodetabek (kompas.com, 2020). Meanwhile, according to Duniafintech Shopee, 71% of consumers use Shopee (Duniafintech.com, 2020). This shows that shopee has succeeded in becoming a shopping service provider (marketplace) that is able to carry out active communication on online shopping matters in Indonesia.

Table 1: Graph of products purchased by shopee users in Indonesia

No	Product Category	Product Sold
1.	Beauty	247.1 Million
2.	Home Appliances	133 Million
3.	Muslim Fashion	107 Million
4.	Women's clothing	100 Million
5.	Cellphones and Accessories	78.2 Million
6.	Health	65.3 Million
7.	Woman's bag	54 Million
8.	Mother and Baby	40 Million
9.	Electronic	35 Million
10.	Menswear	28 Million

***Source*:** www.digimind.id

From the Table 1, according to www.digimind.id, it explains that the products that are often purchased by shopee users are beauty products, followed by home appliances and others. From the existing data, the trust and product quality are very prioritized for purchasing decisions. From the evidence and existing data, it is a good form of economy for economic development, for this reason this research was conducted to find out what factors influence online purchasing decisions, especially knowing how trust and product quality greatly influence online purchasing decisions. This observation uses the online purchase decision variable as the dependent variable (influenced). As for the independent variable (bound), this observation uses the trust and product quality variables.

In this observation, samples were taken from buyers who had shopped online on the Shopee site. The reason the Shopee marketplace is so busy being used by consumers is that there are many factors that cause someone to shop online in this marketplace. Starting from low costs, quality of goods, trust, ease of transaction facilities, to other factors. Since its inception, the Shopee marketplace has succeeded in responding to market needs for a modern online shopping lifestyle. This positive response to the Shopee marketplace has created an unusually high increase in the number of consumers. As a result, Shopee has become one of the most popular marketplaces in Indonesia. What is then interesting is how the Shopee marketplace can maintain the competitive advantage of the Shopee site so that it remains a popular shopping site in Indonesia.

Based on this, a study was conducted with the title "Analysis of the Effect of Trust and Product Quality on Purchase Decisions at the Shopee Marketplace", this research will be conducted on students from level 5 to level 7 Management and Accounting study program in the 2017-2018 class of the Faculty of Economics, Universitas Krisnadwipayana who has conducted online transactions in the Shopee marketplace.

Based on the description of the background and limitation of the problem above, specifically, these things can be described further in the formulation of the problem as follows: "Is there a simultaneous influence of consumer trust and product quality on purchasing decisions on the Shopee marketplace?"

Literature Review

Consumer Trust

Consumer trust is the most important part that has often been studied in the world of online shops or marketplaces. Trust is a mental shortcut that consumers can use when trying to reduce uncertainty in transactions and relationships in the marketplace. The reason that is often mentioned by consumers not to buy products from online shopping is the lack of trust. Marketplace as a new form of commercial activity implies more uncertainty and risk than traditional shopping (Lee & Turban, 2001) consumer trust is more important in the marketplace because consumers cannot touch, feel, and smell the actual product.

Trust plays an important role in the relationship between consumers and online sellers (Fung & Lee, 1999). Consequently, consumer trust affects consumers' intentions to use, or continue to purchase, online sites (Pavlou, 2003). Marinao-Artigas et al (2020) believe that data information that has been processed into a form that has meaning for the recipient and is useful for current and future decision making. Product quality is the expertise of a product that aims to demonstrate its functions, this includes overall reliability, durability, ease of operation, product repair, accuracy, and other product attributes (Kotler and Armstrong, 2013).

Purchase behavior, especially for shopping for fashion products online, is influenced by various factors that are influenced by personal psychological factors both in terms of perceptions, attitudes and other motivations that influence purchase behavior (Anand et al, 2019). Purchasing decisions in the marketplace are the purchase processes that are made by consumers through alternatives using online media that have a higher benefit value, Deavaj et al, in Pratama (2015). Online purchasing decisions are influenced by several factors, the first factor being efficiency for searching (fast time, easy to use, and effort in easy search).

In the marketplace, trust is one of the main factors that must be built by online sellers. The existence of a factor of trust built by business people can attract consumers to shop online through a website that is built (Harris and Goode, 2010). Trust is a form of foundation in a business process. A transaction between two or more parties will occur if both parties trust each other. A trust in business cannot arise directly, but must be built from the start of a business (Hendrata et al, 2013).

Meanwhile, according to Kotler and Keller (2009), trust is the ability of a company to depend on business partners. Competence, integrity, honesty and corporate kindness are inter-organizational and interpersonal factors that are influenced by trust. Trust can also be obtained from doing the best thing for the other party through a relationship. Buyer trust in the marketplace lies in the popularity of the marketplace website. The more popular a website is, the more buyers believe in the reliability of the website. Furthermore, buyers' trust in online sellers is also related to the reliability of online sellers in ensuring the security of transactions, ensuring that transactions will be processed after payment is made by the buyer.

Consumer Trust in online shopping websites lies in the

popularity of the online shopping websites. The more the popularity of a website, the more confident buyers and trust in the reliability of the website. Furthermore, buyer trust in online sellers is related to the reliability of online sellers in ensuring transaction security and ensuring transactions will be processed after payment is made by the buyer, and billing errors on credit cards for "repeat purchases". This reliability is related to the presence of online sellers. With the development of technology, the mode of technology-based fraud in online shopping is also developing.

On online shopping sites, there are many fictitious online sellers who market fictitious products as well. According to Ba and Pavlou (2002) defines trust as an assessment of one's relationship with others who will carry out certain transactions in accordance with expectations in an environment full of uncertainty. According to Mayer et al. (2010) explained that there are three factors that form a person's trust in a company's brand: sincerity (benevelonce), ability and integrity. When someone is going to make a transaction online, the first thing they consider is whether the seller and the site they visit are safe and trustworthy or not.

From some of the definitions above, it can be concluded that consumer trust is a consumer's belief that other people have integrity and can be trusted, and the person he trusts will fulfill all his obligations in conducting transactions as expected. According to Kotler (2009) consumer Trust in the internet in online shops occurs because consumers are starting to get aroused by their needs and curiosity is increasing in the search for information to get what they want. The main concern of marketers is the sources of information that consumers refer to and the strong influence of each of these sources on purchasing decisions.

Product Quality

Product quality is a physical condition, nature and function of the product, whether it is a product or service product, based on a quality level that is adjusted to durability, reliability, and ease of use, suitability, repair and other components made to meet customer satisfaction and needs. According to Prawirosentono, product quality is a certain characteristic of a product that is able to meet consumer expectations.

Product quality has a relationship for consumers in managing good relationships with product supply companies. The existence of a reciprocal relationship between companies and consumers will provide opportunities to know and understand what are the needs and expectations that exist in consumer perceptions. According to Kotler and Keller (2016) product quality is the ability to provide results or performance that match even exceeds what customers want.

According to Kotler and Armstrong (2001: 355) [11], product quality is the quality of conformity, which is free from damage and consistent in providing the targeted level of performance, while according to Istijanto (2007), product quality has 8 dimensions, namely performance, product features, reliability, conformance with repairability, beauty, perceived quality.

Purchase Decision

According to Sunyoto (2013: 85) purchasing decisions made by consumers have a structure. The purchasing decision structure includes:

1. Decisions about the type of product, namely consumers can make decisions to buy a product. Consumers have an interest in purchase products and considering other product alternatives.
2. Decisions about the shape of the product, the consumer will consider the size, quality, style and so on. Companies must pay attention to consumer preferences for the product in question in order to maximize the brand power of the product.
3. The decision about the seller, is the consumer will decide where the product will be purchased so that the company must pay attention to how consumers choose a particular seller.
4. Decisions about the number of products, namely consumers can make decisions about how many products to buy at a time. Companies need to prepare the number of products according to the wishes of different consumers.
5. Decisions about the time of purchase, namely consumers can make decisions about when the product should be purchased so that the company must know the factors that influence consumer decisions in determining the time of purchase.

According to Kotler and Tjiptono (2011: 20) [13] there are several roles that people may play in a purchase decision, including

1. The initiator is the person who first suggests or thinks about the idea of purchase a particular product or service.
2. Influencer, is a person whose views or advice are taken into account in making the final decision.
3. The decision maker (decider), is the person who ultimately determines most or all of the purchase decision, whether to buy, what to buy, how to buy, or where to buy.
4. Buyer, is someone who makes the actual purchase.
5. User, is a person or persons who enjoy or use a product or service.

Marketplace is an application that acts as an intermediary between sellers and buyers in cyberspace, as well as bringing together sellers and buyers indirectly. The marketplace operates as a third party that not only provides a meeting place between sellers and buyers, but the payment transaction is also known by the marketplace.

According to Strauss (2001) a marketplace is the use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational goals.

Research Methods

This research uses an approach to the consumer marketplace, especially at Shopee. The object of research that becomes the independent variable is trust and product quality. The dependent variable or the dependent variable is the purchase decision on the Shopee marketplace. The object of this research will be conducted on students of Universitas Krisnadwipayana, the research location is located at Jl. UNKRIS Jatiwaringin, Pondok Gede. This research was conducted for approximately one year, starting from December 2020.

Research Design

So that this research can be carried out as expected, it is necessary to understand the meaning of the variables and

indicators related to the research to be studied, the following is an explanation of the variables and indicators to be studied. Each variable can be measured using a Likert scale in the form of an answer. Likert scale is a scale used to measure the attitudes, opinions and perceptions of a group of people about social phenomena. With a Likert scale, the variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for compiling instrument items which can be in the form of statements (Sugiyono, 2016).

Population is a collection of data that has the same characteristics and becomes the object of inference, statistical inference is based on two basic concepts, the population as a whole data, both real and imaginary, and the sample, as part of the population that is used to make inference (approach/drawing) to the population from which it originates.

According to Sugiyono (2016) population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions. The population collected was 100 respondents from all student organizations of the Faculty of Economics, Universitas Krisnadwipayana. In this study, the authors examine all populations because the population object allows to be sampled, because the respondents deserve to be studied.

The sample in this study is consumer purchasing decisions on the shopee marketplace. For this study using a saturated sample. According to Sugiyono (2018). Saturated sample is a sampling technique when all members of the population are used as samples. Sources of data that will be carried out in this study is to use two data, namely primary data and secondary data.

1. Premiere Data

Premiere data is usually obtained from research subjects by means of observations, experiments or interviews. The way to get premier data is usually through direct observation, the subject is given a sheet containing questions aimed at the respondent. The premiere data collection is carried out by conducting direct surveys to Shopee consumers. As the object of research, the purpose of this field research is to obtain accurate data. The data obtained by means of a questionnaire. Questionnaire is a data collection technique that is done by giving a set of questions or written statements to the respondents to be answered. Questionnaires are efficient data collection instruments if the researcher knows with certainty the variables to be measured and knows what to expect from the respondents.

2. Secondary Data

Secondary data is data collection which is data that is not obtained directly from respondents or through intermediary media. Secondary data is obtained from archives or data owned by the relevant agency or organization visiting the library to find books related to the problem being studied and previous research.

Research Result

1. The Influence of Consumer Trust and Product Quality on Purchase Decisions on the Shopee Marketplace

Table 2: The Effect of Consumer Trust and Product Quality on Purchase Decisions

Model Summary[b]				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.846[a]	.715	.709	3.90915
a. Predictors: (Constant), Product Quality, Consumer Trust				
b. Dependent Variable: Purchase Decision				

In table 2, the results of the SPSS program calculations are: R value of 0.846 and R Square of 0.715. R value = 0.846 This means that there is a simultaneous positive and significant relationship between consumer Trust and product quality on purchasing decisions on the Shopee marketplace at the level of a strong relationship. While the value of R Square = 0.715 means that the contribution given by the variable of consumer Trust and product quality simultaneously to purchasing decisions on the Shopee marketplace is 71.5%, the remaining 28.5% is contributed by other variables not examined in this study.

The t test is used to test how the effect of each independent variable (X) on the dependent variable (Y) partially, namely the relationship between Consumer Trust (X1) on Purchase Decisions (Y). With a significant level of a = 5% and the criteria in the explanation below:

If the value of sig < 0.05, or t⟩ _hitung > t⟩ _tabel, then there is an effect of variable X on variable Y. If the value of significance > 0.05, or t⟩ _hitung < t⟩ _tabel then there is no effect of variable X on variable Y.

Based on calculations with SPSS 22, the following results were obtained:

Table 3: t Test Results

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	1.776	2.785		.638	.525
	Consumer Trust	1.098	.129	.700	8.482	.000
	Product Quality	.288	.131	.182	2.201	.030
a. Dependent Variable: Purchase Decision						

In the t-test has a decision making that is by looking for t count with t table = t (*a* : 2 : n – k – 1) = 0,025 : 97 = 0.67703.

a. Consumer Trust Variable Testing (X1)

It is known that the significance value for the effect of X1 on Y is 0.000 < 0.05 and the t value is 8.842 > t table 0.67703, so it can be concluded that H1 has an influence on the consumer Trust variable (X1) on the purchasing decision variable (Y).

b. Product Quality Variable Testing (X2)

It is known that the significance value for the effect of X2 on Y is 0.030 < 0.05 and the t value is 2.201 > t table 0.67703, so it can be concluded that H2 has an influence on the product quality variable (X2) on the purchasing decision variable (Y).

The F test is used to test one of the hypotheses in the study using multiple regression analysis and the F test is also used to determine the effect of the independent variables simultaneously (simultaneously) on the related variables. The results of the F test can be seen in the ANNOVA table in the sig column, the researcher uses a significance level of 5% (0.05). If the significant value is less than 0.05, it can be said that there is a simultaneous significant effect between the independent variables on the related variables.

However, if the significance value is more than 0.05 then there is no simultaneous significant effect between the independent variables on the related variables. In this study the authors have 3 variables, namely Consumer Trust and Product Quality on Purchase Decisions. To determine the F table using the formula df 1, namely the number of variables minus one (3 – 1 = 2), the number of respondents used is 100 respondents. So 100 – 2 = 98. The table below is the result of the F test output that the author did, namely:

Table 4: F Test Results

Anova[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3722.856	2	1861.428	121.809	.000[b]
	Residual	1482.304	97	15.281		
	Total	5205.160	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Product Quality, Consumer Trust						

Found F table that is 3.09 and F count 121.809. So from the results of this study it can be assumed that the calculated f value is greater than f table, so the simultaneous hypothesis can be said to be accepted. In this case, the author also checks how significant the hypothesis being tested is. One way is if the significance value is less than 0.05, then it has a significant effect. The variables of consumer Trust and product quality simultaneously have a significant influence on purchasing decisions. Simultaneous testing of the variables of Consumer Trust and Product Quality on Purchase Decisions shows a significant influence as indicated by the Fcount value of 121.809 and sigf of 0.000.

The results obtained that Consumer Trust and Product Quality on purchasing decisions are Fcount 121.809 > Ftable 3.09 with a significance value of 0.000 <0.05, it can be stated that consumer Trust and product quality have a significant effect on purchasing decisions.

2. The Effect of Consumer Trust on Purchase Decisions on the Shopee Marketplace

Table 5: The Effect of Consumer Trust on Purchase Decisions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837[a]	.701	.698	3.98511
a. Predictors: (Constant), Purchase Decision				

In table 5, the results of the SPSS program calculations are: R value of 0.837 and R Square of 0.701. R value = 0.837. This means that there is a positive and significant relationship partially consumer confidence in purchasing decisions on the Shopee marketplace at the level of a strong relationship. While the value of R Square = 0.701 means that the contribution given by the consumer trust variable partially to purchasing decisions on the Shopee marketplace is 70.1%, the remaining 29.9% is contributed by other variables not examined in this study.

Table 6

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.633	2.512		1.845	.068
	Consumer Trust	1.313	.087	.837	15.158	.000
a. Dependent Variable: Purchase Decision						

In table 6 above, the results of the SPSS calculation are as follows: the constant value is 4.633 and the regression coefficient is 1.313 so that for the simple linear regression equation for the consumer confidence variable Y = 4.633 + 1.313 X_1 + e which indicates a positive regression line coefficient. This means that the regression line has a positive effect as well.

Based on the results of empirical testing and hypothesis

testing contained in the table above, it can be described matters relating to the results obtained as follows: the coefficient value Constant = 4.633 means that the equation is mathematically when X1 = 0; Y of 4.633, which is at a time when there is no effort to give consumer confidence variables to purchasing decisions. Purchase decisions have been formed 4,633 units. The regression coefficient of the independent variable of consumer confidence is 1.313 which indicates that if there is a change in the independent variable by one unit, the purchase decision will have an effect of 1.313 units. This means that consumer trust has a significant positive relationship and influence on purchasing decisions on the Shopee marketplace.

Based on hypothesis testing for the independent variable consumer confidence using the t test, where t count is 15,158 with a significance value of 0.000 < 0.05. In the t test, the decision is made by finding t count with t table = t (a: 2: n- k-1) = 0.025: 97 = 0.67703.

It is known that the significance value for the effect of X1 on Y is 0.000 <0.05 and the t value is 15.158 > t table 0.67703, so it can be concluded that H1 has a positive and significant influence on the consumer confidence variable (X1) on the purchasing decision variable (Y) in the Shopee marketplace. Testing hypothesis 2 shows a positive and significant influence. The variable of consumer confidence in purchasing decisions on the Shopee marketplace. These results indicate that a good assessment of consumer trust is in accordance with the level of trust in a consumer's desire for products in the Shopee marketplace.

From the results obtained that Consumer Trust has a significant effect on purchasing decisions on the Shopee marketplace. This is evidenced by the t test (partial) that is t count 15.158 > t table 0.67703 with a significance value of 0.000 < 0.05, it can be stated that consumer trust has a significant effect on purchasing decisions. This means that Consumer Trust is one of the main things to attract consumer purchasing decisions to buy products on the Shopee marketplace.

3. The Effect of Product Quality on Purchase Decisions on the Shopee Marketplace

Table 7: The Effect of Product Quality on Purchase Decisions on the Shopee Marketplace

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.710[a]	.504	.499	5.13269
a. Predictors: (Constant), Product Quality				

In table 7, the results of the SPSS program calculations are: R value of 0.710 and R Square of 0.504. R value = 0.710. This means that there is a positive and partially significant relationship between consumer confidence in purchasing decisions on the Shopee marketplace at the level of a strong relationship. While the value of R Square = 0.504 means that the contribution given by the consumer trust variable partially to purchasing decisions on the Shopee marketplace is 50.4%, the remaining 49.6% is contributed by other variables not examined in this study.

Table 8

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	7.012	3.565		1.967	.052
	Product Quality	1.127	.113	.710	9.979	.000
a. Dependent Variable: Purchase Decision						

In table 8 above, the results of the SPSS calculation are as follows: the constant value is 7.012 and the regression coefficient is 1.127 so that for the simple linear regression equation for the consumer confidence variable Y = 7.012 + 1.127 X2 + e which indicates a positive regression line coefficient. This means that the regression line has a positive effect as well.

Based on the results of empirical testing and hypothesis testing contained in the table above, it can be described matters relating to the results obtained as follows: the coefficient value Constant = 7.012 means that the equation is mathematically at the time X1 = 0; Y is 7,012 which is at a time when there is no effort to give consumer confidence variable to purchasing decisions. Purchase decisions have been formed 7,012 units. The regression coefficient of the independent variable of consumer confidence is 1.127 which indicates that if there is a change in the independent variable by one unit, the purchase decision will have an effect of 1.127 units. This means that consumer trust has a significant positive relationship and influence on purchasing decisions on the Shopee marketplace.

Based on hypothesis testing for the independent variable consumer confidence using the t test, where t count is 9979 with a significance value of 0.000 < 0.05. In the t test, the decision is made by finding the t table with t count = t (a: 2: n – k – 1) = 0.025 : 97 = 0.67703.

It is known that the significance value for the effect of X2 on Y is 0.000 < 0.05 and the t value is 9979 > t table 0.67703, so it can be concluded that H1 has a positive and significant influence on the product quality variable (X2) on the purchasing decision variable (Y) in the Shopee marketplace. Hypothesis test results show that Product Quality has a significant effect on purchasing decisions on the Shopee marketplace. This is evidenced by the t test, namely t count 9.979 > t table 0.67703 with a significant value of 0.000 < 0.05, it means that product quality has a significant effect on purchasing decisions. This means that product quality on the Shopee marketplace is the main thing in attracting consumers to buy products on the Shopee marketplace.

Conclusions and Suggestion

This study aims to determine the effect of consumer trust and

product quality variables on purchasing decisions on the Shopee Marketplace as well as to determine the greatest influence of consumer trust and product quality on purchasing decisions. From the formulation of the research problem proposed, the data analysis that has been carried out and the discussion that has been stated in the previous chapter, can be concluded from this research are:

That simultaneously consumer confidence and product quality can have a positive and significant influence on purchasing decisions on the Shopee marketplace. It can be proven by its significance level which is 0.000 < 0.05. Thus it can be concluded that Ho is rejected and Ha is accepted, the coefficient of determination (R^2) is 0.715 which indicates that between consumer confidence and product quality 71.5% influence on purchasing decisions. While the remaining 28.5% is influenced by other variables not examined.

Partially, consumer confidence has a positive effect on purchasing decisions. This can be proven by the value of t count is greater than t table, namely: 15.158 > 0.67703 and its significance level is 0.000 < 0.05, so it can be concluded that: Ho is rejected Ha is accepted and also the better consumer confidence is given, the purchase decision on the Shopee marketplace will increase.

Partially, product quality has a positive effect on purchasing decisions. This can be proven by the value of t arithmetic is greater than t table, namely: 9.979 > 0.67703 and its significance level is 0.000 < 0.05, so it can be concluded that: Ho is rejected, Ha is accepted and also the better the quality of the product given, the purchase decision on the Shopee marketplace will increase.

The influence according to indicators on the variables of consumer confidence and product quality on purchasing decisions, namely:

The influence of indicators of consumer confidence, namely sincerity, ability and integrity which has a positive influence that helps the purchasing decision process on the purchasing decision variables, namely the indicators are product choice, brand choice, seller choice, number of purchases and payment methods.

The influence of product quality indicators, namely performance, compliance with specifics and reliability have a positive influence on purchasing decision indicators, namely product choice, brand choice, seller choice, number of purchases and payment methods that help consumers reach purchasing decisions.

Suggestion

Based on the conclusions obtained in this study, suggestions and input that the author can give to the object under investigation, namely Shopee, are as follows: E-commerce must maintain and maintain the good name of E-commerce, in order to maintain a sense of trust that has been established provided by consumers to Shopee. Always pay attention to what consumers want, because Consumer Trust is one of the main things for consumers in deciding their purchase decisions to continue using the Shopee marketplace. E-commerce must be able to maintain and improve product quality. For example, by innovating or giving an attractive product appearance and providing authenticity of the product in accordance with the image and the appropriate quality. The Shopee Marketplace continues to carry out promotions and other advantages in order to attract the attention of consumers so that consumers can make transactions on the Shopee marketplace.

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