

Developing Marketplace-Based Online Store as an Adaptation to Online Purchase Trends

Sabrina Fitriani¹, Nina Valentika²
Universitas Lambung Mangkurat, Indonesia
baharudin_sabrinaf@gmail.com

Submitted: 7th Feb 2023 | **Edited:** 24th April 2023 | **Issued:** 01st May 2023

Cited on: Fitriani, S., & Valentika, N. (2023). Developing Marketplace-Based Online Store as an Adaptation to Online Purchase Trends. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 3(2), 96-104.

ABSTRACT

The presence of the Covid-19 pandemic is the main cause of the online buying trend. This is because the whole world is imposing social restrictions simultaneously, thus encouraging the birth of consumption pattern adaptations, with the digital purchasing model. These conditions require business actors to develop digital business concepts or e-commerce. One of the digital sales models is to build a marketplace-based online store. This research was conducted aiming to analyze the effectiveness of the influence of marketplace-based digital shops on purchase intention mediated by trust. To answer this goal, a quantitative study was carried out using the structural equation analysis method. The number of respondents is set at 200 people from millennial workers. Research data was collected primary by distributing questionnaires. The results of the study explain that there has been a change in purchasing patterns, from direct purchases to online purchases. Then, consumers feel that online purchases provide more guarantees of trust in service, price and satisfaction. So consumers assess, there is no doubt to make buying and selling transactions online.

Keywords: Digital Store, E-Commerce, Store Quality, Market Place, Trust, Buying Interest

INTRODUCTION

Based on information from CNBC Indonesia media, it is informed that internet users in Indonesia continue to grow from year to year. Approximately 77 percent of Indonesia's population already use the internet (Shiddiqi, et al., 2021). The growth of internet users is fantastic, before the pandemic the figure was only 175 million. Meanwhile, the latest APJII data, in 2022 internet users in Indonesia will reach around 210 million (Pahmi, et al., 2022). This means that there is an addition of around 35 million internet users in Indonesia. Currently the internet penetration rate reaches 77.02 percent. This is also in line with the increase in online activity during the COVID-19 pandemic.

Convenience is the main reason why people prefer online shopping (Rakhmawati, et al., 2021), they can get away from the hustle and bustle when doing offline shopping.

Kaskus is a pioneer of e-commerce in Indonesia where only members can access and make transactions through this platform. Over time, other e-commerce began to flood the local market, such as Tokopedia, and international companies, such as Shopee. Shopee is e-commerce based in Singapore which entered the Indonesian market in 2015 and brought with it its well-known “free delivery” program (Dzikriyansah, et al., 2020). Playstore and Appstore award Shopee as e-commerce top ten times in a row.

Marketing is an important aspect of business competitiveness (Marka, et al., 2018). According to Musfar (2020) marketing is an important component of every business that deals directly with customers. Kotler's literature review in Saputra, et al. (2020) marketing is a process by which companies create value for customers and build strong relationships to capture value from customers in return. Various studies have been conducted to find out what factors influence purchase intention and customer loyalty, especially in digital marketing. Loyalty will be created when customers place their trust in the online services offered. Higher trust will lead customers to buy the product. Many factors stimulate customer emotion related to purchase intentions in the digital environment, one of which is the quality of the website (Pohan & Aulia, 2019). Unfortunately, Indonesia still lags behind in terms of transaction size when compared to Singapore, Malaysia and Thailand.

The digital marketing environment cannot be separated from the role of the website (Utari & Wijayanti, 2021). Companies are required to provide a quality website so that customers are more interested in surfing on the company's platform. A study conducted by Safitri (2022) states that a quality website will encourage increased customer satisfaction and purchase intention. The same results were obtained when customer trust was added as an intervening variable (Permana, 2020). The greater the customer's desire to buy a product when trust is created by one of the components, website quality (Fahmi, et al., 2018).

Building a quality website is very important to give trust to consumers because a quality website will give consumers a professional and trusted impression. This will make consumers feel more comfortable and trust to make transactions with businesses. A quality website will provide accurate and up-to-date information about the business. This will increase the credibility of the business in the eyes of consumers.

A quality website will have a good security system to protect consumer data. This

will make consumers feel safe and comfortable to conduct transactions with businesses. A quality website will provide a good and easy user experience. This will make consumers feel happy and comfortable when using the website. A quality website will help increase business brand awareness. This will make it easier for consumers to recognize and remember your business. By building a quality website, it will be easier for your business to gain consumer trust. This will help increase your sales and business growth.

THEORETICAL BASIS

Theory Planned of Behavior

According to Theory Planned of Behavior, a person's behavior appears because there is control and also voluntary action. People will show actual behavior when they choose certain attitudes, norms, and intentions (Ikhsan & Sukardi, 2020). Thus, if a person prefers subjective attitudes and norms, and by accelerating perceived behavioral control and intention, that person will perform the actual behavior. The TPB model explains that behavioral beliefs are expected to influence attitudes, in the end normative beliefs become the basis for controlling behavior.

Website Quality and Consumer Trust

Research Azizah, et al. (2021) concluded that transparency is equally important for consumers to build trust recommendation quality, and that website quality, in general, contributes to trust development. Service quality has been successfully improved in creating customer satisfaction and purchase retention, therefore it plays a key role in marketing and logistics (Kusumawardani & Hastayanti, 2020).

In Putra's literature (2020) it is stated that the website is an important component in e-commerce because consumers have difficulty seeing the product directly. Websites can convey all the information to build consumer trust. Website quality is shaped by the end user's perception. It can be seen as a contributing attribute to the user. The results of research conducted by A'yuni & Chusumastuti (2021) state that user-friendly interface and ease of use have a significant impact on online purchase intention for Internet Taiwan.

Consumer Confidence and Purchase Intention

Research by Curvelo et al. (2019) in the organic food industry show that purchase intention is driven by customer trust, emotional value, and "sensory appeal". Consumer

confidence and purchase intention are closely related. Consumer trust is a positive belief or view held by consumers towards a brand or product. Consumer trust can be built through positive experiences, recommendations from other people, or information obtained from trusted sources.

Purchase intention is the desire or tendency to buy a product or service. Purchase intention can be influenced by various factors, such as needs, wants, preferences, and previous experiences. High consumer trust can increase consumer buying interest in a product or brand. Consumers who believe in the quality and reliability of a product or brand tend to be more interested in buying the product. Conversely, low consumer confidence can reduce consumer buying interest in a product or brand.

Therefore, it is important for companies to build consumer trust in various ways, such as providing good service, providing quality products, and providing clear and accurate information about products or brands. By building strong consumer confidence, companies can increase consumer buying interest and strengthen their position in the market.

METHOD

The data collection technique used in this research is confirmatory research and the variables are:

1. Purchase intention is described as actual buying behavior which is triggered by several factors such as website quality, product evaluation, and information search. Online purchase intention reflects the desire of consumers to make purchases through the website. Purchase intention indicators were identified, such as transactional intention, referential intention, preferential intention and explorative intention.
2. In order to meet the needs of customers in the online market, it is necessary to contribute the quality of the website. There are five categories of website quality dimensions, namely information, security, convenience, comfort and quality of service.
3. Trustworthiness can result in useful actions. Trust in an organization is important for the success of an organization. Thus, trust can be seen from the trust of various parties that will not harm the company. Classification of perceptions of trust from

online transactions on three components, such as: Capability, Integrity and Benevolence. Impersonal exchange relations in internet infrastructure, consumer trust becomes an important issue in the context of e-commerce. Consumers have to face many challenges in buying products such as buying virtually from unknown sellers where the product cannot be seen and touched directly. Trust provides solutions for consumers who have risks and insecurities.

Population and Sampling

There were 90.7 million Shopee users in 2019 and this number represents the population for this study. Certain criteria will apply to get samples from the population which means the sampling technique of this study is purposive sampling. The formula is used to get the minimum number of samples. The criteria are millennial employees who have the Shopee/Tokopedia/ Bukalapak marketplace application installed on their smartphone, make 3 online purchases within a month, and understand the mechanism of buying and selling online. Structural Equation Modelling-Partial Least Square (SEM-PLS) will be used as a data processing tool so that a sample size of 200 is required.

RESULT

Characteristics of Respondents

The results of distributing the questionnaires, obtained information about the characteristics of respondents who were dominated by women by 73% and men by 27%. Services that have been used by respondents are dominated by free delivery services by 45%, followed by all promo services by 32%, shopee fashion by 13%, and paid on the spot by 10%. Shopee marketplace users have an income level below 1.5 million as much as 47%, followed by respondents with an income ranging from 1,500,001-3,000,000, - by 26%, the third income group in the range > 4,500,000 by 17%, and the income of the lowest group is 10% in the range of 3,000,000-4,500,000.

Validity Test

The Average Variance Extract results show valid data because it is greater than 0.50. Purchase intention as an endogenous latent variable has 0.65 and 0.75 exogenous variables. In addition, customer trust as an intervening variable has 0.85 AVE. The data is said to be reliable if the Cronbach's Alpha and Composite Reliability values are greater than 0.7. This research questionnaire design is reliable, consistent, and stable because it

is higher than 0.70.

Relationship Analysis

The research model is said to be strong if $R^2 = 0.75$ while $R^2 = 0.25$ is considered weak. The results of data processing show that the determination value of the purchase intention variable is 0.80. This shows that purchase intention will be explained by website quality and consumer trust, some 80%, while the rest is influenced by other variables. In conclusion, this research model is quite strong. R value² for consumer confidence is 0.85. With 85% quality the website makes clear customer trust.

The blindfolding procedure will be implemented for the R model² by looking at Q^2 . The table below shows the model has predictive relevance due to Q^2 higher than 0. Customer trust has 0.632 Q^2 , while the purchase intention has 0.469.

Model significance is measured by bootstrap procedure. The table below shows the bootstrap results and the path coefficient in the research model with significance = 10%.

Website Quality Has a Positive and Significant Effect on Consumer Trust

The first hypothesis is accepted because the t -statistic 51 is greater than > 1.64 with a ($\alpha = 0.1$, significance level), and the path coefficient is 0.805. The higher the quality of the website will increase consumer confidence when they shop online. Then the same results were obtained. This study supports previous research. On this basis a marketer needs to develop a quality website so that with a good quality website consumer trust can naturally arise and of course this is necessary for developing an e-commerce based business.

Website Quality Has a Positive and Significant Effect on Purchase Intention

The second hypothesis is accepted, because the t -statistic is 4.685 greater than 1.64 (with a significance level = 0.1), and the path coefficient is 0.605. Customer purchase intention will be higher when the website can provide higher quality. The same results were obtained on that website quality has a positive and significant effect on purchase intention. This research reinforces the theory of planned behavior and previous research that marketers need to build and develop quality-based websites to increase consumer buying interest.

Consumer Trust Has a Positive and Significant Effect on Purchase Intention

The third hypothesis is accepted because the t -statistic is 2.780 greater than 1.64 (with a significance level = 0.1), and the path coefficient is 0.320. The higher the

customer's trust will lead to purchase intention. The results of this study strengthen the previous literature review which emphasizes the importance of consumer trust in building purchase intention, especially in e-commerce based marketing. The more consumer trust in an e-commerce-based website, the higher the purchase intention that will be obtained by marketers. This research is in line with research which states that consumer trust can have a significant influence on purchase intention.

Website Quality Has a Positive and Significant Effect on Purchase Intention with Consumer Trust as an Intervening Variable

The fourth hypothesis is accepted because the t-statistic of 2.100 is greater than 1.64 with a significance level of 0.1. In conclusion, website quality has a positive and significant effect on purchase intention with consumer trust as an intervening variable. This research is proof of the need for marketers to develop quality websites that are proven to be able to generate purchase interest through consumer trust as an intervening variable. Marketers need to apply this indirect modeling to trigger consumers to have at least one interest in the products/services offered.

Website quality can affect purchase intention and consumer trust. Following are some of the influences of website quality on purchase intention and consumer trust:

1. An attractive and professional website appearance can increase consumer confidence in the products or services offered.
2. The ease of navigation and information search on websites can increase consumer buying interest because consumers can easily find the information they need.
3. Website loading speed can also affect consumer buying interest. If the website is slow, consumers may lose interest and look for other alternatives.
4. The quality of the content on the website can also affect consumer trust. Informative and quality content can increase consumer confidence in the products or services offered.
5. Website security is also an important factor in influencing consumer trust. If the website is not secure, consumers may not feel comfortable making transactions or providing personal information.

Thus, website quality can influence purchase intention and consumer trust. Therefore, it is important for companies to pay attention to the quality of their website in order to increase consumer buying interest and trust.

CONCLUSION

The model in this study is quite strong in predicting consumer buying interest, through these findings it is hoped that it can be applied to digital platform-based marketing, so that in the end it can improve business services and improve website quality, so that consumers have purchase intentions and consumer trust is easily formed. Managers especially for Shopee e-commerce services can maximize the services provided, especially in terms of free shipping services as a service that dominates customers to make purchases at merchants on the e-commerce website. The conclusion of the research, the impact of exogen on endogen will be explained:

1. Customer trust is positively and significantly affected by website quality.
2. Purchase intention is positively and significantly influenced by website quality.
3. Purchase intention is positively and significantly influenced by customer trust.
4. Purchase intention is positively and significantly influenced by website quality and customer trust as intervening variables.

REFERENCESS

- A'yuni, S. G., & Chusumastuti, D. (2021). Pengaruh User Interface aplikasi Shopee terhadap minat beli masyarakat. *Jurnal Ilmiah Manajemen Informasi dan Komunikasi*, 5(1), 49-58.
- Azizah, N., Hasbi, S., & Yetty, F. (2021). Pengaruh Brand Awareness, Transparansi, Dan Kepercayaan Terhadap Keputusan Menyalurkan ZIS Di KITABISA. COM. *Jurnal Ekonomi Syariah Pelita Bangsa*, 6(02), 111-125.
- Curvelo, I. C. G., Watanabe, E. A. D. M., & Alfinito, S. (2019). Purchase intention of organic food under the influence of attributes, consumer trust and perceived value. *Revista de Gestão*, 26(3), 198-211.
- Dzikriyansah, A., Wiradika, M. N. H., Hidayat, D. T., Alexandri, M. B., & Hakim, R. M. A. (2020). ANALISIS KOMPARATIF INDUSTRI KREATIF E-COMMERCE. *Jurnal Ilmu Manajemen dan Akuntansi Terapan (JIMAT)*, 11(2), 215-228.
- Fahmi, M., Prayogi, M. A., & Jufrizen, J. (2018). Peran kepercayaan pelanggan dalam memediasi pengaruh kualitas website terhadap loyalitas pelanggan online shop. *Jurnal Riset Sains Manajemen*, 2(3), 121-130.
- Ikhsan, R. R. N., & Sukardi, S. (2020). Pengaruh Religiusitas, Sikap, Norma Subjektif, dan Kontrol Perilaku terhadap Niat Membeli Produk Kosmetik Halal di Fakultas Ekonomi dan Bisnis Universitas Ahmad Dahlan Yogyakarta. *Jurnal Ilmiah Ekonomi Global Masa Kini*, 11(1), 49-55.
- Marka, M. M., Azis, N., & Alifiana, M. A. (2018). Pengembangan UMKM Madumongso melalui manajemen usaha dan legalitas usaha. *Jurnal Abdimas*, 22(2), 185-192.
- Musfar, T. F., & Se, M. M. (2020). *Buku Ajar Manajemen Pemasaran: Bauran*

Pemasaran sebagai Materi Pokok dalam Manajemen Pemasaran. Media Sains Indonesia.

- Pahmi, M. A., Ayob, A. F. M., & Suprayitno, G. (2022). Dampak Disrupsi ICT dan Covid 19 terhadap Perubahan Perilaku Konsumen dan Digital E-Commerce di Indonesia. *JENIUS: Jurnal Terapan Teknik Industri*, 3(1), 22-32.
- Permana, A. I. (2020). Pengaruh kualitas website, kualitas pelayanan, dan kepercayaan pelanggan terhadap minat beli pelanggan di situs belanja online Bukalapak. *Ekonomi Bisnis*, 25(2), 94-109.
- Pohan, F. S., & Aulia, Z. F. (2019). Kualitas situs web, kepercayaan, dan loyalitas konsumen Tokopedia. *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, 2(1), 13-22.
- Putra, A. D. (2020). Rancang Bangun Aplikasi E-Commerce Untuk Usaha Penjualan Helm. *Jurnal Informatika Dan Rekayasa Perangkat Lunak*, 1(1), 17-24.
- Rakhmawati, N. A., Permana, A. E., Reyhan, A. M., & Rafli, H. (2021). Analisa transaksi belanja online pada masa pandemi COVID-19. *Jurnal Teknoinfo*, 15(1), 32-37.
- Safitri, A. L. (2022). Pengaruh Persepsi Risiko, Kualitas Situs Web dan Kepercayaan Konsumen terhadap Keputusan Pembelian Online Shop Fashion di Masa Pandemi Covid-19 (Studi pada Pelanggan Zalora. co. id di Kota Semarang). *Jurnal Ekonomi dan Bisnis*, 1(1), 26-35.
- Saputra, D. H., Sutiksno, D. U., Kusuma, A. H. P., Romindo, R., Wahyuni, D., Purnomo, A., & Simarmata, J. (2020). *Digital Marketing: Komunikasi Bisnis Menjadi Lebih Mudah*. Yayasan Kita Menulis.
- Shiddiqi, A. M., Ijtihadie, R. M., Ahmad, T., Wibisono, W., Anggoro, R., & Santoso, B. J. (2021). Penggunaan Internet dan Teknologi IoT untuk Meningkatkan Kualitas Pendidikan. *Sewagati*, 4(3), 235-240.
- Utari, F., & Wijayanti, C. A. (2021). Pengaruh Kualitas Situs Web dan Karakteristik Konsumen terhadap Perilaku Pembelian Impulsif Konsumen pada Situs Web Tokopedia dengan Niat Pembelian sebagai Variabel Mediasi. *Journal of Management and Business Review*, 18(2), 420-437.