

Influence of E-Trust, E-Service Quality and Word of Mouth on Online Shopping Interest of Students in Denpasar



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ABSTRACT: With the rapid development of technology, it will certainly always be accompanied by changes in society in various aspects of daily life, which will have quite a big impact and create new views, one of which is in the business sector. This research aims to determine the influence of e-trust, e-service quality and word of mouth partially and simultaneously on shopping interest. The location of this research is within Warmadewa University, Denpasar. The population used management students from the Class of 2020 and a sample of 83 respondents. Data analysis techniques use Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, F Test and t Test. From the research results, it was found that: (1) simultaneously e-trust, e-service quality and word of mouth have a positive and significant effect on shopping interest. (2) e-trust has a positive and significant effect on shopping interest. (3) e-service quality has a positive and significant effect on shopping interest, (4) word of mouth has a positive and significant effect on shopping interest. The researchers hope is that Lazada e-commerce should innovate on the Lazada application and website, change the menu appearance, and increase the intensity of promotions.

KEYWORDS: E-Trust, E-Service Quality, Word of Mouth and Shopping Interest

I. INTRODUCTION

Currently technology and information have developed so rapidly, one of which is the discovery of the internet. The internet is an electronic means that can be used for various activities such as communication, research, business transactions, accessing information and others. The development of technology and information can also be seen from the potential of information technology which can reach the whole world and the ease with which everyone can access the internet, this is able to connect everyone from any part of the world to exchange information. The internet has also brought about changes that have created a new perspective on business, namely digital marketing.

Digital marketing is promotion and market search activities through digital media online by utilizing various means, for example social networks. The online world is able to connect everyone from all over the world. Digital marketing makes it easier for business people to monitor and provide all the needs and desires of potential consumers. Prospective consumers can also search for and obtain product information just by browsing cyberspace, making the search process easier (Purwana, et al., 2017:2).

The development of digital marketing has led to an increase in the value of ecommerce or electronic commerce transactions. E-commerce is a business transaction that occurs in an electronic network such as the internet. Anyone who has a device capable of accessing the internet network can take part in e-commerce activities (Varmaat, 2007: 83). There are many e-commerce applications in Indonesia, but Lazada is the marketplace with the highest users in Indonesia (Jayani & Fitra, 2019). According to the results of a survey conducted by iPrice in 2021, Lazada.co.id was ranked as the fourth most visited e-commerce site for shopping in Indonesia. Lazada Indonesia, founded in 2012. Is an e-commerce that offers various types of products, electronics, books, and health equipment to travel and sports equipment.

However, in line with the increasing number of online transactions, online crimes, cases of online fraud, extortion, online prostitution, and even cases of money laundering & corruption that occur in the online world are also increasing. Based on the high number of cases of online fraud, e-commerce is competing to provide safe services for its consumers, so that consumers have confidence in carrying out their transactions. In an electronic context, this trust is termed e-trust.

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E-trust is a consumer's hope that providers of goods or services can be trusted or relied on in fulfilling their promises (Siagian & Cahyono, 2014: 57). In general, e-trust or consumer confidence can be built by looking at positive reviews given by consumers after purchasing in e-commerce applications. Therefore, reviews are very important and needed by goods providers in e-commerce so that the goods offered are sold. Apart from seeing positive reviews, e-trust can be built by ensuring consumer personal data is stored safely, displaying store locations clearly, and shipping support. The availability of this information can encourage consumers to make purchases via e-commerce (Mahkota, et al., 2014).

Indirect positive reviews can also be a form of promotion. As more and more e-commerce emerges, service providers must compete to find customers and maintain strict regulations so that they can be trusted as good e-commerce. So apart from advertising, customer reviews that can be seen in product reviews can become positive information that is spread well by word of mouth. In an electronic context, this is called e-WOM. E-wom is a positive or negative statement made by potential, actual or former consumers about a product or company via the internet (Paludi, 2016:23). Apart from e-trust and e-wom, e-service quality also influences online purchasing decisions. E-Service quality is an assessment of whether what consumers receive and what consumers expect are in agreement with each other or contradict each other. Therefore, the quality of online service is an important thing that every seller in e-commerce must pay attention to (Rozi, 2017). After consumers believe in e-commerce through stimulation from e-commerce, and feel satisfied with the service facilities, consumers will decide to make a purchase. Online purchasing decisions are a series of processes that begin with the consumer recognizing the problem, looking for information about a particular product or brand and evaluating the product or brand as to how well each alternative can solve the problem.

Research related to the use of e-commerce has become quite an important part of the study of consumer behaviour today. Marketers need accurate, timely and reliable information about their consumers and special skills to analyse and interpret this information to support the design of effective and efficient marketing strategies (Suwarman & Tjiptono, 2018: 75). Consumer behaviour describes the way individuals make decisions to utilize their available resources (time, money, effort) in searching for, purchasing, using, evaluating and disposing of products and services that they hope will satisfy their needs (Schiffman & Kanuk, 2010:23). This process is depicted in the consumer behaviour model (Kotler & Armstrong, 2012), where there are several components, namely marketing stimuli (product, price, promotion and distribution), other stimuli (economic, technological, political and cultural), and buyer characteristics. (Cultural, social, personal and psychological). Referring to this behavioural model, this research focuses on marketing stimuli in the form of e-wom and e-service quality, as well as buyer characteristics in the form of e-trust as an illustration of the variables that influence online purchasing decisions using the Lazada application.

II. LITERATURE REVIEW

Interest in Online Shopping

Purchase interest is something that arises after receiving stimulation from the product that one sees, then the desire to buy and own it arises. A consumer's buying interest will arise automatically if the consumer feels interested and responds positively to what the seller has offered (Kotler, 2012). According to Priansa (2017) defines that purchase interest is a consumer's mental statement that reflects plans to purchase branded products. Taufiq (2020), states that buying interest is formed from consumer attitudes towards the brand and brand evaluation, so that from these two stages interest in buying arises. Maghfiroh et al. (2016), interest is a psychological aspect that has a significant impact on behaviour and attitudes. Schiffman and Kanuk explained that the notion of purchase intention is a type of authentic thinking, reflecting buyers' plans to purchase various brand products within a certain time period. Engel, Blackwell, and Miniard (2014), there are two categories of consumer purchases, namely: (1) products and brands, and (2) product class. The first category is referred to as fully planned purchases, because in this category consumers are more willing to invest time and energy in shopping and buying. As a result, involvement with the product is relatively high. The second category is referred to as planned purchases even though the brand choice is made at the point of sale.

E-Trust

E-trust is the confidence that consumers have in a company as a basis for carrying out online-based transactions (Hanifati & Samiono, 2018). E-trust is consumer confidence in product or service providers that they can be trusted or relied on in fulfilling their promises in accordance with consumer expectations online (Anisa Mauta Liani & Abdul Yusuf, 2021). The factors that influence E-trust are perceived web vendor reputation and perceived web site quality. E-trust is a trust that consumers have to buy via the internet. The online transaction in question is an activity where the process of searching for information, transferring information, and purchasing products occurs online (Pavlou, 2003:17). E-trust in this research can be measured in three dimensions, namely, sincerity (benevolence), ability (ability), and integrity (integrity). There are several previous studies that

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show the relationship between e-trust and online purchasing decisions, such as research conducted by Mauludiyahwati (2017); Setyowati & Suryoko (2020); Kartika & Garnasih (2018); Nugraha, et al. (2019) that E-trust has a positive effect on online purchasing decisions. Based on the results of this study, the following hypothesis can be formulated: as research conducted by Mauludiyahwati (2017); Setyowati & Suryoko (2020); Kartika & Garnasih (2018); Nugraha, et al. (2019) that E-trust has a positive effect on online purchasing decisions. Based on the results of this study, the following hypothesis can be formulated: as research conducted by Mauludiyahwati (2017); Setyowati & Suryoko (2020); Kartika & Garnasih (2018); Nugraha, et al. (2019) that E-trust has a positive effect on online purchasing decisions. Based on the results of this study, the following hypothesis can be formulated:

H1: E-trust has a significant effect on students' online shopping interest among Lazada users

E-Service Quality

E-service quality is an evaluation and assessment of the quality of service provided by the company in facilitating customers in shopping, purchasing and distribution activities via electronic systems or the internet effectively and efficiently (Dewi Rinjani, 2019). Based on the definition of E-Service Quality and service quality, it can be concluded that E-Service Quality is a method for measuring customer satisfaction from internet-based service providers including purchasing and delivering products or services. Measurement is carried out by measuring how customers perceive the services they feel and comparing them with the services that customers expect based on certain dimensions of E-Service Quality. E-service quality or also known as e-ServQual is a new version of service quality (ServQual). E-ServQual was developed to evaluate a service provided on the Internet network. E-service quality is defined as the expansion of a site's ability to facilitate shopping, purchasing and distribution activities effectively and efficiently (Chase, et al., 2006: 4). E-service quality in this research can be measured in 4 dimensions, namely, efficiency, fulfillment, system availability, privacy. There are several previous studies that show the relationship between e-service quality and online purchasing decisions, such as research conducted by Fakhrur (2017); Gupron (2020); Octari (2018); Amanah, et al. (2017); Mahfud & Soltes (2016), that e-service quality has a positive effect on online purchasing decisions. Based on the results of this study, the following hypothesis can be formulated:

H2: E-service quality has a significant effect on students' online shopping interest among Lazada users.

Word of mouth

Meanwhile, electronic word of mouth (e-WOM) can be defined as "negative or positive statements made by actual, potential or previous consumers regarding a product or company where this information is available to people or institutions via the internet" (Paludi, 2016:23). It can be concluded that word of mouth is how someone talks to other parties about their experience in using a product and recommends it to other people as a substitute for marketers who carry out these conversations in other words, consumers carry out promotions without being tied to the company and without being paid by the company. , consumers usually only talk about their experience in using the product.

E-wom in this research can be measured in three dimensions, namely, concern for others (concern for others), expressing positive or negative feelings (expressing positive feelings), helping the company (helping the company). There are several previous studies that show the relationship between e-WOM and online purchasing decisions, such as research conducted by Yunitasari (2018); Oktaviani (2020); Sindunata & Wahyudi (2018); Perera, et al. (2019); Tjhin & Aini (2019), That e-wom has a positive influence on online purchasing decisions. Based on the results of this study, the following hypothesis can be formulated:

H3: E-wom has a significant effect on students' online shopping interest to Lazada users

III. RESEARCH METHODS

This research is quantitative research using an explanatory research approach. The respondents in this study were students at Warmadewa University, Denpasar, Department of Management, and Class of 2020, as many as 83 LAZADA users. The data collection technique was carried out using a questionnaire and using a Likert measurement scale, distributed online using Google Forms via the WhatsApp and Instagram applications. Data analysis was carried out in several stages, namely descriptive statistical analysis, classical assumption test, multiple linear regression analysis, t test, F test, and coefficient of determination.

IV. RESULTS AND DISCUSSION

Validity and Reliability Test

The validity test is carried out by correlating the item scores with the total item scores with a significance level of 0.05 or 5%. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. If the calculated r is > 0.30 and is positive (using a significance level of 5%), then the questionnaire variable/item is

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declared valid or legitimate. . A variable is said to be reliable if it provides a Cronbach Alpha value >0.60 . The results of the validity and reliability test of this research are shown in Table 1 below:

Table 1. Validity and Reliability test results

No	Variable	Items	Correlation Items Total	Information	Cronbach Alpha	Information
1	<i>E-trust</i>	X1.1	0.760	Valid	0.884	Reliable
		X1.2	0.736	Valid		
		X1.3	0.884	Valid		
		X1.4	0.892	Valid		
		X1.5	0.889	Valid		
2	<i>E-service quality</i>	X2.1	0.848	Valid	0.915	Reliable
		X2.2	0.847	Valid		
		X2.3	0.876	Valid		
		X2.5	0.812	Valid		
		X2.6	0.867	Valid		
		X2.4	0.792	Valid		
3	<i>Word of mouth</i>	X3.1	0.917	Valid	0.884	Reliable
		X3.2	0.866	Valid		
		X3.3	0.932	Valid		
4	Interest in shopping	Y.1	0.898	Valid	0.871	Reliable
		Y.2	0.754	Valid		
		Y.3	0.869	Valid		
		Y.4	0.894	Valid		

Normality test

To test whether the residuals are normally distributed, you can see the results of the Kolmogorov Smirnov test. If the results of the One Sample Kolmogorov Smirnov test are below the significance level of 5% or 0.05 then the regression model does not meet the assumption of normality, and vice versa.. Based on the normality test, it shows that the Kolmogorov-Smirnov value is 0.200, which is greater than 0.05, indicating that the data used in this study is normally distributed.

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test		
N		83
<i>Normal Parameters, b</i>	<i>Mean</i>	.0000000
	<i>Std. Deviation</i>	2.00404380
<i>Most Extreme Differences</i>	<i>Absolute</i>	.074
	<i>Positive</i>	.074
	<i>Negative</i>	-.050
<i>Statistical Tests</i>		0.074
Asymp. Sig. (2-tailed)		0.200

Multicollinearity Test

The way to detect whether there is multicollinearity or not in the regression model is by looking at the VIF (Variance Inflation Factor) value and the Tolerance value. If the VIF value is > 10 , then this value can be interpreted as considered unsatisfactory or multicollinearity occurs. Based on the results in table 3 t, it is shown that the independent variable has a tolerance value of more than 0.10 and also the independent variable has a VIF value of less than 10. Therefore, the regression model is free from symptoms of multicollinearity.

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Table 3. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
<i>E-trust</i>	0.500	1,998
<i>E-service quality</i>	0.648	1,542
<i>Word of mouth</i>	0.520	1,925

Heteroscedasticity Test

The heteroscedasticity test is a test that aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. Based on the Glejser test results, it is shown that each model has a significance value greater than 0.05. This shows that the independent variable used in this research does not have a significant effect on the dependent variable, namely absolute error, therefore, this research is free from symptoms of heteroscedasticity.

Table 4. Heteroscedasticity Test (Glesjer Test)

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	,987	,735	1,343	,183
1 <i>E-trust</i>	,069	,051	1,368	0,175
<i>E-service quality</i>	-.001	,036	-0.021	0,983
<i>Word of mouth</i>	-.060	,075	-0.803	0,424

Multiple Linear Regression Analysis

Multiple linear regression analysis is an analysis used to predict the condition (rise and fall) of the dependent variable, if two or more independent variables as predictor factors are manipulated (increasing and decreasing their values). Based on table 5 of the results of multiple linear regression calculations, it can be seen that the constant value is 0.288, the e-trust value (X1) is 0.318, the e-service quality (X2) value is 0.175 and the e-wom value (X3) is 0.844. Based on these values for each variable, to determine students' online shopping interest in Lazada users. can be seen in the following regression equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 0.288 + 0.081X_1 + 0.057X_2 + 0.119X_3 + e$$

Table 5 Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		t	Sig.	Decision
	B	Std. Error			
(Constant)	,288	1,169	,247	,806	
1 <i>E-trust</i>	0,318	,081	3,939	0,000	H1. Accepted
<i>E-service quality</i>	0,175	,057	3,080	0,003	H2. Accepted
<i>Word of mouth</i>	0,384	,119	3,223	0,002	H3. Accepted

Based on table 5, it can be seen that the t-count of the e-trust variable is 3.939 with a significant probability of 0.000, the e-service quality variable has a t-count of 3.080 with a significant probability of 0.003 and the e-wom variable is 3.223 with a significant probability of 0.002. Based on these values, it can be concluded that all hypothesized variables can be supported or accepted.

Simultaneous Significance Test Results (F-test)

Simultaneous Test is a test carried out to find out whether all independent variables have a joint influence on the dependent variable. The following in Table 7 shows the results of the F test calculations using SPSS 25.0.

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Table 6. F-test results

Model		Sum of Squares	of Df	Mean Square	F	Sig.
1	<i>Regression</i>	585,323	3	195.108	46,803	0,000
	<i>Residual</i>	329,328	79	4,169		
	<i>Total</i>	914.651	82			

Based on Table 6 above, it is known that $F_{count} (46.803) > F_{table} (2.72)$ with a significance value of F of $0.000 < 0.05$, so H_0 is rejected and H_1 is accepted. This means that the variables e-trust (X1), e-service quality (X2) and word of mouth (X3) simultaneously have a positive and significant effect on online shopping interest (Y) of Warmadewa University Management Department students.

DISCUSSION

The influence of e-trust partially on the online shopping interest of Warmadewa University Management Department students. Based on the results of hypothesis testing in this research, it was found that e-trust has a positive and significant influence on online shopping intentions of Warmadewa University Management Department students. The e-trust variable influences online purchasing decisions by 31.8%. This means that the higher the e-trust, the higher the online shopping interest of Management Department students. This is supported by the results of descriptive analysis where respondents gave high ratings on the dimensions of sincerity and integrity. Respondents feel that Lazada is committed to providing the needs and what their customers want, Lazada always provides products and services according to what their customers expect. The influence of e-service quality partially on the online shopping interest of Warmadewa University Management Department students. Based on the results of hypothesis testing in this research, it was found that e-service quality has a significant effect on students' online shopping interest. The e-service quality variable influences online purchasing decisions by 17.5%. When examined from the results of descriptive statistics, respondents' answers provide above average ratings in the dimensions of fulfillment, system availability and privacy. Lazada's transaction system is felt to be capable of providing safe and comfortable shopping activities for its customers, this is based on the distribution of respondents' answers on site items. Lazada always keeps its promises in maintaining safe and comfortable shopping activities. Shopping on Lazada provides efficient facilities for customers to search for the desired product and information related to that product. Lazada is fully responsible for transactions carried out by its customers, starting from the payment verification process to transaction cancellation, The fast cancellation and refund process is the reason why Lazada customers feel comfortable shopping at Lazada. The results of this research are in line with research conducted by Fakhur (2017) which found that the e-trust variable had a positive effect on online purchasing decisions. The influence of word of mouth partially on the online shopping interest of Warmadewa University Management Department students. Based on the results of hypothesis testing in this research, it was found that e-wom has positive and significant influence on students' online shopping interest. The e-WOM variable influences online shopping interest by 38.4%. This is supported by the results of descriptive analysis which provides an above average assessment on the dimensions of concern for others and helping the company. Lazada is able to provide facilities for interacting with sellers. This is so that customers can ensure the availability of the goods they want to buy and their specifications. The results of this research are in line with previous research conducted by Nurrohman (2018) which stated that electronic word of mouth has a positive and significant relationship to purchasing decisions.

CONCLUSIONS

Theoretically, this research proves that students' online shopping interest is related to consumer behavior. Consumers who understand and understand the reliability of a product to meet their needs, and are supported by quality service and promotions as marketing stimuli, mix into the buyer's black box, thereby influencing their purchasing interest. Thus, there is a connection between marketing stimuli, black boxes, and target audience responses (Sopiah & Sangaji, 2013: 13). The large influence of the e-WOM variable on purchasing decisions shows the importance of consumer reviews in determining online purchasing decisions. Needs support to improve aspects of Lazada's ability to provide trust, ease in sharing their shopping experiences using the Lazada application (expressive positive feeling), and (efficiency) in meeting customer needs. The limitations of this research are examining e-trust, e-wom, and e-service quality on online shopping interest. So in the future it is necessary to carry out further development by adding variables of shopping experience or convenience of the online shopping system, so that future researchers can understand online shopping purchasing decisions comprehensively.

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