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# Simplicity, Price, Quality of Service and Safety Towards The Decision to Purchase Products Through Shopee.id Application

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## Keywords:

*simplicity, price, quality of service, safety,  
decision on purchasing product*

## ABSTRACT

This study aims to determine the effect of simplicity, price, service quality and safety on product purchasing decisions through shopee.id application. The method used in this study is a quantitative method. Respondents in this study were accounting students for the 2016 class of the Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, where the incidental sampling method was used, with a total sample of 81 respondents. Data analysis techniques used multiple linear regression models. The results of this study indicate that simplicity, price, and quality of service affect the product purchase decision through Shopee.id application with each sig value of 0,033; 0,000; and 0,000. Meanwhile, safety has no effect on product purchasing decisions through shopee.id application with a sig value of 0,087.

## INTRODUCTION

In recent years the technology is far more sophisticated and continues to develop compared to several years ago. The development of these technologies can be felt in various fields, namely transportation, electronic community and even in cyberspace. This makes internet users in Indonesia increasingly develop along with technological advancements. Based on the calculation of the Indonesian Internet Service Providers Association (APJII) in 2017 it reached 143.26 million people while in 2018 Figure I.1 increased to reach 171.17 million people or around 64.8% of the total population of Indonesia.

The increasing number of internet users is a big opportunity for entrepreneurs to market their products via the internet or based online. Easy internet access either via wifi or cellphone has an impact on changing consumer behavior, from shopping directly or conventionally to online shopping. As the results of research conducted on internet users in Singapore by Liao and Cheung (2001), it showed that the more people use the internet, the happier they are to make purchases through *e-shops*.

Electronic commerce or *e-commerce* transactions in Indonesia have increased; eMarketer data showed that Indonesia's *e-commerce* transactions reached Rp 25.1 trillion in 2014 and will rise to Rp 69.8 Trilin in 2016, with an exchange rate of Rp 13,200 per US dollar. *E-Commerce* has several types, one of which is *Customer to Customer* (C2C), where consumers can not only buy products in *e-commerce*, but also easily sell their products to other consumers. So that popping up companies that make a site as a place of market share between sellers and buyers in the digital world is called *marketplace*.

The development of *e-commerce* web in Indonesia is also increasingly marked by the emergence of a large *marketplace* that is increasingly known by all levels of society such as Tokopedia.com, *Shopee.ID*, Open Stalls, Blibli, zalora, lazada and the others. *Marketplace* is an electronic interactive business community container that provides a market where companies can take part

in B2B *e-commerce* and or other *e-business* activities (Bunn, Jensen, & Skovgaard). *Marketplace* provides facilities for free and the seller does not incur much cost in making a website.

Shopee.ID is a *marketplace* that has potential and it is popular in Indonesia. The company that is identical to the orange color managed to rank first in the AppStore and Playstore during the Q4 2018 period based on data compiled from AppAnnie. Shopee.ID is very easy for consumers to shop because it can be done anytime and anywhere. However, a few consumers also have problems in purchasing products.

The high number of competition for both similar and different goods causes consumers to act selectively in making purchasing decisions. These conditions require producers to follow the increasingly complex wants and needs of buyers. Price is the main benchmark in encouraging consumers to buy the goods offered. Usually consumers, choose cheap prices with good quality. The sellers must also provide the best quality of service, in order to encourage consumers to purchase the items offered.

The payment process through Shopee.ID is not carried out conventionally, but uses payment methods including credit cards, bank transfers, third parties and the *Cash on delivery* (COD) system. Shopee Guarantee Feature is a protection from Shopee for consumers by holding consumer funds. If the consumer confirms that the item has been received well then the funds will be passed on to the seller. Shopping through Shopee.ID is of interest to various circles as is the case among students. They choose Shopee.ID because it has free shipping, a complete category, and guarantees that the goods received are in good condition.

Based on the above phenomenon, the researchers conducted a study entitled "EFFECTS OF SIMPLICITY, PRICE, QUALITY OF SERVICE, AND SAFETY TOWARDS DECISIONS TO PURCHASE PRODUCTS THROUGH SHOPEE.ID APPLICATION (Empirical Studies in Accounting Students in 2016, Faculty of Economics and Business, University of Muhammadiyah Surakarta)"

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### Technology Acceptance Model (TAM)

According to Venkatesh & Morris (2000) in Sanjaya (2005) TAM is used to see individual understanding continuously using information technology in its activities.

### Technology Of Planned Behavior (TPB)

This theory is called perceived behavioral control. Planned behavior theory (TPB) aims to control individual behavior that is limited by the shortcomings and limitations of the resources used to conduct their behavior (Chau and Hu, 2002 in Sulistyawati, 2019)

### Social Learning Theory

Social learning theory states that people can learn through direct observation and experience. One can learn by observing what happens to other individuals and only being told about something (Robbins and Judge, 2008: 74).

### Electronic Marketing

According to Boone and Kurtz (2005), *e-marketing* is one component in *e-commerce* with special interests by marketers, namely the strategy of the process of making, distributing, promoting, and pricing the goods and services of the internet market share or through other digital equipment.

### E-Commerce (*Electronic Commerce*)

Electronic commerce is the distribution, sale, purchase, marketing of goods and services that rely on electronic systems, such as the internet, television or other computer networks. Classification of *e-commerce* business models namely *Business-to-business (B2B)*, *Business-to-consumer (B2C)*, *Consumer-to-consumer (C2C)*, *Consumer-to-business (C2B)*, *E-Commerce Public / Government Administration (B2G & C2G)*.

### Buying decision

It is a consumer behavior to make a purchase or transaction. Consumers are often faced with several choices in buying an item, causing consumers to have to consider before making a purchasing decision.

### Simplicity

It is defined as the extent to which a person believes that using a technology will be free from effort (Hartono and Jogiyanto, 2007: 114). This convenience factor will have an impact on behavior, namely the higher a person's perception of the simplicity of using the system, the higher the level of information technology utilization.

### Price

Price is the amount of money that must be paid by consumers to get a product (Kotler and Armstrong (2008). The role of prices greatly affects the success rate of a company or seller in selling its products, so sellers do various ways to attract consumers, such as providing affordable prices, suitability of price with product quality, or provide discounts on products.

### Service quality

Quality of service is how far the difference between reality and customer expectations for the service received or obtained (Parasuraman, in Lupiyoadi, 2001: 148).

### Safety

Safety is the ability of an online store to control and maintain security of data transactions (Park and Kim, 2006). The concept of security in an online environment is defined as the ability of online corporate websites to protect information and transaction data of consumers.

### The Effect of Convenience Against Product Purchasing Decisions Through Shopee.ID Application

The facilities provided by shopee include the simplicity to be learned, accessed, understood, and easy to get information on shopee.id. This simplicity is expected to encourage consumers to make purchasing decisions at shopee.id.

H<sub>1</sub>: Simplicity affects the product purchase decision on the Shopee.ID application.

### The Effect of Prices on Product Purchasing Decisions through Shopee.ID Application

The price offered by shopee varies greatly, starting from the lowest price to the most expensive

price. Various goods with the same type and brand have different prices. At shopee there are also imported goods at lower prices compared to goods offered in Indonesia. Therefore, price is also one of the most important factors before consumers make a purchase decision.

H<sub>2</sub>: Price affects the product purchase decision on the Shopee.ID application.

### The Effect of Service Quality on Product Purchasing Decisions Through Shopee.ID Application

The quality of service at Shopee.id in this case is certainly expected to be able to create good service quality, so as to encourage consumers to make purchasing decisions on Shopee.id repeatedly.

H<sub>3</sub>: Service quality influences product purchase decisions on the Shopee.ID application.

### The Effect of Security on Product Purchasing Decisions Through Shopee.ID Application

Every e-commerce must have a good security system, because every payment uses an account. Therefore, the security of the buyer's account must be protected well and properly so that the account is not known by others. If the security of an e-commerce is not good or there is no guarantee of security, consumers will hesitate to make a purchase.

H<sub>4</sub>: Security influences product purchase decisions on the Shopee.ID application

## RESEARCH METHOD

### Population dan Sample

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 (Sugiyono (2009: 115). The population in this study is the Accounting Student Batch 2016 Faculty of Economics and Business, Universitas Muhammadiyah Surakarta. The total population in this study are 412 respondents, the sample chosen is considered to represent the existence of a population. The technique of determining the sample used is the Slovin formula, namely:

$$n = \frac{N}{1 + N (e)^2}$$

Note :

n = Samples to be determined

N = The number of population

e = Expected level of precision not to deviate, 10%

The sample for this research is :

$$\begin{aligned} \text{Accounting Students of FEB'16} &= \frac{412}{1 + 412 (0,1)^2} \\ &= 80,469 \text{ rounded down to } 81 \end{aligned}$$

### Data and Data Sources

The study used primary data. The data were obtained by distributing questionnaires. The distribution of the questionnaire was done by *incidental sampling*, i.e. anyone who incidentally met the researchers could be used as a sample, people who happened to be met were in accordance with the criteria, namely the 2016 Accounting Faculty of Economics and Business, Universitas Muhammadiyah Surakarta.

### Operational Definition and Variable Measurement

#### Product Purchase Decision

The purchasing decision is the decision process stage where the consumer actually purchases the product. There are indicators of purchasing decisions (Yugi Setyarko, 2016), namely the purpose of purchasing a product, processing information to get to brand selection, stability in a product and giving recommendations to others, to make a repeat purchase.

#### Simplicity

It is defined as the extent to which a person believes that using a technology will be free of effort. There are indicators of convenience (Yugi Setyarko, 2016), namely Easy to Learn, Controllable, Clear & Understandable, Flexible, Easy to Become Skillful, and Easy to Use.

#### Price

Price is the amount of money spent by consumers to get products or services. There are price indicators (Fransiska Vania Sudjatmika, 2017), namely price feasibility, price conformity with product quality, and discounts.

### Service quality

Service Quality is defined as how far the difference between reality and customer expectations for the services they receive (Parasuraman, in Lupiyoadi, 2001: 148). There are indicators of service quality (Yugi Setyarko, in Jasfar, 2005: 51), namely physical evidence, reliability, responsiveness, assurance, empathy.

### Safety

It is the ability of online stores to control and maintain security of data transactions. There are security indicators (Fransiska Vania Sudjatmika, 2017), which does not misuse consumers' personal data, provide security and keep consumers' personal data from outsiders, giving confidence in security guarantees.

## FINDING AND DISCUSSION

Data analysis method used in this study is multiple linear analysis, which is to find out the effect of convenience, price, service quality and security on product purchasing decisions through the shopee.id application. The regression model used is as follows:

$$y = a + \beta_1 K_m + \beta_2 H_g + \beta_3 K_P + \beta_3 K_{mn} + e$$

### Note :

Y = Product Purchase Decision through E-commerce

$\alpha$  = Konstanta

$\beta$  = Regression Coefisien

$X_1$  = Simplicity

$X_2$  = Price

$X_3$  = Service Quality

$X_4$  = Safety

$\epsilon$  = Error of Estimation

The population in this study was the 2016 accounting student of the Faculty of Economics and Business, Universitas Muhammadiyah Surakarta. The sample determined by the Slovin formula and it was obtained a sample of 81 respondents with a 100% return rate in Table IV.1:

**Table IV.1**  
Questionnaire Return Rate

Description	Respondent (University students)
Number of Questionnaires distributed	81
Number of Questionnaires that did not return	0
Data ready to be processed	81
Total	81

Source : Primary Data processed with SPSS, 2020

### Results of Respondent Characteristics

Characteristics of respondents in this study explain the description of the respondent's identity, namely based on age, gender, shopping frequency, nominal shopping and electronic media used:

**Table IV.2**  
Characteristics of Respondents by Age

Age	Frequency	Percentage (%)
19-21 year	68	83,95%
22-24 year	13	16,05%
Total	81	100,00%

Source : Primary Data processed with SPSS, 2020

Table IV.2 shows that the age of respondents who made a purchase of products through the Shopee.ID application was the age of 19-21 years with 68 respondents or 83.95% while the ages of 22-24 years were 13 respondents or 16.05%. This shows that the majority of respondents aged 19-21 years (83.95%).

**Table IV.3**  
Characteristics of Respondents by Gender

Gender	Frequency	Percentage (%)
Male	15	18,52%
Female	66	81,48%
Total	81	100,00%

Source : Primary Data processed with SPSS, 2020

Table IV.3 shows the gender of respondents who made a purchase of products through the Shopee.ID application were 15 male or 18.52%



while women were 66 respondents or 81.48%. This shows that the majority of respondents were female by 81.48%.

**Table IV.4**  
**Characteristics of Respondents Based on Shopping Frequency**

Shopping Frequency	Frequency	Percentage (%)
< 3 x	42	51,85%
3 – 5 x	27	33,34%
> 5 x	12	14,81%
Total	81	100,00%

Source : Primary Data processed with SPSS, 2020

Table IV.4 shows that the shopping frequency of respondents who bought products through the Shoppe.ID application less than 3 times were as many as 42 respondents or 51.85%, while purchases 3 to 5 times were 27 respondents or 33.34% and more than 5 times were as many 12 respondents or 14.81

**Tabel IV.5**  
**Characteristics of Respondents Based on Nominal Expenditures**

Nominal Expenditures	Frequency	Percentage (%)
< Rp 50.000	2	2,47%
Rp 50.000 – Rp 100.000	34	41,97%
Rp 100.001 – Rp 200.000	32	39,51%
Rp 200.001 – Rp 300.000	10	12,35%

**Table IV.7**  
**Descriptive Statistic**

Description	N	Minimum	Maximum	Mean	Std. Deviation
Simplicity	81	18	30	26,16	2,736
Price	81	13	30	24,42	2,836
Service Quality	81	19	40	31,20	3,926
Safety	81	16	30	23,96	2,685
Product Purchase Decision	81	8	20	16,44	2,151
Valid N (listwise)	81				

Source : Primary Data processed with SPSS, 2020

Based on table IV.7 it can be concluded that descriptive statistical test results show that the simplicity variable has a minimum value of 18, a maximum value of 30, a mean value of 26.16 and a standard deviation of 2.736; a variable price has a minimum value of 13, a maximum value of 30 , a mean value of 24.42 and a standard deviation of

> Rp 300.000	3	3,70%
Total	81	100,00%

Source : Primary Data processed with SPSS, 2020

Table IV.5 shows that the majority of respondents, as many as 34 people (41.97%) made a purchase of products as much as Rp 50,000 - Rp 100,000 in a single purchase through the Shoppe.ID application.

**Table IV.6**  
**Characteristics of Respondents Based on Electronic Media**

Shopping Media	Frequency	Percentage (%)
PC ( <i>Personal Computer</i> ) / Laptop	0	0
Smart Phone	81	100,00%
Tablet	0	0
Total	81	100,00%

Source : Primary Data processed with SPSS, 2020

Table IV.6 shows that the electronic media used by respondents to purchase products through the Shoppe.ID application was Smart Phone.

## Descriptive Statistics Results

Descriptive statistics are statistics that describe data into information that is clearer and easier to understand (Ghozali, 2011). Descriptive Statistics research results can be seen in the following table:

2.836; a Service Quality variable has a minimum value of 19, a maximum value of 40, a mean value of 31.20 and a standard deviation of 3.926; a Safety variable has a minimum value of 16, a maximum value of 30, the mean value is 23.96 and the standard deviation is 2.685; the Product Purchase Decision variable has a minimum value of 8, a maximum

value of 20, a mean value of 16.44 and a standard deviation of 2.151.

## Result of Data Quality

### Validity Test Results

Validity test is used to measure the validity of a questionnaire question. A valid questionnaire question if  $r\text{-count} > r\text{-table}$  (0.2185). Validity Test in this questionnaire was carried out by taking a sample of 81 respondents. The following table shows the results of the validity test of 4 variables used in this study, namely simplicity (Km), price (Hg), service quality (Kp) and Safety (Kmn):

Table IV.8  
Research Variable Validity Test Results

Variable	Indicator	$R_{hitung}$	$R_{tabel}$	Note
Simplicity (Km)	Km1	0,657	0,2185	Valid
	Km2	0,719	0,2185	Valid
	Km3	0,794	0,2185	Valid
	Km4	0,757	0,2185	Valid
	Km5	0,648	0,2185	Valid
	Km6	0,686	0,2185	Valid
Price (Hg)	Hg1	0,562	0,2185	Valid
	Hg2	0,714	0,2185	Valid
	Hg3	0,557	0,2185	Valid
	Hg4	0,626	0,2185	Valid
	Hg5	0,689	0,2185	Valid
	Hg6	0,693	0,2185	Valid
Service Quality (KP)	KP1	0,692	0,2185	Valid
	KP2	0,655	0,2185	Valid
	KP3	0,719	0,2185	Valid
	KP4	0,712	0,2185	Valid
	KP5	0,645	0,2185	Valid
	KP6	0,820	0,2185	Valid
	KP7	0,798	0,2185	Valid
	KP8	0,693	0,2185	Valid
Safety (Kmn)	Kmn1	0,643	0,2185	Valid
	Kmn2	0,656	0,2185	Valid
	Kmn3	0,810	0,2185	Valid
	Kmn4	0,750	0,2185	Valid
	Kmn5	0,771	0,2185	Valid
	Kmn6	0,567	0,2185	Valid

Source : Primary Data processed with SPSS, 2020

The results of the validity test on the research variables in the table above show the correlation coefficient between the statement score with the total score (*item total correlation*). All statements have  $r_{test} > r_{table}$ , then it can be said that all statements are declared valid.

### Reliability Test Results

The reliability test is used to measure the questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent from time to time. The following reliability test results:

Tabel IV.9  
Research Variability Test Results

Variable	Instrument	Cronbach Alpha	Note
Simplicity	6	0,801	Reliabel
Price	6	0,704	Reliabel
Service Quality	8	0,863	Reliabel
Safety	6	0,791	Reliabel
Product Purchase Decision	4	0,781	Reliabel

Source : Primary Data processed with SPSS, 2020

Reliability Test Results Table IV.9 shows the research instrument that is a questionnaire of convenience, price, service quality, safety, and product purchase decisions are declared reliable, as evidenced by each value of  $\alpha > 0.6$ . The reliability test results above indicate that the instrument has the reliability to obtain research data

### Classic Assumption Test Results

#### Normality Test Results

Normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution, if this assumption is violated then the statistical test becomes invalid for a small number of samples (Imam Ghazali (2011: 160)).

Tabel IV.10  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		81
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,36061435
Most Extreme Differences	Absolute	,063
	Positive	,063
	Negative	-,046
Kolmogorov-Smirnov Z		,063
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

a. Test distribution is Normal.

Source: Primary data processed with SPSS, 2020

Based on Table IV.10 it can be seen that the K-S test results show a probability value of 0.200 > a significance value of 0.05. Thus, it can be concluded that the distribution of research data is normally distributed.

### Multicollinearity Test Results

Multicollinearity test aims to test whether in the regression model was found a correlation between independent variables.

Multicollinearity Test Results

Variable	Tolerance	VIF	Note
Simplicity	0,579	1,726	Free of multicollinearity
Price	0,551	1,815	Free of multicollinearity
Service Quality	0,436	2,296	Free of multicollinearity
Safety	0,525	1,903	Free of multicollinearity

Source: Primary data processed with SPSS, 2020

Based on Table IV.11 above it can be seen that the tolerance value is more than 0.10 and the VIF value is more than 1 and less than 10 for each variable. Thus, it can be concluded that the regression equation model does not occur multicollinearity.

### Heterosdasticity Test Results

Heteroscedasticity testing is performed to test whether in a regression model there is an unequal variance from the residuals of one observation to another.

Table IV.12  
Heteroscedasticity Test Results

Variable	Sig	Note
Simplicity	0,427	Heteroscedasticity does not occur
Price	0,959	Heteroscedasticity does not occur
Service quality	0,957	Heteroscedasticity does not occur
Safety	0,495	Heteroscedasticity does not occur

Source: Primary data processed with SPSS, 2020

Table IV.12 shows that the probability (sig) in each regression model used in this study is greater than 0.05 or 5% so that it can be stated that there were no symptoms of heteroscedasticity in all regression models of this study.

### Result of Hipotesis Testing

#### Results of Multiple Linear Regression Analysis

This analysis is used to test the variables of simplicity (Km), price (Hg), service quality (KP), and safety (Kmn) of product purchasing decisions through the Shopee.ID application. Following are the results of multiple linear regression tests:

Table IV.13  
Results of Multiple Regression Analysis

Variable	Regression Coefisien	T <sub>hitung</sub>	Sig	Note
(Constant)	1,982	1,135	0,260	
Simplicity	-,163	-2,173	0,033	H1 accepted
Price	0,304	4,104	0,000	H2 accepted
Service quality	0,256	4,242	0,000	H3 accepted
Safety	0,139	1,732	0,087	H4 rejected
R <sup>2</sup> = 0,600		F <sub>hitung</sub> = 28,467		
Adjusted R <sup>2</sup> = 0,579		Sig = 0,000		

Source: Primary data processed with SPSS, 2020

From the results of multiple linear regression analysis it can be obtained the following equation:

$$KPP = 1.982 - 0.163 KM + 0.304HG + 0.256 KP + 0.139KMN + \epsilon$$

Based on the multiple linear regression equation above, it can be interpreted as follows:

- A constant value of 1.982 indicates that if the independent variable is considered constant, the product purchase decision is 1.982 units.
- The regression coefficient value of the simplicity variable shows a negative value



- of 0.163 which means that if the simplicity variable increases by one unit, the product purchasing decision will decrease by 0.163 units with the other variables considered constant.
- The regression coefficient of the price variable shows a positive value of 0.304, which means that if the price variable increases by one unit, then the product purchase decision will increase by 0.304 units with other variables considered constant.
  - The regression coefficient value of the service quality variable shows a positive value of 0.256 which means that if the service quality variable increases by one unit, then the product purchase decision will increase by 0.256 units with other variables considered constant.
  - The regression coefficient value of the safety variable shows a positive value of 0.139 which means that if the security variable increases by one unit, the product purchasing decision will increase by 0.139 units with other variables considered constant.

### Coefficient of Determination ( $R^2$ )

The coefficient of determination ( $R^2$ ) is used to test the goodness-fit of the regression model (Ghozali, 2011: 177). The calculation results for the adjusted  $R^2$  value with the help of the SPSS program, in the multiple regression analysis it was obtained the coefficient of determination or adjusted  $R^2$  of 0.579. This means that 57.90% of

the variations in customer satisfaction variables are explained by the variables of simplicity, price, customer quality, and safety. While the remaining 42.10% is explained by other factors that are not included in the observation of this study. Then it can be concluded that, the results of these tests indicate that the research model is goodness-fit.

### Simultaneous Test (F Test)

The F test is basically to show that all variables included in the model have an influence together with the dependent variable. This F test is used to test the eligibility or not. The model is said to be feasible if the significance value is less than 0.05.

Table IV.14

Test Results of F ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	221,898	4	55,475	28,467	,000 <sup>b</sup>
Residual	148,102	76	1,949		
Total	370,000	80			

Source: Primary data processed, 2019

Based on Table 8 the results of the simultaneous F test have a significance value of 0,000 or less than 0.05, meaning that the regression model of this study is fit or goodness of fit.

### Partial Test (t test)

T test is used to determine the effect of each independent variable individually on the dependent variable. T test results are as follow:

Table IV.15

Test Results of t Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,982	1,746		1,135	,260		
KMTOT	-,163	,075	-,270	-2,173	,033	,576	1,726
HGTOT	,304	,074	,401	4,104	,000	,551	1,815
1 KPTOT	,256	,060	,173	4,242	,000	,436	2,296
KMNTOT	,139	,080		1,732	0,087	,525	1,903

Source: treated primary virgin, 2019

Based on the results of t test, Table IV.13 shows that:

1. The results of the t test statistics for the simplicity of variables revealed  $T_{test}$  value of  $-2.173 < T_{table}$  1.99167 with a sig value of  $0.033 < 0.05$ . Thus it can be concluded that  $H_1$  is accepted which means that the simplicity variable (KM) has a significant effect on product purchasing decisions (KPP).
2. The results of the t test statistics for the price variable, it is obtained the value of  $T_{test}$  4.104 >  $T_{table}$  1.99167 with a sig value of  $0.000 < 0.05$ . Thus it can be concluded that  $H_2$  is accepted which means that the price variable (HG) has a significant effect on product purchasing decisions (KPP).
3. The results of the t test statistics for the service quality variable, it is obtained the value of  $T_{test}$  4.242 >  $T_{table}$  1.99167 with a sig value of  $0.000 < 0.05$ . Thus it can be concluded that  $H_3$  is accepted, which means that the service quality variable (KP) significantly influences the product purchase decision (KPP).
4. The results of the t test statistics for the safety variable showed the value of  $T_{test}$  1.732 <  $T_{table}$  1.99167 with a sig value of  $0.087 > 0.05$ . Thus it can be concluded that  $H_4$  is rejected which means that the safety variable (KMN) has no significant effect on product purchasing decisions (KPP).

## Discussion

### The Effect of Simplicity on Product Purchasing Decisions via Shopee.ID Application

The result of the simplicity variable showed that  $T_{test} > T_{table}$ ,  $-2,173 > 1.99167$  with a significance value of  $0.033 < 0.05$ . Thus, it can be concluded that  $H_1$  is accepted which means that the simplicity variable (KM) has a significant effect on product purchasing decisions (KPP). This is because, the first time a buyer conducts an online transaction, ordinary buyers who are technology illiterate will have difficulty making this transaction. Some buyers want to make a purchase but don't understand how to do transaction online. So, they will find this application difficult to use. They will look for information on how to make transactions using the application and will try to do it. However, due to software updates with the aim of making it easier for customers to make purchases by providing some

new features that are done continuously by shopee.id, ordinary customers will tend to start lazy to use it. Although this application is designed to be easier to be used, but with more and more features it will make the application more complicated than when it was first used. This will make them lazy to relearn this when they will make a purchase and this makes them less likely to want to make transactions online. It can be concluded that, according to shopee.id, the addition of some application features will make it easier for customers to use it, but for some people who are too lazy to learn something new, making the new application difficult to use. This research is in line with research conducted by Hidayah (2018) and Ayuningtyas (2018).

### The Effect of Prices on Product Purchasing Decisions via Shoppe.ID Application

The results of the t test statistics for the price variable, it was obtained the value of  $T_{test}$  4.104 >  $T_{table}$  1.99167 with a sig value of  $0.000 < 0.05$ . Thus, it can be concluded that  $H_2$  is accepted which means that the price variable (HG) has a significant effect on product purchasing decisions (KPP). This is because price is the main factor in purchasing a product. Consumers will tend to compare the same products with prices that are more affordable. Consumers will choose to buy the same product at a cheaper price than the price which is much expensive, this is because the item is more economical. Therefore, online sellers are competing to set low prices and always hold promos to attract customers to make a purchase. The result of this study is in line with the research conducted by Syahrial (2015), Fathudin (2015), and Lubis and Hidayat (2017).

### The Effect of Service Quality on Product Purchasing Decisions through Shoppe.ID Application

The result of the t test for the variable quality of service, it was obtained  $T_{test}$  value of  $4.242 > T_{table}$  1.99167 with a sig value of  $0.000 < 0.05$ . Thus, it can be concluded that  $H_3$  is accepted, which means that the service quality variable (KP) significantly influences the product purchase decision (KPP). The result of this study supports the opinion expressed by Tjiptono (2010: 259) mentioning that the quality of service is an effort to meet the needs and desires of consumers, as well as the accuracy of delivery to offset consumer expectations. The Shopee.ID

application currently provides a mobile social commerce platform which can be seen from the Social Sharing, Live Chat and hashtag features. The Live chat feature provided by Shopee makes it different from other e-commerce companies. Through this Live Chat feature, buyers can directly communicate with the seller regarding the product purchased without the need to save the seller's telephone number first. In addition, Shopee provides social features including hashtag functions, which can provide the best service related to trends in goods or products that are popular. The information and product description offered is enough to provide a description of the product so that it is easier for consumers to make purchasing decisions. fast, and guaranteed availability and suitability of the goods. This research is also in accordance with research conducted by Yugi Setyarko (2016).

#### **The Effect of Safety on Product Purchase Decisions through Shopee Application. ID**

The result of the t test showed  $T_{test}$  was 1.732 and it was  $< T_{table} 1.99167$  with a sig value of  $0.087 > 0.05$ . Thus, it can be concluded that  $H_4$  is rejected which means that the safety variable (KMN) has no significant effect on product purchasing decisions (KPP). This is because the level of security of Shopee.ID customer accounts is good enough so that customers do not feel worried when they first register at the Shopee.ID application. When a consumer first registers his account to Shopee.ID then Shopee.ID will automatically provide email verification to the consumer. Shopee.ID will

guarantee and maintain the confidentiality of the customer's account. So, customers no longer need to think about the leakage of personal information to third parties. The result of this study is in line with the research conducted by Wijaya (2018).

## **CLOSING**

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### **Conclusion**

Based on the results of the study it is shown that the variable of simplicity, price and quality of service affect the product purchase decision through the Shopee.ID application, while security does not affect the product purchase decision through the Shopee.ID application

This study is inseparable from limitations, including in collecting data using a questionnaire and only using internal factors so that the results of the study have not been maximized, and the object is only the accounting student of the 2016 Faculty of Economics and Business UMS, so that it cannot obtain a better level of generalization. It only covers one university, so it is necessary to develop research that has a broader scope by taking a larger sample. Therefore, for further research it is expected to collect data not only using questionnaires but with in-depth interviews or interviews with respondents, so that the information obtained can be more varied, in conducting further testing of variables using external factors, and further broadening the scope of research or research object so that the level of generalization to the wider population.

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