

**KEPERCAYAAN, KEAMANAN, KEMUDAHAN, KUALITAS PELAYANAN DAN HARGA TERHADAP  
KEPUTUSAN PEMBELIAN SECARA ONLINE PADA PT. YANMARINDO PERKASA**

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**ABSTRAK**

*Penelitian ini bertujuan untuk mengetahui pengaruh kepercayaan, keamanan, kemudahan, kualitas pelayanan dan harga terhadap keputusan pembelian secara online. Populasi dalam penelitian ini adalah konsumen PT. Yanmarindo Perkasa yang melakukan pembelian secara online. Teknik pengambilan sampel menggunakan metode convenience sampling yang dimana sampelnya berjumlah 100 sampel. Penelitian ini menggunakan data primer dan data sekunder. Dalam penelitian ini, data primer diperoleh langsung dari responden dengan membagikan kuesioner sedangkan data sekunder diperoleh langsung dari perusahaan berupa data hasil penjualan tahunan secara online oleh pihak marketing PT. Yanmarindo Perkasa. Teknik analisis penelitian yang digunakan adalah analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda dan pengujian hipotesis menggunakan bantuan software SPSS versi 21. Hasil penelitian ini menunjukkan bahwa variabel kemudahan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian secara online pada PT. Yanmarindo Perkasa, sedangkan variabel kepercayaan, keamanan, kualitas pelayanan dan harga memiliki pengaruh positif namun tidak signifikan terhadap keputusan pembelian secara online pada PT. Yanmarindo Perkasa.*

**Kata Kunci:** Kepercayaan; Keamanan; Kemudahan; Kualitas Pelayanan; Harga; Keputusan Pembelian Secara Online

**TRUST, SECURITY, CONVENIENCE, QUALITY OF SERVICE AND PRICE ON ONLINE  
PURCHASE DECISIONS IN PT. YANMARINDO PERKASA**

**ABSTRACT**

This study aims to determine the effect of trust, security, convenience, service quality and price on online purchasing decisions. The population in this study were consumers of PT. Yanmarindo Perkasa who makes online purchases. The sampling technique used convenience sampling method in which the sample amounted to 100 samples. This study uses primary data and secondary data. In this study, primary data was obtained directly from respondents by distributing questionnaires, while secondary data was obtained directly from the company in the form of annual sales data online by the marketing party of PT. Yanmarindo Perkasa. The research analysis technique used is descriptive analysis, classical assumption test, multiple linear regression analysis and hypothesis testing using SPSS version 21 software. The results of this study indicate that the convenience variable has a positive and significant influence on online purchasing decisions at PT. Yanmarindo Perkasa, while the variables of trust, security, service quality and price have a positive but not significant effect on online purchasing decisions at PT. Yanmarindo Perkasa.

**Keywords:** Trust; Security; Convenience; Service of Quality; Price; Online Purchase Decisions

## INTRODUCTION

The increasingly modern growth of technology drives changes in the system circulating in society, both directly and indirectly. This increasingly rapid development has made several changes, including the marketing (Sudarno et al., 2024; Suyono et al., 2023) system and how to transact. Initially, when wanting to buy a product (Purnama et al., 2023), buyers and sellers had to meet first to make a transaction, whereas now sellers and buyers do not need to meet in person anymore. Only by using gadgets and internet access that can be used 24 hours, buyers are facilitated to search for items they want to buy or sellers can also offer items they want to sell. With this technological advancement, everything becomes easier, starting from the limitations of distance, time, and cost.

Conducting transactions online is no longer a trend that just appears because of popularity. However, this has become a strong market with high potential that will last a long time. Even every transaction, both small and large, must also have a mature marketing (E. Irawan, 2023) concept and be able to reach a wide range of consumers if you want to continue to grow. With increasingly sophisticated internet technology, it is one of the most effective and efficient information media in disseminating information that can be accessed by anyone, anytime and anywhere. Internet technology is an easy and practical way to market a product and become a place to sell a business. Internet technology is very easy for people who don't want to leave the house or don't have time to go to the store to get or buy the goods they want, just by looking at the products on the computer screen or gadget, they can buy or get the goods they want. Through internet technology, sellers can sell their products through social media such as Instagram, WhatsApp, Facebook, websites, marketplaces (Shopee, Tokopedia, Bukalapak), and so on. With this online transaction, competitors must also be smarter in developing marketing strategies to survive in increasingly tight competition. PT. Yanmarindo Perkasa is a company that focuses on selling machines with various tool accessories to machine spare parts. The products offered by PT. Yanmarindo Perkasa are products that are important for every company, especially in the fields of industry, agriculture, plantations, shipping, and household equipment. Coupled with the development of the era, more and more new companies will emerge, making the level of need for products increase. At this time, PT. Yanmarindo Perkasa does not only focus on direct or offline sales but also makes online sales. This is done not only to increase sales but also to help consumers find the desired machine more easily, starting from various tool accessories to machine spare parts. Even with the many products sold with various price variations, consumers will be freer to choose according to their desired budget

**Table 1. Annual Sales Data of PT. Yanmarindo Perkasa Online**

Year	Total Sales	Difference	Percentage (%)
2015	Rp. 790.839.000		-
2016	Rp. 767.768.000	( Rp. 23.071.000 )	-3%
2017	Rp. 840.677.000	Rp. 72.909.000	9%
2018	Rp. 890.398.000	Rp. 49.721.000	6%
2019	Rp. 910.876.000	Rp. 20.478.000	2%
2020	Rp. 880.890.000	( Rp. 29.986.000 )	-3%

Source: PT. Yanmarindo Perkasa

From the data in Table 1, it can be seen that the sales value in 2015-2016 decreased by 3%, which was Rp. 23,071,000, then in 2016-2017 it increased by 9% to Rp. 72,909,000, then in 2017-2018 it increased by 6% to Rp. 49,721,000, then in 2018-2019 it also increased by 2% to Rp. 20,478,000, and in 2019-2020 it decreased again by 3% to Rp. 29,986,000. This happens because several factors cause consumers to think again about making purchases online, including factors of trust (Goh et al., 2022), security, convenience, quality of service (Hidayat et al., 2022; Saputro et al., 2022), and price (S. Chandra et al., 2023). Trust is an important factor influencing consumers to buy because consumers who have trust will make transactions through the internet media. Therefore, if there is no foundation of trust between the seller and the buyer, a transaction will never occur. Research conducted by (Wulandari, 2018) shows that trust has a positive and significant influence on online purchasing decisions. Meanwhile, research conducted by (Baskara & Hariyadi, 2012) states that trust has no positive but insignificant influence on online purchasing decisions.

In addition to trust (Kim & Peterson, 2017; Şahin et al., 2017), security in online buying and selling transactions is no less important. Security is an absolute must for business actors, both products, services, or both. Security provides comfort to users and increases consumer confidence, which leads to increased sales. This security aims to create a safe and comfortable buying and selling transaction process so that it benefits both buyers and sellers. Research conducted by (Mutiarra & Wibowo, 2020) and (Vania, 2017) states that security has a positive and significant influence on online purchasing decisions.

After consumers trust and feel safe, it is time for companies to create convenience for marketing their products. The convenience in question is the convenience of conducting online transactions which can be in the form of ordering procedures, payment procedures, and shipping procedures. Research conducted by (Naomi et al., 2016) stated that convenience has a positive and significant influence on online purchasing decisions. However, it

is also inversely proportional to research conducted by (Fandiyanto et al., 2017) which stated that convenience does not have a significant influence on online purchasing decisions.

Service quality is a unique factor because by providing services according to consumer desires, consumers will feel happy in shopping, both related to product prices, places, and benefits of the product itself. There are several service qualities expected by consumers, including adequate facilities, good service, comfort, security, peace of mind, and satisfactory results (T. Chandra et al., 2023; Suyono et al., 2022). Research conducted by (Baskara & Hariyadi, 2012) and (Wulandari, 2018) stated that service quality has a positive and significant influence on online purchasing decisions.

After going through the factors of trust, security, convenience, and quality of service, the next factor is the price which determines whether the consumer will buy or not. As is known, the higher the benefits felt by consumers from a particular product or service, the higher the exchange value of the goods or services for consumers, and the greater the means of exchange that will be sacrificed. Research conducted by (Fandiyanto et al., 2017) stated that price does not have a significant influence on online purchasing decisions. However, this is in contrast to research conducted by (Naufal & Magnadi, 2017) which states that price has a positive and significant influence on purchasing decisions.

### **Research Purposes**

To determine the influence of trust, security, convenience, service quality, and price on online purchasing decisions at PT. Yanmarindo Perkasa.

## **LITERATURE REVIEW**

### **Marketing**

According to (Daryanto, 2011) Marketing is a social and managerial process in which individuals and groups obtain their needs and wants by creating, offering, and exchanging something of value with each other. Meanwhile, according to (Sudaryono, 2016) Marketing is people or organizations that have needs or products that are marketed and they have sufficient purchasing power to meet their needs.

### **Purchasing Decisions**

According to (Tjiptono, 2015) Purchasing decisions are defined as a process in which consumers recognize their problems, seek information about certain products or brands (Amin et al., 2023; Amin & Wijaya, 2024; Purba et al., 2023), and evaluate each alternative well to solve their problems, which then leads to purchasing decisions.

### **Trust**

According to (Adi, 2013) Trust is a consideration that will be a driving force in various transactions between sellers and buyers so that consumer satisfaction (A. Irawan et al., 2023) can occur as desired. After consumers are satisfied with a product, they will not easily leave and switch to another. Meanwhile, according to (McKnight, D.H., Choudhury, V., Kacmar, 2015) Consumer trust is a positive expectation of producers for their ability to produce products that can satisfy consumers.

### **Security**

According to (Sukma, 2012) Security is a seller's ability to control and maintain security over data transactions. Where all consumer personal information is a personal secret between the seller and the buyer.

### **Ease**

According to (Fachrizi Alwafi, 2016) Ease is how someone believes that using technology will be free from one effort, which means there is no difficulty or no need for hard work when using the technology. Ease of online transactions can be in the form of a simple ordering procedure, a varied and easy-to-do payment procedure (Suhardjo et al., 2023), an informative and enjoyable purchasing process, and a fast and accurate product delivery process (Isnawati, 2019).

### **Service Quality**

Service quality is the level of presentation provided by the seller to satisfy consumers by providing and delivering according to what consumers expect (Nursani, Rois Arifin, 2018). Meanwhile, according to (Yuliawan, 2018), Service quality is an activity that can be seen but can be felt and its benefits can be taken for both individuals and organizations.

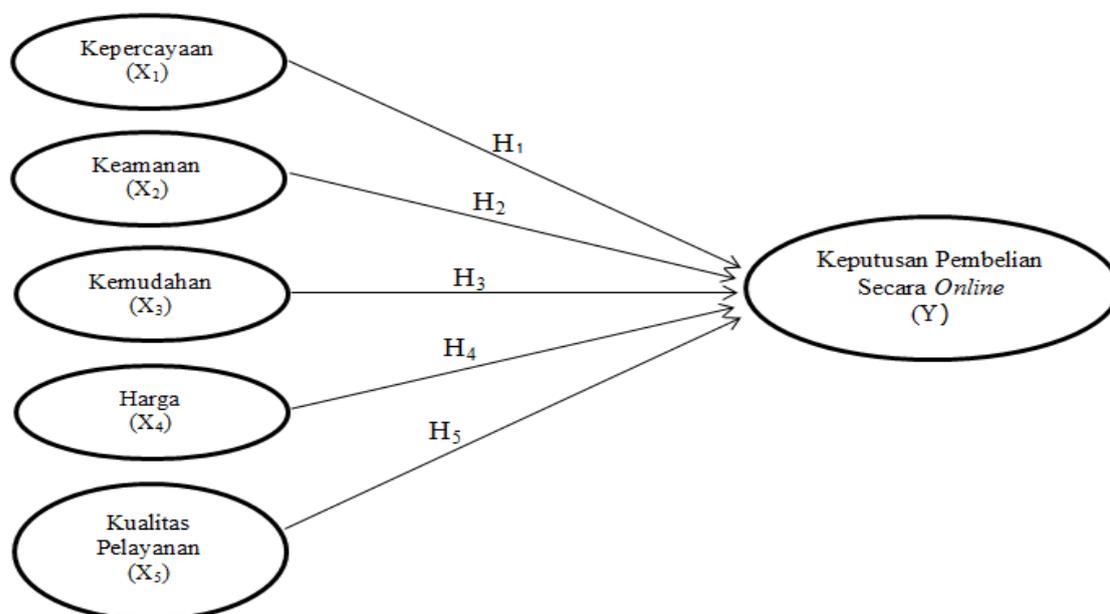
### **Price**

Price (Amin et al., 2022; Wijaya & Purba, 2021) is the amount of money that customers must pay to obtain a product (Nursani, Rois Arifin, 2018). Meanwhile, according to Husein Umar (Faroh, 2017), Price is the amount of money that consumers exchange for the benefits of owning or using a product or service whose value is

determined by the buyer and seller through bargaining or determined by the seller for the same price to the buyer.

### Conceptual Framework

In this study, the independent variables are trust, security, convenience, service quality, and price, while the dependent variable is the decision to purchase online as seen in Figure 1.



Source: Processed Data, 2022

Figure 1. Conceptual Framework

## METHODOLOGY

### Place and Time of Research

This research was conducted at PT. Yanmarindo Perkasa located at Jalan Riau Number 53 A-E Pekanbaru. This research was conducted for 4 months from September 2021 to December 2021.

### Population and Sample

According to (Arifin, 2017) Population is the entire subject or totality of research subjects which can be people, objects, or something that can be obtained or can provide research information. Because the number is not known for sure, the population in this study is consumers of PT. Yanmarindo Perkasa who makes purchases online. The sampling method used in this study uses the Roscoe theory. The sampling technique used is the convenience sampling technique, where the sampling is based on the availability of elements and the ease of obtaining them. The samples taken for this study were consumers of PT. Yanmarindo Perkasa who was making purchases at PT. Yanmarindo Perkasa either directly or indirectly with a total sample of 60 samples. However, because this research is a survey research, it was decided to take a sample in this study of 100 samples.

### Operational Research Variables

Table 2 shows the operational research variables for this study.

### Data Collection Technique

The data collection technique in this study used a questionnaire. A questionnaire is a data collection technique carried out by giving a set of written questions or statements to respondents to answer.

### Data Analysis Technique

#### Descriptive Analysis

Descriptive analysis is a description of the data collected in the study. The data comes from respondents' answers to the items contained in the research questionnaire and will be processed by grouping and tabulating and then an explanation will be given.

#### Validity Test

According to (Sugiyono, 2018) the main instrument used in this study is a list of questions or statements distributed

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to respondents. The validity test is carried out on each question item with the results of the calculated  $r$  being compared with the table  $r$  where the degree of freedom ( $df$ ) =  $n-2$  sig 5%, in this case,  $n$  is the number of samples. If the calculated  $r >$  table  $r$ , it means that there is a correlation between the variables that are connected. Where the statement is said to be valid. If the sig value  $< 0.05$ , it means that there is a correlation between the variables that are connected (Komala, 2017).

### Reliability Test

According to (Sugiyono, 2018) Reliability test is the accuracy or precision of the measuring indicator. In this study, the reliability test used is the Cronbach's alpha method. Cronbach's alpha method is a measure of reliability that has a value ranging from 0 (zero) to 1 (one). The minimum Cronbach's alpha reliability level value is 0.70.

**Table 2. Operational Definition of Research Variables**

Variable	Definition	Indicator	Scale
Buying decision (Y)	Purchasing decisions are defined as a process in which consumers identify their problems, seek information about certain products or brands, and evaluate each alternative to see if it can solve their problems, which then leads to a purchasing decision (Tjiptono, 2015).	1. Product Choice 2. Brand Choice 3. Purchase Channel Selection 4. Purchase Timing 5. Purchase Amount 6. Payment Method (Amstrong, 2016)	Interval
Trust (X1)	A consideration that will be a driving force in various transactions between sellers and buyers so that consumer satisfaction can occur as desired (Adi, 2013).	1. Reliability 2. Honesty 3. Caring 4. Credibility (Caniago & Sudarmi, 2021)	Interval
Security (X2)	Security is a seller's ability to control and maintain security over data transactions (Sukma, 2012).	1. Guaranteed Transactions 2. Ease of Transactions 3. Proof of Transactions 4. Image of Online Sellers (Adrian et al., 2022) 5. Product Quality (Hardiyanti, 2012)	Interval
Convenience (X3)	Ease is perceived as a level at which someone believes that the use of technology is easy and does not require hard work from its users (Fachrizi Alwafi, 2016).	1. The individual's interaction with the system is clear and easy to understand. 2. It does not require much effort to interact with the system. 3. The system is easy to use. (Davis, 1989) in (Mulyadi et al., 2018)	Interval
Service quality (X4)	Service quality is the level of good or bad conditions of the presentation provided by the seller to satisfy consumers by providing answers or conveying messages according to their wishes or requests beyond what consumers expect (Chandra, 2011).	1. Tangible 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy (Hymy & Tanoto, 2019)	Interval
Price (X5)	Price is an amount of money exchanged by consumers for the benefits of owning or using a product or service whose value is determined by the buyer and seller through bargaining or determined by the seller for the same price to the buyer (Faroh, 2017).	1. Price Affordability 2. Price Matching with Product Quality 3. Price Competitiveness 4. Price Matching with Product Benefits (Kotler, Philip and Armstrong, 2008) in (Harsanto & Hidayat, 2017)	Interval

Source: Processed Data, 2022

### **Classical Assumption Test**

#### **Normality Test**

The Normality Test aims to test whether, in the regression model, the independent and dependent variables are normally distributed or not. A good regression model has a normal or near-normal data distribution, namely the distribution does not deviate to the left or the right (normal curve) (Imam, 2016).

#### **Heteroscedasticity Test**

The Heteroscedasticity Test aims to test whether, in the regression model, there is an inequality of variance from the residual of one observation to another. If the variance of the residual (error) of one observation to another remains, it is called homoscedasticity and if it is different, it is called heteroscedasticity. In a good regression model, there is homoscedasticity or no heteroscedasticity (Imam, 2016).

#### **Multicollinearity Test**

The purpose of the multicollinearity test is to test whether the regression model finds a correlation between independent variables. A good regression model has a model in which there is no correlation between independent variables (Imam, 2016).

#### **Multiple Linear Regression Analysis**

Multiple linear regression analysis is used to determine whether or not there is an influence of independent variables on dependent variables. This analysis is also used to determine the relationship between independent and dependent variables, whether it is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases.

#### **Coefficient of Determination (R square / R<sup>2</sup>)**

The coefficient of determination is a value used to measure the amount of contribution of the independent variable (X) to the variation (increase/decrease) of the dependent variable (Y). The coefficient of determination (R<sup>2</sup>) essentially measures how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one. A small R<sup>2</sup> value means that the ability of the independent variables to explain the variation of the dependent variables is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable.

#### **Model Test (F Test)**

The model test (F test) aims to determine whether the independent variables jointly affect the dependent variable (Imam, 2016).

#### **Individual Parameter Significance Test (t-Test)**

According to (Imam, 2016) the t-test is how far the influence of the independent variables individually in explaining the dependent variable. The t-statistical test is used to test whether the independent variables partially have a significant effect on the dependent variable.

## **RESEARCH RESULTS AND DISCUSSION**

### **Analysis of Respondent Characteristics**

In Table 3, it is known that the gender of the respondents who gave the most responses in the questionnaire was male as many as 60 people with a percentage of 60%. This shows that men are more dominant than women who only play a role in the purchasing decision process because it can be said that men have more knowledge and experience about machines compared to women. It is known that the age of respondents who gave the most responses in the questionnaire was 20-30 years old as many as 70 people with a percentage of 70%. This shows that the more mature a person's age will be, the more it will affect the use of social media for transactions. Moreover, most of it is also because young people are more accustomed to mastering the use of technology. It is known that the occupation of the respondents who gave the most responses in the questionnaire was students or college students as many as 49 people with a percentage of 49%. Then followed by private employees as many as 43 people with a percentage of 43%. This shows that the majority of consumers who shop online are people who are already proficient in using technology and are familiar with the purchasing department. While for private employees, they tend to be people who know more about the purchasing system in making a transaction. It is known that the most frequently used shopping media by respondents is the marketplace as many as 92 people with a percentage of 41.1%. This shows that shopping media through the marketplace is more easily accessible to everyone and is most in demand because of the many choices of products available, the price variance, the availability of discount vouchers, and free shipping provided directly by the marketplace. It is known that the frequency of respondents' shopping during one month that most responded to this questionnaire was a frequency of <3 times as many as 52 people with a percentage of 52%. This shows that there are still many consumers who

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are less loyal to shopping online. This can happen due to factors of trust, security, quality of service, and price that make consumers hesitate to make repeat purchases until finally, the consumer will look for another store that provides the same product with different criteria.

**Table 3. Demographics of Research Respondents**

Demografi	Category	Frequency	%
Gender	Male	60	60%
	Female	40	40%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Age	< 20 Years	18	18%
	20 – 30 Years	70	70%
	31 – 40 Years	5	5%
	>40 Years	7	7%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Occupation	Student / College Student	49	49%
	Private Employee	43	43%
	Self-Employed	4	4%
	Other	4	4%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Shopping Media	Twitter	5	2%
	Whatsapp	40	18%
	Facebook	22	10%
	Website	23	10%
	Instagram	42	19%
	Marketplace	92	41%
	<b>Total</b>	<b>224</b>	<b>100%</b>
Shopping Frequency	<3 Times	52	52%
	3-5 Times	29	29%
	>5 Times	19	19%
	<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Processed Data, 2022

### Respondents' Responses

Based on Table 4, the average value of the highest trust variable score is 4.31. This shows that consumers trust PT. Yanmarindo Perkasa because of PT. Yanmarindo Perkasa is always consistent in providing quality products. While the lowest score on the trust variable is 4.04. This shows that when consumers shop online, consumers are still not so sure that PT. Yanmarindo Perkasa also provides compensation facilities if there are damaged or defective goods. The average score of the 6 trust variable statements is 4.22. This shows that consumer trust in shopping online can be said to be very good. Based on Table 4, the average value of the highest security variable score is 4.36. This shows that consumers feel very safe when PT. Yanmarindo Perkasa is already known by many people and when making transactions PT. Yanmarindo Perkasa sends a receipt number as proof of delivery of goods. While the lowest score on the security variable is 4.02. This shows that consumers of PT. Yanmarindo Perkasa still feels unsafe if the personal data they send will be changed by a third party. And the average score of the 7 security variable statements is 4.24. This shows that consumer security for online shopping can be said to be very good.

Based on Table 4, the average score of the highest convenience variable is 4.26. This shows that consumers find it easier to shop online at PT. Yanmarindo Perkasa can be done anytime and anywhere. While the lowest score on the convenience variable is 4.09. This shows that consumers still find it difficult to make online transactions in a relatively short time. And the average score of the 6 convenience variable statements is 4.17. This shows that the ease of consumers to shop online can be said to be good.

Based on Table 4, the average score of the highest service quality variable is 4.30. This shows that sellers at PT. Yanmarindo Perkasa always provides good service in the form of fast responses to quality products. While the lowest score on the service quality variable is 4.14. This shows that consumers are still doubtful that PT. Yanmarindo Perkasa will provide services in terms of timely delivery of goods. And the average score of the 6 statements of service quality variables is 4.20. This shows that the quality of service provided to consumers for online shopping can be said to be very good.

Based on Table 4, the average score of the highest price variable is 4.16. This shows that the price of products at PT. Yanmarindo Perkasa is by the existing quality. While the lowest score on the price variable is 4.04. This shows that some consumers feel that the price of products at PT. Yanmarindo Perkasa is less varied and is

still difficult for everyone to reach. And the average score of the 4 statements of the price variable is 4.09. This shows that the price given to consumers for online shopping can be said to be very good.

**Table 4. Respondents' Responses Regarding Trust, Security, Convenience, Quality of Service, Price and Online Purchasing Decisions**

Variable	Indikator	Score Average	Variable Average
Trust (X1)	X1.1	4.31	4.22
	X1.2	4.26	
	X1.3	4.28	
	X1.4	4.19	
	X1.5	4.04	
	X1.6	4.24	
Security (X2)	X2.1	4.05	4.24
	X2.2	4.02	
	X2.3	4.25	
	X2.4	4.35	
	X2.5	4.36	
	X2.6	4.36	
	X2.7	4.29	
Convenience (X3)	X3.1	4.14	4.17
	X3.2	4.14	
	X3.3	4.26	
	X3.4	4.09	
	X3.5	4.17	
	X3.6	4.20	
Service Quality (X4)	X4.1	4.30	4.20
	X4.2	4.16	
	X4.3	4.14	
	X4.4	4.17	
	X4.5	4.17	
	X4.6	4.26	
Price (X5)	X5.1	4.04	4.09
	X5.2	4.16	
	X5.3	4.06	
	X5.4	4.10	
Online Purchase Decision (Y)	Y1.1	4.08	4.10
	Y1.2	4.09	
	Y1.3	4.23	
	Y1.4	3.84	
	Y1.5	4.15	
	Y1.6	4.21	

*Source: Processed Data, 2022*

#### **Validity Test**

From the results of the validity test conducted, it was obtained that all statement items for the variables of trust (X1), security (X2), convenience (X3), service quality (X4), price (X5), and online purchasing decisions (Y) had a calculated r-value of  $> 0.20$  as shown in Table 5. So, this result can be concluded that all statements to measure all variables have valid values.

#### **Reliability Test**

Based on table 6, it can be explained that all variables used in this study have a Cronbach's alpha value  $> 0.70$ . So it can be concluded that all variables used in this study have reliable values. So it can be concluded that all variables used in this study have reliable values.

**Table 5. Validity Test Results**

Variable	Indicator	Corrected Item- Total Correlation	R-Table	Conclusion
Trust (X <sub>1</sub> )	X1.1	0,710	0,20	Valid
	X1.2	0,693	0,20	Valid
	X1.3	0,573	0,20	Valid
	X1.4	0,689	0,20	Valid
	X1.5	0,695	0,20	Valid
	X1.6	0,653	0,20	Valid
Security (X <sub>2</sub> )	X2.1	0,655	0,20	Valid
	X2.2	0,667	0,20	Valid
	X2.3	0,846	0,20	Valid
	X2.4	0,749	0,20	Valid
	X2.5	0,748	0,20	Valid
	X2.6	0,679	0,20	Valid
	X2.7	0,830	0,20	Valid
Convenience (X <sub>3</sub> )	X3.1	0,734	0,20	Valid
	X3.2	0,788	0,20	Valid
	X3.3	0,719	0,20	Valid
	X3.4	0,810	0,20	Valid
	X3.5	0,847	0,20	Valid
	X3.6	0,825	0,20	Valid
Service Quality (X <sub>4</sub> )	X4.1	0,675	0,20	Valid
	X4.2	0,799	0,20	Valid
	X4.3	0,840	0,20	Valid
	X4.4	0,735	0,20	Valid
	X4.5	0,754	0,20	Valid
	X4.6	0,708	0,20	Valid
Price (X <sub>5</sub> )	X5.1	0,683	0,20	Valid
	X5.2	0,817	0,20	Valid
	X5.3	0,767	0,20	Valid
	X5.4	0,805	0,20	Valid
Online Buying Decision (Y)	Y1.1	0,606	0,20	Valid
	Y1.2	0,647	0,20	Valid
	Y1.3	0,736	0,20	Valid
	Y1.4	0,567	0,20	Valid
	Y1.5	0,820	0,20	Valid
	Y1.6	0,773	0,20	Valid

Source: Processed Data, 2022

**Table 6. Reliability Test Results**

No	Variable	Cronbach's Alpha	Standard Cronbach's Alpha	Information
1	Trust (X <sub>1</sub> )	0,868	0,70	Reliable
2	Security (X <sub>2</sub> )	0,913	0,70	Reliable
3	Convenience (X <sub>3</sub> )	0,926	0,70	Reliable
4	Service Quality (X <sub>4</sub> )	0,911	0,70	Reliable
5	Price (X <sub>5</sub> )	0,895	0,70	Reliable
6	Online Buying Decision (Y)	0,875	0,70	Reliable

Source: Processed Data, 2022

### Classical Assumption Test

#### Normality Test

Based on table 7, shows that the significant value generated by the variables of trust, security, convenience, service quality, and price on online purchasing decisions from the normality test is 0.073 or 7.3% with a Kolmogorov-Sunirnov value of 1.287, so it can be concluded that the data tested is normally distributed and can be used to conduct further research.

**Table 7. One-Sample Kolmogorov-Smirnov Test**

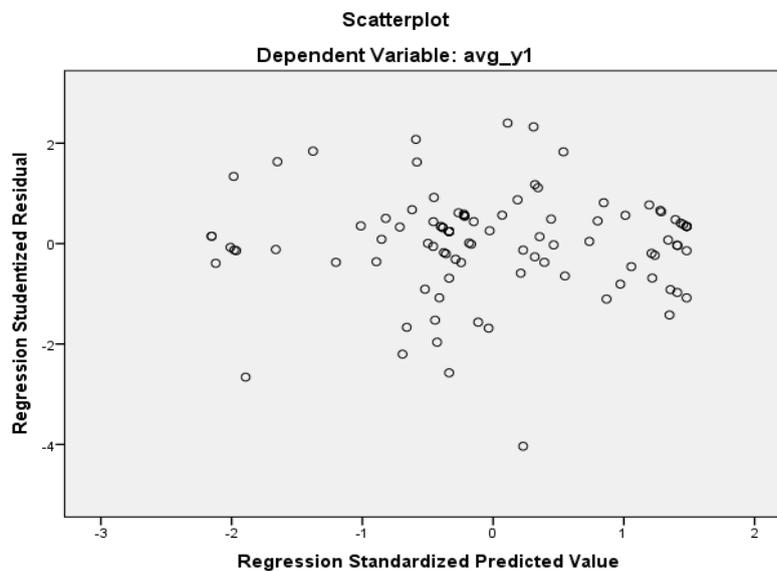
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	,34865706
Most Extreme Differences	Absolute	,129
	Positive	,109
	Negative	-,129
Kolmogorov-Smirnov Z		1,287
Asymp. Sig. (2-tailed)		,073

a. Test distribution is Normal.

b. Calculated from data.

Source: Processed Data Through SPSS, 2022

### Heteroscedasticity Test



From Figure 2, it can be seen that the test results show that the points are spread both above and below zero and do not form a particular pattern, so it can be assumed that there are no symptoms of heteroscedasticity in the regression model.

### Multicollinearity Test

**Table 8. Data Multicollinearity Test**

Variables	Tolerance	VIF	Standard	Description
Trust	0.189	5.305	< 10	No Data Multicollinearity
Security	0.167	5.985	< 10	No Data Multicollinearity
Convenience	0.192	5.199	< 10	No Data Multicollinearity
Service Quality	0.245	4.084	< 10	No Data Multicollinearity
Price	0.280	3.575	< 10	No Data Multicollinearity

Source: Processed Data, 2022

Table 8 shows the results of multicollinearity testing. The test results show that no independent variables have a tolerance value  $> 0.01$  or  $VIF < 10$ . Thus, the regression model in this study is proven to be free from symptoms of multicollinearity testing.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the magnitude of the influence of the variables of trust, security, convenience, service quality, and price on online purchasing decisions. This multiple linear regression model is calculated using SPSS software and the following output is obtained:

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$$Y = 0,052 + 0,224 X_1 + 0,092 X_2 + 0,527 X_3 + 0,079 X_4 + 0,043 X_5 + e$$

The multiple linear equation above can be explained, the constant value is 0.052. This can be explained that if the variables of trust, security, convenience, service quality, and price have a value of 0 (zero) or fixed, then the online purchasing decision variable has a value of 0.052.

The trust variable has a positive effect of 0.224. This can be explained that the trust variable increases by one percent (1%) with the assumption that the security, convenience, service quality, and price variables have a value of zero (0) or fixed, then the trust variable can increase the online purchasing decision variable by 0.224.

The security variable has a positive effect of 0.092. This can be explained that the security variable increases by one percent (1%) with the assumption that the variables of trust, convenience, service quality, and price have a value of zero (0) or fixed, then the security variable can increase the online purchasing decision variable by 0.092.

The convenience variable has a positive effect of 0.527. This can be explained that the convenience variable increases by one percent (1%) assuming that the trust, security, service quality, and price variables have a value of zero (0) or fixed, then the convenience variable can increase the online purchasing decision variable by 0.527.

The service quality variable has a negative effect of 0.079. This can be explained that the service quality variable increases by one percent (1%) assuming that the trust, security, convenience, and price variables have a value of zero (0) or fixed, then the service quality variable can reduce the online purchasing decision variable by 0.79.

The price variable has a positive effect of 0.043. This can be explained that the price variable increases by one percent (1%) assuming that the trust, security, convenience, and service quality variables have a value of zero (0) or fixed, then the price variable can increase the online purchasing decision variable by 0.043.

#### Determinant Coefficient (R Square / R2)

**Table 9. Determinant Coefficient (R Square / R2)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,836 <sup>a</sup>	0,699	0,683	0,35781

Source: Processed Data, 2022

From Table 9 the calculation results using SPSS version 21 obtained an R2 value of 0.699 or 69.9%. Thus it can be emphasized that the value of the coefficient of determination = 0.699 which means that the contribution of the variables of trust, security, convenience, service quality, and price to online purchasing decisions is 69.9% and 30.1% is influenced by other variables not discussed in this study.

#### Model Test (F Test)

**Table 10. Model Test (F Test)**

Model		Sum Of Squares	df	Mean Square	F	Sig
1	Regression	27,968	5	5,594	43,691	0,000b
	Residual	12,035	94	0,128		
	Total	40,003	99			

Source: Processed Data, 2022

Based on Table 10, it can be seen from the f table with a probability level of 0.05, df1 = 5 and df2 = 94, then based on the F distribution table, the f table is 2.31 and from Table 10 the f count value is 43.691. So according to the F test criteria, it can be concluded that f count (43.691) > f table (2.31) and the significant value is 0.000 < a (0.05) the regression equation model is feasible and it can also be said that the independent variables significantly affect the dependent variables.

#### Significance Test of Individual Parameters (t-Test)

Table 11 shows the result for significance test.

**Table 11. Significance Test of Individual Parameters (t-Test)**

Variable	T Statistics	P Values	Conclusion
(Constant)	0.180	0.857	
Trust	1.512	0.134	Not Significant
Security	0.612	0.542	Not Significant
Convenience	3.785	0.000	Significant
Service Quality	0.617	0.539	Not Significant
Price	0.431	0.667	Not Significant

Source: Processed Data, 2022

#### **The Influence of Trust on Online Purchasing Decisions at PT. Yanmarindo Perkasa**

In Table 11, the t-test results show a t count of 1.512 and a t table (0.05: 94) of 1.98552. So it can be concluded that t count (1.512) < t table (1.98552) and the significant value for the trust variable is 0.134, where 0.134 > a (0.05) which means H0 is accepted and H1 is rejected. Based on these results, it can be concluded that hypothesis 1 which states that trust has an influence on online purchasing decisions at PT. Yanmarindo Perkasa is rejected.

#### **The Influence of Security on Online Purchasing Decisions at PT. Yanmarindo Perkasa**

In Table 11, the t-test results show a t count of 0.612 and a t table (0.05: 94) of 1.98552. So it can be concluded that t count (0.612) < t table (1.98552) and the significant value for the security variable is 0.542, where 0.542 > a (0.05) which means H0 is accepted and H2 is rejected. Based on these results, it can be concluded that hypothesis 2 which states that security has an influence on online purchasing decisions at PT. Yanmarindo Perkasa is rejected.

#### **The Influence of Convenience on Online Purchasing Decisions at PT. Yanmarindo Perkasa**

In Table 11, the t-test results show that the t count is 3.785 and the t table (0.05; 94) is 1.98552. So it can be concluded that t count (3.785) > t table (1.98552) and the significant value for the convenience variable is 0.000, where 0.000 < a (0.05) which means H0 is rejected and H3 is accepted. Based on these results, it can be concluded that hypothesis 3 which states that convenience has an influence on online purchasing decisions at PT. Yanmarindo Perkasa is accepted.

#### **The Influence of Service Quality on Online Purchasing Decisions at PT. Yanmarindo Perkasa**

In Table 11, the t-test results show a calculated t of 0.617 and a table (0.05; 94) of 1.98552. So it can be concluded that t count (0.617) < t table (1.98552) and the significant value for the service quality variable is 0.539, where 0.539 > a (0.05) which means H0 is accepted and H4 is rejected. Based on these results, it can be concluded that hypothesis 4 which states that service quality has an influence on online purchasing decisions at PT. Yanmarindo Perkasa is rejected.

#### **The Influence of Price on Online Purchasing Decisions at PT. Yanmarindo Perkasa**

In Table 11 the t-test results show a t count of 0.431 and a t table (0.05; 94) of 1.98552. So it can be concluded that t count (0.431) < t table (1.98552) and the significant value for the price variable is 0.667, where 0.667 > a (0.05) which means H0 is accepted and H5 is rejected. Based on these results it can be concluded that hypothesis 5 which states that price has an influence on online purchasing decisions at PT. Yanmarindo Perkasa is rejected.

### **Discussion**

#### **The Influence of Trust on Online Purchasing Decisions**

This study states that trust does not influence online purchasing decisions. When viewed from the analysis of respondent characteristics based on shopping media, the shopping media most widely used by respondents is the marketplace, followed by Instagram and WhatsApp. The media used is a media that is often used by everyone to carry out their daily activities, one of which is making buying and selling transactions. From here we can also see that the responses given by respondents are very good. This can be interpreted as PT. Yanmarindo Perkasa can provide trust to consumers through the actions it takes such as providing quality products, prioritizing openness in selling its products, checking and packing products carefully, and providing compensation facilities if there are damaged or defective products. The results of the descriptive analysis show that trust is a factor that is considered very good by respondents in online purchasing decisions. The results of multiple linear regression analysis and individual parameter significance tests (t-test) on the trust variable also show that trust has a positive but not significant effect on online purchasing decisions at PT. Yanmarindo Perkasa. This can be compared with previous research conducted by (Baskara & Hariyadi, 2012) which stated that trust has a positive but not significant effect on online purchasing decisions. However, it is also inversely proportional to research conducted by (Wulandari, 2018) which states that the trust variable has a positive and significant effect on online purchasing decisions.

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### **The Influence of Security on Online Purchasing Decisions**

This study states that security does not influence online purchasing decisions. When viewed from the analysis of respondent characteristics based on shopping media, the shopping media most widely used by respondents is the marketplace. It can be concluded that the marketplace is the respondents' favorite shopping media where security is guaranteed so that consumers do not hesitate to make online purchases, several factors can influence it such as the physical form of the store, the existence of evidence of transactions that have been made by several other buyers, and the existence of several reviewers who provide their opinions on the store. The results of the descriptive analysis show that security is a factor that is considered very good by respondents in online purchasing decisions. The results of multiple linear regression analysis and individual parameter significance tests (t-test) on the security variable show that the security variable has a positive but not significant influence, meaning that security has no influence on online purchasing decisions at PT. Yanmarindo Perkasa. This is in contrast to research conducted by (Mutiarra & Wibowo, 2020) and (Vania, 2017) which states that security has a positive and significant influence on online purchasing decisions.

### **The Influence of Ease on Online Purchasing Decisions**

Ease is an action to what extent someone believes that using technology will be free from hard work. Later this convenience factor will have an impact on consumer behavior, namely the higher a person's perception of the ease of using a system, the higher the level of utilization of the use of the technology. This convenience also causes an increasing number of online stores and makes it easier for consumers to obtain the goods they want. The results of the descriptive analysis show that convenience is a factor that is considered good by respondents in online purchasing decisions. The results of multiple linear regression analysis and the significance test of individual parameters (t-test) on the convenience variable also show that convenience has a positive and significant influence on online purchasing decisions at PT. Yanmarindo Perkasa. This can be compared with previous research conducted by (Naomi et al., 2016) which stated that the convenience variable has a positive and significant effect on online purchasing decisions. However, it is also inversely proportional to research conducted by (Fandiyanto et al., 2017) which stated that convenience does not have a significant effect on online purchasing decisions.

### **The Effect of Service Quality on Online Purchasing Decisions**

This study states that service quality does not affect online purchasing decisions. When viewed from the analysis of respondent characteristics based on shopping media, the shopping media most widely used by respondents is the marketplace, followed by Instagram and WhatsApp. From this, it can be seen that the quality of service provided is not in physical form but in virtual form such as fast response in replying to messages, seller readiness to help with problems faced by consumers to the delivery of good and clear product information. Moreover, some consumers usually buy without considering many things. From this, it can be concluded that when consumers shop online they do not pay attention to the quality of service provided. Especially if the consumer shops through social media or marketplaces. The results of the descriptive analysis show that service quality is a factor that is considered good by respondents in online purchasing decisions. The results of multiple linear regression analysis and individual parameter significance test (t-test) on the service quality variable show that the service quality variable has a positive but not significant influence on online purchasing decisions at PT. Yanmarindo Perkasa. This is in contrast to research conducted by (Baskara & Hariyadi, 2012) and (Wulandari, 2018) which states that service quality has a positive and significant influence on online purchasing decisions.

### **The Influence of Price on Online Purchasing Decisions**

Price is one of the main components in a purchasing decision. It can be said that price is a determining factor in whether consumers will buy the item or not. This study states that price does not influence online purchasing decisions. If the price of a product sold by PT. Yanmarindo Perkasa is increased or decreased, it will not affect online purchasing decisions. Several factors could be the cause, including the many product variants sold by PT. Yanmarindo Perkasa and several competitors in e-commerce media sell the same products, so it could also be because of PT. Yanmarindo Perkasa has quite good reviews in e-commerce media. In addition, there are also several causes such as PT. Yanmarindo Perkasa which is the most complete and trusted distributor has been known to many people, the presence of a star seller (star +) sign from the marketplace indicates that the store has made many buying and selling transactions and is a safe and trusted store in making transactions and the price of the products offered is also able to compete with other stores. The results of the descriptive analysis show that price is a factor that is considered good by respondents in online purchasing decisions. The results of multiple linear regression analysis and individual parameter significance test (t-test) on the price variable show that the price variable has a positive but insignificant value, meaning that price has no influence on online purchasing decisions at PT. Yanmarindo Perkasa. This can be compared with previous research conducted by (Fandiyanto et al., 2017) which stated that price does not have a significant effect on online purchasing decisions. However, it is inversely proportional to research conducted by (Naufal & Magnadi, 2017) which states that price has a positive and significant influence on purchasing decisions.

## CONCLUSION

Based on the results of the research analysis, the conclusions drawn based on the results of testing all hypotheses can be concluded that trust, security, service quality, and price have a positive but not significant influence on online purchasing decisions at PT. Yanmarindo Perkasa. While convenience has a positive and significant influence on online purchasing decisions.

Given that convenience has a significant influence on online purchasing decisions at PT. Yanmarindo Perkasa, several strategic implications can be drawn: (1) Enhancement of User Experience: To capitalize on the importance of convenience, PT. Yanmarindo Perkasa should prioritize improving the overall user experience on their online platforms. This could involve streamlining the navigation process, ensuring faster loading times, and simplifying the purchasing process to minimize the number of steps required to complete a transaction. (2) Mobile Optimization: As consumers increasingly use mobile devices for online shopping, ensuring that the company's website and online store are fully optimized for mobile use is crucial. A mobile-friendly interface with easy access to product information and seamless payment options will enhance convenience for customers. (3) Customer Support Accessibility: Enhancing the availability and efficiency of customer support can also contribute to greater convenience. Implementing live chat features, offering multiple communication channels, and providing prompt responses to customer inquiries can make the purchasing process more convenient and encourage repeat business.

PT. Yanmarindo Perkasa must be able to improve enhance user experience, mobile optimization, and simplify payment processes to facilitate customer transaction activities. Meanwhile, for further research, variables such as behavioral factors, technology, shopping culture, and other factors that allow online purchases to occur can be used.

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