

Analysis Of The Influence Of Perceived Ease Of Use And Perceived Usefulness On Behavioral Intention Through Trust Over The Users Of Blibli.Com Online Shopping In Samarinda City

Abdul Rahim, Syarifah Hidayah, Siti Amalia

Abstract: This study aims to analyze the influence of Perceived Ease Of Use and Perceived Usefulness of Behavioral Intention through Trust on Customers Online Shopping Blibli.com Samarinda city. This study used a quantitative approach using path analysis that was obtained with SPSS software version 22.0 and Structural Equation Modeling (SEM) or IBM SPSS AMOS 23. The sample taken in this research is 126 respondents in Samarinda City; they are Blibli.com customer in Samarinda city, measurement using likert scale with score 1-5. In this study also tested the validity and reliability test, then tested the estimation and structural test fit model. Based on the structural model we found, Perceived Ease Of Use and Perceived Usefulness have a significant effect on Behavioral Intention on Trust

Keywords: Perceived Ease Of Use, Perceived Usefulness, Behavioral Intention, Trust

1 INTRODUCTION

In recent years technology has grown tremendously. It was fueled by the development of enlightened science and increasingly complex human needs. Technology was basically created to facilitate human work. Computers are just one example of technology created to answer the challenge of unlimited human desire. As computers grow increasingly inseparable from virtually any human activity, especially since the entry of the Internet in Indonesia and continues to have an increase in users. According to research done by the Indonesian Internet service user association (APJII) with the university's central communication study (puskacom) in 2014, the number of Internet users from 2005 to 2014 continues to increase to 88.1 million from Indonesia's 252.4 million inhabitants. For that amount, the 2014 Indonesian Internet penetration was 34.9 percent of all factors that affected Indonesia's increased Internet users' growth of the country's economic growth, increased knowledge and democratization processes. Indonesia's use of the Internet is still experiencing some of the problems that are caused by the use of restricted Internet facilities and that lead to unequal use of people throughout the region. The growing number of Internet users is turning e-commerce markets into major opportunities for those who are good at reading those areas, because e-commerce has an advantage that stores generally don't have, like scope or reach everywhere, unlike the physical stores that are accessible only to our area. And then the second surplus is open time, the physical stores usually only open eight hours, but online stores run 24 hours. Third is practical, when you shop for the physical, you need to get to the location and sometimes even get in line but if the online store is enough with access to the website of the store. The soaring phenomenon of consumption using online shopping applications is due to the trend of people today that is happy with anything simple or simple and less risky. Using an online shopping app, users can obtain any desired goods or services without having to go to a store but simply select the appropriate items or services on the website and pay by transferring. Also, spending can become more effective, quick, thrifty and save travel expenses. Based on the

background already outlined above, the formula for the problem in this study is:

1. Whether perceived ease of use has a significant effect on trust on users of blibli.com online shopping application in the city of Samarinda
2. Whether perceived usefulness has a significant effect on trust on users of blibli.com online shopping application in the city of Samarinda
3. Whether perceived ease of use has a significant effect on Behavioral intention on users of blibli.com online shopping application in the city of Samarinda
4. Whether perceived usefulness has a significant effect on Behavioral intention on users of blibli.com online shopping application in the city of Samarinda
5. Whether trust has a significant effect on Behavioral intention on users of blibli.com online shopping application in the city of Samarinda

2 LITERATURE REVIEW

Perceived Ease of use

Davis (1989:72) defines perceived ease of use as confidence in ease of use, which is the degree in which users believe that such technologies or systems can be used easily and free of problems. Davis (1989: 210) also attributes that perceived ease of use to be an important factor in technology relief model, which is a model that describes people's readiness to accept a new technology. On the other hand, Fishbein and Ajzen (1975:123) are signified by perceived ease of use, to the extent that one believes that a particular system relieved its user of physical and mental effort. According to the definitions already set out by Davis (1989), then it can be concluded that it is ease of use that it is a confidence that someone has that when a job is done by technology it becomes easier to do it.

Perceived Usefulness

According to Davis (1989: 89) perceived differences can be defined as to the extent to which one believes that in using certain technologies to be able to improve his performance. Thus, people will be inclined to use or not an app if they

believe that it will improve the performance of their work. Meanwhile, as other researchers believe (Adams, Nelson, & Todd, 1992) to hold a different view, as he perceived that perceived reasoning refers to a degree of belief in the use of a particular subject that can benefit those who use it. Based on the opinions that Davis (1989: 45) and Adams et al., (1992), who were presented earlier, could be drawn to such conclusion that what perceived compassion is about is perceived as somebody who believes that technology would benefit from its work.

Trust

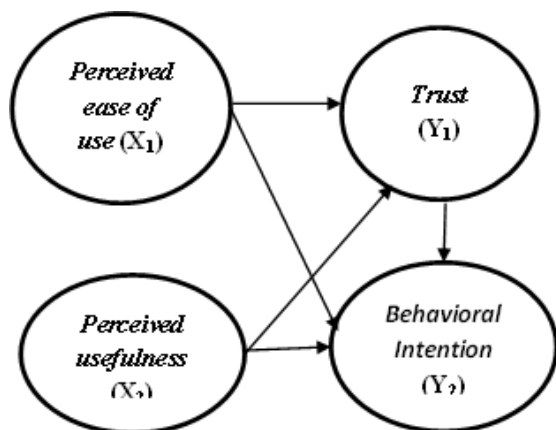
According to (Mayer, Davis, & Schoorman, 1995) Trust is a person's will to be sensitive to other people's actions based on the hope that someone else will perform certain actions on the person who trusts him, without depending on his ability to monitor and control him. According to McKnight et al. (2002) the sharing of trust from a attribute perspective is a common tendency where people demonstrate faith or trust in humanity and can give trust to others. By definition of trust, it can be inferred that trust is the sense of trust of one party to another in the hope that the trusted parties will keep the trust kept.

Behavioral Intention

Behavioral behavior (Schiffman & Kanuk, 2007) is something that represents a consumer that has a possible, will, plan or is willing to buy a future product or service. The increase in purchasing intention meant an increase in the likelihood of purchase. According to Fishbein and Ajzen (1975) behavioral behavior can be defined as a measure of the strength of a person's interest to conduct certain behaviors such as information systems. According to Davis and Warshaw (2007) behavioral groups or interests use may be defined as the actions of someone who will likely use an app, which may actually represent a report of the intensity of application use. From various expert opinions about can be drawn to the conclusion that the behavioral behavior is in person to use a product or service.

CONCEPTUAL MODEL AND HYPOTHESIS

Research models and framework of the research concept can be seen in the following diagram:



Based on the formulation of problems, the theoretical basis, both theoretical and empirical studies, the conceptual framework then presents the research hypothesis as follows:

1. Perceived ease of use has a significant effect on trust on users of blibli.com online shopping application in the city of samarinda
2. Perceived usefulness has a significant effect on trust on users of blibli.com online shopping application in the city of samarinda
3. Perceived ease of use has a significant effect on Behavioral intention on users of blibli.com online shopping application in the city of samarinda
4. Perceived usefulness has a significant effect on Behavioral intention on users of blibli.com online shopping application in the city of samarinda
5. Trust has a significant effect on Behavioral intention on users of blibli.com online shopping application in the city of samarinda

4. METHODS OF RESEARCH

Research Design

The study aims to develop and discover with proof of using Shem's structure structure, that the relationship and influence of exogenous variables with the endogenous variables that are affected by the intervention. The data used to measure that correlative relationship above is the cross section data taken from respondents at the city college of samarinda.

Population and Sample

The target population in this study is a college student in the city of samarinda with an unknown number of populations and researchers are using a hair at all formula. The number of sample studies is 124 college students in the city of samarinda.

Data Collection procedures

This study used direct interview methods to respondents widely distributed by survey teams who had been informed of questionnaire charging procedures. To achieve the expected level of response, the following are done: 1. A questionnaire is designed in a standard format with a short and obvious question, 2. Questionnaires are spread out in neighborhoods where there are many students such as Kmapus and the library in the city of samarinda. Nevertheless, before all the responders were given questionnaires, first the research instruments were tested in validity and reliability.

| | | Estimate | S.E. | C.R. | P | Information |
|----|-----------|----------|-------|-------|-------|-------------|
| T | <--- PEOU | 0,572 | 0,177 | 3.852 | *** | Significant |
| T | <--- PU | 0,592 | 0,107 | 3.882 | *** | Significant |
| BI | <--- PEOU | 0.309 | 0,150 | 2.228 | 0,026 | Significant |
| BI | <--- PU | 0,449 | 0,094 | 3.032 | 0,002 | Significant |
| BI | <--- T | 0,477 | 0,165 | 2.623 | 0,009 | Significant |

Data Analysis techniques

This study use a quantitative approach to doing data analysis, and analytic methods are used in empirical data analysis:

1) Descriptive statistical analysis

Descriptive statistical analysis is intended to know the distribution of frequency answers from questionnaires. By gathering data from the respondents' results, then tabulated in a table and descriptive discussion. Descriptive measures are the provision of Numbers, either in the number of respondents and the average or the number of respondents. This data analysis is used to give you an idea of influence Perceived ease of use, perceived usefulness, trust and behavioral intention.

2) Inferential statistical analysis: SEM

Inferential statistical analysis focuses on the field of data analysis and interpretation to draw conclusions. This analysis is used to test a determined research hypothesis by using the obtained sample data. The inferential statistical methods used in this data analysis are modeling modeling (SEM). The reason for using shem, is that the causal relationships formulated in this study use irsimplified models that function double as customer satisfaction. This causal type of relationship requires analysis that describes the relationship at the same time so that the method used in the study use SEM.

FINDINGS AND RESEARCH DISCUSSIONS

The analysis of the statistical results is based on the statistics of Amos' tests on causality that occur asa confirmation of the hypotheses raised in this study in accord with data used and theoretical studies. The theories or results of empirical research support, deny or contradict the test results of hypotheses done in research, and will reflect on the limitations that the study poses.

The effect of perceived ease of use on trust

Based on the previously discussed hypotheses' test results, the first hypothesis, as perceived ease of use, is that perceived ease of use, perceived perceived traits of use, reflect a significant influence on trust, as perceived perceived ease of use. Now, perceived ease of use affects strongly on trust blibli.com applications in the city samarinda. Which means that the higher influence that perceived ease of use is to use blibli.com applications, the more people in the city samarinda trust people to use the blibli.com application in the city samarinda. This is in line with Davis's (1986) perceived ease of use theory as to how people believe that using technology can be done so easily. Blibi.com presence offers users easy access as well as the content of their Blii.com app vary so that they can be tailored to their customers' wishes.

The effect of perceived usefulness on trust

Based on the previously discussed hypotheses' test results, the second hypothesis is that perceived goods reflect a significant influence on trust users blibli.com in the city of samarinda, and it can be stated that such hypotheses are received because perceived perceived amounts reflect a significant influence on trust. Now, perceived differences hada significant impact on trust blibli signals.com in the city of samarinda. What that means is that the higher impact you feel that blibli.com application has on people in the city of

samarinda, the higher trust that one might have for the use of blibli apps in the city samarinda. This agrees with the technology modelmodel theory that Davis introduced in (1986). Davis (1989) said that perceived perceived or perceived utility is a benefit that individuals believe they can receive when using technology. The benefit that users of blibli.com application experience is to find the needed product and to get effective.

The effect of Perceived ease of use on Behavioral intention

Based on the previously discussed hypotheses' test results, the third hypothesis is that perceived ease of use affects behavioral intention users blibli.com in the city samarinda, and it can be stated that the hypothesis is received because perceived ease of use as charged with the hypotheses as perceived ease of use has a significant influence on behavioral goods. Now, perceived ease of use has a significant impact on behavioral intention users blibli.com application in the city samarinda. What that means is that increasingly, the influence that perceived ease of use blibli.com could have on people in the city samarinda will eventually lead person to the use of the blibli.com application in the city samarinda

The effect of perceived usefulness on behavioral intention.

Based on the previously discussed hypotheses' test results, the fourth hypothesis is that perceived usefulness affect the behavioral intention of blibli.com users in the city samarinda and that the hypotheses are perceived as being received because perceived usefulness amounts reflect a significant influence on behavioral behavior. Perceived Usefulness goods reflect a significant impact on the behavioral intention reflect blibli.com application in the city of samarinda. What that means is that the higher influence that perceived goods application blibli.com has on people in the city samarinda will reflect as person's behavioral intention charge against the use of blibli.com application in the city samarinda.

The effect of trust on behavioral Intention

Based on the test results of the hypotheses already discussed earlier, the fifth hypothesis is that trust has a significant impact on the behavioral intention of users of blibli.com application in the city of samarinda and can be stated that the hypothesis was received because of the outcome which was obtained conformity to the proposed hypothesis which trust has a significant bearing on behavioral intention. Trust affects the behavioral behavior of blibli.com application in the city of samarinda. Which means that the higher the impact trust blibli.com will have on people in the city of samarinda the higher will govern one's behavioral movements against the use of blibli.com application in the city samarinda.

INFERENCE

The purpose of this research is to find out whether there's any influence between variables Perceived Ease Of Use (X_1), Perceived Usefullnes (X_2), Trust (Y_1) Dan Behavioral Intention (Y_2) On the application online, shopping blibli.com on the city of samarinda. From the results of the analysed data and discussion it can be summarized as follows:

1. Perceived ease of use has a significant effect on trust users of the online shopping blibli. Com, in the city of samarinda. This suggests that access to blibli.com application is capable of influencing customers' self-confidence.
2. Perceived usefulness has a significant impact on trust users of the online shopping blibli.com application in the city samarinda. This suggests that the higher one's perception of blibli.com use will affect those responders' belief in blibli.com
3. Perceived ease of use has a significant on behavioral intention delivery on online shopping blibli.com applications in samarinda. This suggests that easy use of blibli.com application may affect customers' attitudes.
4. Perceived usefulness has a significantly to behavioral intention users online shopping blibli.com application in the city of samarinda. This suggests that the higher one's perception of the use of blibli.com would affect those polled to use blibli.com even more
5. Trust has a significant behavioral intention on online users shopping blibli.com in the city of samarinda. This shows that a belief can influence transgressive behavior.

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