THE THE EFFECT OF PRODUCT, WEBSITE QUALITY, CONSUMER'S TRUST, AND QUALITY OF DELIVERY AGAINST ON-LINE PURCHASING DECISION.

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Abstract

The aim of this study is to findout the main factors effecting making decision to purchase goods via on-line shop. The sample used as respondents are the student of STIE Pariwisata Internasional (STEIN), Jakarta, using Slovin formula to decide the number of respondent, but respondents selection by accidental sampling. The data analyzed by multiple regression analysis using SPSS-version 20. The finding of this survey covering that the product quality as the main factor to purchase at on-line shop. This variable also followed by delivery quality, website quality and price. There are four major player that used by respondent such as Lazada, OLX, Kaskus, and Berniaga. However, Lazada is the most popular in the mind of respondent due to product quality and delivery.
Keywords: Effect, on-line shop, product quality, delivery quality

Introduction

Trading was begun based on barter. This transaction system had been done based on appraisal, goods against goods at no means of payment. This system had been long time left behind. Trading has moved forward, by banking system with letter of credit, covering transaction, payment, and delivery. This is still exist at nowdays in doing trading or business. However, with the advance of internet, its supporting software application, and usage, trading itself has been developed rapidly.

The new trend of trading is called as **E-commerce**. The shops in virtual are available on all kind of goods, and food & beverage. This system is applicable from business to customer, or from business to business, even from customer to customer. Trading are held virtually with many mode of transactions .

Indonesia with 250 million of population is a huge market place. On-line business have penetrated the market, significantly. There is no doubt about the market in Indoneisa, due to distance problem, demand, and traffic jams, are happened in every big cities, especially in Jakarta. This trend can be assumed as a big opportunity for start-up company, provided that all means oif transaction, payment, and delivery are in place. *E-commerce* was introduced in 1994 in Indonesia. The few of pioneer players are namely OLX, Kaskus, and Berniaga.

Teoritical Review and Hypotheses Development
Product

Many experts have introduced the meaning of product. Tjiptono & (2007) for instance, he has set a definition of quality as all goods offered to consumer that can satisfy the goods is called product. It can be included all things offered, demanded, purchased, or rented to fulfill their needs and wants are called as product. Based on this theory, it is hypothesized that product has a positive effect on decision making in on-line shopping.

H_1 : There is a positive effect of product against decision making process in doing on-line shopping.

Website

The vichicle of the on-line business is Website, and so the shop. The website is

so powerfull and multi purposes Masruri (2013). It is functions as the information centre (Andrea, 2015). The beauty of this shop is the visibility of goods offered to potential customer. As far as the brand is known, price and delivery is the second factor to consider. The last consideration is the payment method and payment convenience. The other competitive advage is working hour. There is no holiday for he on-line shop. All the times, from all over the world, it can be opened. Untuk

H_2 : There is a positive effect of Website Quality against decision making process in doing on-line shopping.

The Trust

At first place to use on-line shopping Is the trust on people on a brand. The trust is based on track record of the company (Barnes,2003). Trust is dealing with the commitment to deliver goo quality and price of services.

H_3 : There is a positive effect of Trust against decision making process in doing on-line shopping.

Delivery

It is expressed by Handooko(2010) that delivery is a combination of action in receiving all order from client. In the meantime delivery is the management of activities to facilitate delivery. It deals with all coordination of demand and supply in creating market place. Siagian(2006) declare that delivery is a matter of point of transfer from end to end in supply chain of goods.It is also confirmed and acknowledged by Yolanda (2005). It is therefore hypothesized that there is a positive effect of Delivery against decision making process in doing on-line shopping.

H_4 : There is a positive effect of Delivery against decision making process in doing on-line shopping.

Online Shopping Concept

Online shopping is a transaction of goods by electronic mode to facilitate producer or trader to interact with consumer (Sursini & Ketut, 2010). The parties meeting point in virtual to sell and to buy, offering and acceptance without face to face interaction. Trading with no border is online shopping.

Decision Making

In making a decision, the identification of the problem is done at first place. Fahmi (2011) defines that decision making process is a matter of problem track and trace, developing alternative, and at the end come into recommendation to decide. The map of the problem is brought to the surface. Testing is done to verify all things that no more problem if it is decided. Kamaludin (2003) defines that in general, decision making process is tactic to develop alternatives as many as possible, and to select the best, at the minimum risk. Firman Adi Kusuma (2014) has conducted a research to analyse all factors that motivate people in doing on-line shopping in Makassar. The variables are Quality product; Quality of Website, and Trust in making decision to purchase by on-line shopping. It is found that all these variables are having positive effects against decision making process. It is therefore that decision making in purchasing via on-line are based on product quality, website quality, Trust, and Delivery have positive affected the decision amaking process. It is therefore hypothesized that quality of product and Website, trust, delivery are all affected customer decision making process.

H_5 : The quality of product, quality of Website, Trust, Delivery have positive effects against decision making process by customer.

Method of Research
Sampling Technique

The purposive sampling technique is apllied to select 100 students that using on-line shopping, by accidental technique. The object of research is limited to student of STEIN.

Findings and Discussions
Respondent Profile

Table 1 Respondent by Gender

Gender	Frequency	Percentage
Female	55	55.0
Male	45	45.0
Total	100	100.0

Source : Data, analyzed

The result as shown on the above table indicating that female is bigger than male. This is due the nature of population at STEIN. As they have working during the study period, it is also need to analyze by occupation as to measure their reason to purchase due to the exixtence of buying power.

Table 2 Respondent By Ocupation

Occupation	Frekuency	Percentage
Employee	93	93.0
Enterpreneur	7	7.0
Hosewife	0	0
Total	100	100.0

Source : Data, analyzed

The potential buying power of the respondents are in place. This is proved by descriptive analyais that 93% of the respondents have been working in hotels. As this is one of the criteria to be considered, otheriwise, the student paid by their parents might be possible have no buying power.

Table 3 Respondent Preference of
Online Shop

Web. *Online Shop*	Frequency	Percentage
Lazada	72	72.0
OLX	15	15.0
Kaskus	7	7.0
Tokopedia	5	5.0
Bukalapak	1	1.0
Total	100	100.0

Source : Data, analyzed

Lazada has dominated the market share of 72% in terms of the preference of respondent. The reason to choose Lazada is delivery service quality. It is followed by OLX with 15% market share in this object of research, in particular. The next analysis on frequency, as this is also important to prove that respondents have been used to purchase by on-line.

Table 4 Respondent By Frequency of
Online-Transactions

Total of Transaction (times)	Frequency	Percentage
2	30	50.0
3 – 4	50	30.0
5 – 6	14	14.0
>7	6	6.0
Total	100	100.0

Source : Data, analyzed

Out o the 100 respondnet the only 50% representing the 3 to 4 times transactions during the research period. This is the highest. It is followe by 30% by 2 times , and 14% above 5 times. In conclusion, all respondents have been familiar with on-line transactions that prove this research as applicable.

Descriptive Analysis

The difference between virtual purchasing and real purchasing at market place is then known by analyzing their perceptions. In the table below, the perception or appraisal by respondents on the quality of product by online that keep them buying using online, is described as follows:

Table 5 Product Quality

No	Questions	SS		S		TS		STS		TOTAL	
		F	%	F	%	F	%	F	%	F	%
1	What is your perception on product quality sold by online shopping.	41	41%	57	57%	2	2%	0	0%	100	100%
2	Product quality sold by online shopping are reliable.	20	20%	79	79%	1	1%	0	0%	100	100%
3	Products offered by online shopping are suitable.	4	4%	96	96%	0	0%	0	0%	100	100%

Source : Data, analyzed

Respondents in majority are agree that on-line shopping are determined by product quality offered therein. They also agree that on-line shops have offered quality in goods the have been posted. Due to quality, and reliability of sellers, respondents feel suitable and confortable to buy goods through on-line shops (Kotler,2012). Hence how well they are dealing with the shops, is it then described by the following analysis.

Table 6 Website's Quality

No	Questions	SS		S		TS		STS		TOTAL	
		F	%	F	%	F	%	F	%	F	%
1	Web-site of online shopping are reliable.	20	20%	79	79%	1	1%	0	0%	100	100%
2	Web-design has motivated me to purchase via online shopping.	11	11%	84	84%	5	5%	0	0%	100	100%
3	Information posted in Website of online shopping is valuable to meet my needs and wants	11	11%	87	87%	2	2%	0	0%	100	100%

Source : Data, analyzed

The results of the respondent's reply, in majority are agree that on-line shopping are determined by Website quality to be opened and communicated. They also agree that on-line shop's Website are realiable and iformative. have offered quality in goods the have been posted. Due to quality, and reliability of informations, respondents feel suitable and confortable to buy goods through on-line shops (Barnes,2003). As all informations are trusted and describe the details, there is no doubt in using this facilities to gain advantage. However, the test is also described hereunder on how well the trust of respondents against online-shops.

Table 7 Consumer's Trust

No	Questions	SS		S		TS		STS		TOTAL	
		F	%	F	%	F	%	F	%	F	%
1	Do you consider the quality of products in the online store	22	22%	72	72%	6	6%	0	0%	100	100%
2	Is the online store that you normally use to have clear information about the description of the product, price and description of goods	15	15%	82	82%	3	3%	0	0%	100	100%
3	Are shipping your order arrives on time	16	16%	81	81%	3	3%	0	0%	100	100%

Next table

No	Questions	SS		S		TS		STS		TOTAL	
		F	%	F	%	F	%	F	%	F	%
4	Do you use online stores to serve you well in dealing with the problem you into buying a product online that you want	18	18%	79	79%	3	3%	0	0%	100	100%
5	Is the online store that you use presents testimonials of satisfied customers as well as reviews of products sold in the online store	16	16%	80	80%	4	4%	0	0%	100	100%
6	Is the online store you are using lists (the name of an online store, of contact, the address that can be visited) complete the online store	21	21%	78	78%	1	1%	0	0%	100	100%

Source : Data, analyzed

Every service is possible to provide a value-added. In value chain strategy, the additional services to core function is needed to produce a more or even double value of goods by services (Pertiwi,2015). Priority for the loyal customer with all benefits that coud be able to render. As stated on the above table, delivery is one of the value added that possible to satisfy on-line shop's customners. It is, of course that the shop shall posting its benefidity by address, place, contacts number or address with all means of visibility. This is also backed up by testimony of outstanding buyers or public figure's buyers as a proper endorser. Endorser is neede to convince potential buyers, at the same time to elevate customer's trust. The criteria of quality deliver is also clarified, below.

Table 8 Quality Delivery

No	Questions	SS		S		TS		STS		TOTAL	
		F	%	F	%	F	%	F	%	F	%
1	Is the delivery service you use is able to deliver a product that you buy the right time	44	44%	53	53%	3	3%	0	0%	100	100%
2	Is your product message arrived at the destination with packing still good	22	22%	77	77%	1	1%	0	0%	100	100%
3	Is the online store that you use choose the courier service company known and trusted in your product mengiriman	16	16%	83	83%	1	1%	0	0%	100	100%

Source : Data, analyzed

On time delivery, at the appropriate time as well as reputed delivery company is preferable by respondents. Trust building is line with this preference. Dissatisfaction is caused by late delivery, in common sense, at first place. The second one is quality of goods as per order. When both of these fulfilled, everything is solved. The above variables are double checked by its effect on decision making process, as presented below.

Table 9 Purchasing Decision

No	Questions	SS		S		TS		STS		TOTAL	
		F	%	F	%	F	%	F	%	F	%
1	Are you looking for needs in one online store (bukalapak, DJ, lazada, OLX, Tokopedia)	28	28%	72	72%	0	0%	0	0%	100	100%
2	Is the information you need is available in the online store	26	26%	73	73%	1	1%	0	0%	100	100%
3	Do you conduct an evaluation of the information provided by some online stores	24	24%	72	72%	4	4%	0	0%	100	100%
4	Do you consider the quality of products offered	18	18%	81	81%	1	1%	0	0%	100	100%
5	Do you set a desired price seteah decision obtained	22	22%	78	78%	0	0%	0	0%	100	100%

Source : Data, analyzed

Identification of needs and wants is mandatory prior to decision making (Angel,1995). The brands of the four on-line shop on the table have been familiar with respondents. The shops give them the chance to window shopping, and so they have a comparison prior to purchasing process and decision. The effect of Product Quality, Website Quality, Trust, and Delivery against Decision Making Process is again justified with the folowing tests.

Classic Asumption Tersts
Normality of data by the following analysis.

Table 10 Normality Data Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a],[b]	Mean	0E-7
	Std. Deviation	,81643549
Most Extreme Differences	Absolute	,076
	Positive	,056
	Negative	-,076
Kolmogorov-Smirnov Z		,760
Asymp. Sig. (2-tailed)		,611
a. Test distribution is Normal.		
b. Calculated from data.		

The value of significance is 0.05. While the test value is 0.611 by Kolomgrov Smirnov test, it means that this research is analyzed by normality of data.

Multicolinearity Test

Variance Inflation Factor (VIF) under 11 is deemed as no multicolinearty, happened. It is therefore, the VIF is calculi;ated as per below.

Table 11 Multicolinearity Test

No	Variabel	VIF	Assumption
1	Quality of Product	1,189	No multicolinearity
2	Quality of Website	1,037	No multicolinearity
3	Consumer's trust	1,077	No multicolinearity
4	Quality of Delivery	1,139	No multicolinearity

Heroscedasticity and Linearity
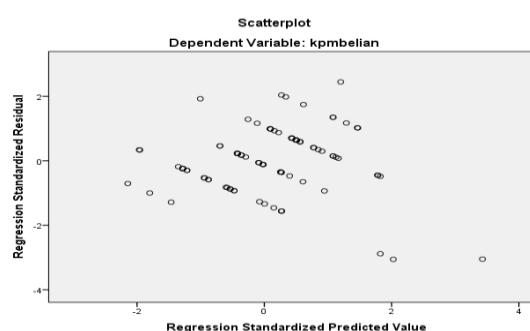
Figure 1. Heteroscedasticiy Result

No indication of heteroscedasticyty happened in the table. This is proved by scattered dots, as seen above. The scattered dots means that all data distributed normally that no heteroscedasticity. Hence the linearity is teste below at the significance value of 0.05.

Table 12 Linearity

ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
Purchasing Decision * Product quality	Between Groups	(Combined)	9,081	4	2,270	2,021	,098
		Linearity	6,830	1	6,830	6,080	,015
		Deviation from Linearity	2,251	3	,750	,668	,574
	Within Groups		106,709	95	1,123		
	Total		115,790	99			
Purchasing Decision * Quality of Website	Between Groups	(Combined)	10,225	4	2,556	2,300	,064
		Linearity	4,533	1	4,533	4,080	,046
		Deviation from Linearity	5,692	3	1,897	1,707	,171
	Within Groups		105,565	95	1,111		
	Total		115,790	99			
Purchasing Decision * Consumer's Trust	Between Groups	(Combined)	83,950	8	10,494	29,992	,000
		Linearity	40,199	1	40,199	114,80	,000
		Deviation from Linearity	43,751	7	6,250	17,863	,000
	Within Groups		31,840	91	,350		
	Total		115,790	99			
Purchasing Decision * Delivery quality	Between Groups	(Combined)	13,447	5	2,689	2,470	,038
		Linearity	9,275	1	9,275	8,519	,004
		Deviation from Linearity	4,172	4	1,043	,958	,434
	Within Groups		102,343	94	1,089		
	Total		115,790	99			

The relationship between the two variable is in linear when the value of significance is less than 0.05 Sugiyono (2013). Based on the tables as presented above we draw the conclusion that:

1. Purchasing decision and Quality of product in linear as the significance value at 0.015
2. Purchasing decision and Website quality is in linear since the significance value at 0.045.
3. Consumer's trust and Delivery is in significance as the significance value at 0.000

Multiple Linear Regression Model

Using software of SPSS 20, the model resulted in this research as presented hereinunder.

Table 13 The Multiple Linear Regression

Variabel	Unstandardized Coefficients		Standardized Coefficients	T	Sign
	B	Std. Error	Beta		
(Constant)	4,096	1,637		2,996	0.03
Product quality	0,48	106	039	0.457	0.649
Quality of Website	0,245	108	164	2.082	0.040
Consumer's Trust	0,367	052	562	6.998	0.000
Delivery quality	0,239	098	201	2.429	0.017

Source : Data analyzed

The model will be as shown below:

$$Y = 4,096 + 0,48X_1 + 0,245X_2 + 0,367X_3 + 0,239X_4$$

It is interpreted that when the value of

$a = $ 4,096 as constanta, if the value of X_1, X_2, X_3, X_4 deemed zero(0), the decision making process, using on-line shop, will be increased by 4,096.

$b_1 = 0,48$ The value of X_1, Product quality variable has a positive effect on Purchasing decision to use online shop. When the quality product increased by 1 unit it means that purchasing decision thru online shop will be increased 0,48. The more value of quality product, the more value of decision making being increased.

$b_2 = 0,245$ It is the value of X_2, that has a positive effect on Purchasing decision at *online shop.* When the Website quality increased by 1 unit it means that purchasing decision thru online shop will be increased by 0,245. The more value of Website quality, the more value of decision making being increased.

$b_3 = 0,367$ The value of X_3, Consumer'strust variable has a positive effect on purchasing decision at *online shop* . When the Website quality increased by 1 unit it means that purchasing decision thru online shop will be increased by 0,367. The more value of Consumer's trust, the more value of decision making being increased.

$b_4 = 0,239$ artinya X4variabel kualitas pengiriman berpengaruh positif terhadap Purchasing decision pada *online shop* When the quality of delivery increased by 1 unit it means that purchasing decision thru online shop will be increased 0,239. The more value of Delivery quality, the more value of decision making being increased.

ANOVA TEST

The next step is to test wheteher this model is applicable to be used in increasing the value of decision making the Anova test is done, using SPSS 20 software.

Table 14 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49,800	4	12,450	17,923	,000[b]
	Residual	65,990	95	,695		
	Total	115,790	99			

a. Dependent Variable : Purchasing Decision
b. Predictors : (Constant), Delivery, Consumer's Trust, kw, kp

The results are as follows:
1. Sum of Regression squares is 49,800, divided by 4 variables, the means is 12,450
2. The residual of regression squares 65,990
3. The value of mean square is 12,450, $F_{test} = \frac{12450}{695} = 17.923$. This value is compared with F_{table} where $\alpha = 5\% (0.05), df_1 = 4$, $df_2 = 95$. So the comparison of $F_{(5\%.4.95)} - 17.923$. It is therefore concluded that $F_{test} > F_{table}$ (17.923 > 1,7923). The finding that Product quality, Quality of Website, Consumer's Trust, and Delivery quality simultaneously have effected on Purchasing Decision, directly at on line shop.

Partial Test(t-Test)

The t-Test is done to check the effect of individual variable on purchasing decision, partially.

Table 15 The t-Test

Variabel	Unstandardized Coefficients		Standardized Coefficients	T	Sign
	B	Std. Error	Beta		
(Constant)	4,096	1,637		2,996	0.03
Product quality	0,48	106	039	0.457	0.649
Website quality	0,245	108	164	2.082	0.040
Consumer's trust	0,367	052	562	6.998	0.000
Delivery Quality	0,239	098	201	2.429	0.017

Source : Data analyzed

All values have shoen the significance of each variable effected the decision making at on line shop. However, the value of each varable has partially different. It is found that the product quality is the top rank as a priority to be considered.

Coorelation Coefficient and Determinant Coefficient

When the above table have shown that there are some effect individually against decision making process, the next test is to find the power of how strong the whole variables effected the decision making, and among the variables. Again the software of SPSS 20 version is applied.

Table 16 Coorelation Coefficient and Determinant Coefficient

Variabel	R	R Table	Hubungan	Kategori
Product quality	0,047	0,202	Tidak Signifikan	Sangat Lemah
Website quality	0,209	0,202	Signifikan	Lemah
Consumer's trust	0,583	0,202	Signifikan	Kuat
Delivery Quality	0,242	0,202	signifikan	Cukup
Simultan	0,656	0,202	Signifikan	Kuat

Source : Data analyzed

Hypothesized as follows :

H_0= There is no significant relation between X and Y.

H_1= There is a significant relation between X and Y.

In accordance with Cooper and Kleinschmidt (1987), product quality has two choice in developing it. The first is the quality with its competitive advantage. The second is the failed one. This product development is also applicable to on-line shop product quality.

Determinant Coefficient (r^2)

Table 17 Determinant Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,656[a]	,430	,406	,833

a. Predictors: (Constant), kpngiriman,kpercayaan, kw, kp

b. Dependent Variable: kpmbelian

Source : Data analyzed

The value of coorelation together is i R = 0,656 . This is a indicating a strong cooerelatiuonship. While the value of R Square = 0,430. This is to confirm that all variable have strong relationship among themselves.

Conclusion

The finding of this survey covering that the product quality as the main factor to purchase at on-line shop. This variable also followed by delivery quality, website quality and price. There are four major player that used by respondent such as Lazada, OLX, Kaskus, and Berniaga, however, Lazada is the most popular in the mind of respondent due to product quality and delivery.

Recommendation

It is suggested that quality of product, and delivery as the assurance point of perception to be up-graded all the

times, by on line shop. However, this population doesnot represent the other students from other faculties, that needed to be researched in the next deeper survey.

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