

The Effect of Online Sales and Consumer Trust on Interest in Buying Clothing Products at E-Commerce Shopee

Adhelia Shinta Balqis¹, Hepiana Patmarina²

^{1,2}Faculty of Social and Political Sciences, University of Bandar Lampung Jl. Zainal Abidin Pagar Alam No.26, Labuhan Ratu, Kedaton, 35142, Bandar Lampung, Indonesia

E-mail: Adhelia.20121028@student.ubl.ac.id¹, hepiana@ubl.ac.id²

abstract

This study aims to examine the effect of online sales as well as consumer confidence on buying interest in clothing products in Shopee e-commerce. This research method uses a quantitative approach by distributing questionnaires to respondents who are active Shopee users. The data were analyzed using multiple linear regression techniques to test the relationship between the variables of online sales, consumer confidence, and purchase intention of clothing products. The results of the analysis show that online sales have a significant positive effect on buying interest in clothing products at Shopee. In addition, consumer trust also has a significant positive effect on purchase intention of clothing products on the platform. These results show the importance of an effective online sales strategy and building consumer trust in increasing consumer buying interest in clothing products in Shopee e-commerce.

Keywords: Online Sales; Consumer Trust; Purchase Intention

INTRODUCTION

The development of information technology and the internet has significantly changed the business landscape, especially in the trade sector (Gerpott, 2021). The phenomenon of e-commerce has become one of the main drivers of transformation in the way we shop and do business (Jakaria & Sentosa, 2019). In this context, e-

1066

IJEBIR, Volume 03 Issue 02, 2024



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

commerce platforms such as Shopee have taken center stage as a place that facilitates online buying and selling with a variety of products on offer, including clothing (Feick et al., 2021).

This study aims to examine two main factors that are believed to have a crucial role in making consumer purchasing decisions on the Shopee e-commerce platform, namely online sales and consumer trust (Rizky & Yasin, 2014). Online selling is a marketing strategy that utilizes digital platforms to promote and sell products to consumers. Meanwhile, consumer trust reflects the level of consumer confidence in the e-commerce platform, including transaction security, product quality, and customer service.

In this context, this study will explore how online sales as well as consumer trust contribute to the purchase intention of clothing products on the Shopee e-commerce platform (Ganesan, 2014). Analysis of the relationship between these variables is expected to provide a deeper understanding of the factors that influence consumer shopping behavior in the context of e-commerce, as well as provide insights for business practitioners and academics to develop more effective strategies to increase sales and customer satisfaction. This study is expected to not only provide theoretical contributions to the literature on consumer behavior and e-commerce, but also provide practical insights that can help e-commerce companies, especially Shopee, to optimize the online shopping experience and improve their business performance. Therefore, this study is expected to provide a solid foundation for the development of further research in this field as well as make a positive contribution to the development of the e-commerce industry as a whole.

LITERATURE REVIEW

Online sales is the process of marketing and selling products or services that are carried out electronically via the internet. In the context of e-commerce, online selling is one of the main strategies used by companies to reach consumers globally without geographical restrictions (Jaya et al., 2018). By utilizing e-commerce platforms or their own company websites, sellers can promote, sell, and deliver products to consumers in various locations. Online selling involves several steps, from product development and marketing to payment and delivery processes (Martno & Iriani, 2014). Companies



usually utilize various online marketing techniques such as digital advertising, social media, and search engine optimization to reach potential consumers. In addition, features such as customer reviews and product recommendations are also used to increase consumer trust and encourage purchases (Harjanto & Rudi, 2019).

In the business world, consumer trust is a vital foundation in building long- term relationships between companies and their customers. Consumer trust reflects the belief or conviction that a company or brand will deliver on the promises they make, whether in terms of product quality, customer service, or overall business integrity (Jones et al., 2020). It includes aspects such as the security of online transactions, brand reputation, previous positive customer experiences, and transparency in communication. In particular, in the context of e-commerce, where interactions between consumers and sellers occur virtually, trust becomes even more important as consumers must entrust their personal and financial information to online platforms (Mirabi et al., 2015). Therefore, building and maintaining consumer trust is a crucial aspect of e-commerce business success.

Purchase interest is a tendency or encouragement possessed by individualsto carry out purchases for a product or service. This reflects the interest and desireof consumers to obtain or use the product or service (Hayrani, 2020). Purchase interest is influenced by various factors, including consumer needs and desires, perceptions of the value of the product or service, previous experience, promotions made by sellers, and external factors such as market trends and opinions from certain groups or communities (Jatmika, 2017). Understanding consumer buying interest is important for companies in designing effective marketing strategies, including in the context of e-commerce where competition between sellers is very high. By understanding the factors that influence consumer buying interest, companies are able to develop marketing strategies that are more targeted and increase sales of their products or services (Hasanudin, 2018).

RESEARCH METHODS

Quantitative research is a research method that uses quantitative approaches in data collection,analysis,and interpretation. This method is usually used to examine phenomena that can be measured quantitatively, and is done by collecting data from



certain populations or samples. This quantitative approach is based on the philosophy of positivism, which is the view that knowledge can be obtained through objective empirical observation and testing. Sugiyono (2019). Quantitative research is a type of research method used to test theories or hypotheses by measuring certain variables as well as analyzing the relationship between these variables. Quantitative research usually involves collecting measurable data in the form of numbers or statistics, as well as applying statistical analysis techniques to test hypotheses. (Hardani et al., 2020).

Table 1: Number of Respondents Based on Gender

Gender	Total	Percentage
Female	88	88%
Male	12	12%
Total	100	100%

Source: Data Processed by Researchers, 2024

Table 1 illustrates the distribution of respondents based on gender in this study. Of the total 100 respondents involved, the majority were women as many as 88 people (88%), while Men included 12 respondents (12%).

Table 2: Number of Respondents by Age

Age	Total	Percentage
<17 Years	5	5%
17-22 Years	70	70%
23-29 Years	21	21%
>30 Years	4	4%
Total	100	100%

Table 2 shows the distribution of respondents by age group in this study. Out of a total of 100 respondents, the majority of respondents were in the age group of 17-22 years old as many as 70 people (70%). Meanwhile, <17 years old includes 5 (5%), 23-29 years old includes 21 (21%), >30 years old includes 4 (4%).



Table 3. Number of Respondents Based on Domicile

Domicile	Total	Percentage
Bandar Lampung	68	68%
South Lampung	8	8%
Metro	12	12%
Pesawaran	2	2%
Lampung Timur	1	1%
Central Lampung	5	5%
North Lampung	4	4%
Total	100	100%

Source: Data Processed by Researchers, 2024

Table 3 illustrates the distribution of respondents based on domicile in this study. Of the total 100 respondents, most of them live in Bandar Lampung City, 69%, South Lampung Regency 8%, Metro City 12%, Pesawaran Regency 2%, East Lampung Regency 1%, Central Lampung Regency 5%, North Lampung Regency 4%

Table 4. Number of Respondents by Profession

Profession	Total	Percentage
Students	3	3%
Student	75	75%
Private/SOE Employee	7	7%
Civil Servant/Military	0	0%
Entrepreneurship	12	12%
More	3	3%
Total	100	100%

Source: Data Processed by Researchers, 2024

Table 4 provides an overview of the distribution of respondents based on domicile in this study. Of the total 100 respondents, 3% of respondents work as students, 75% of respondents work as students, 7% of respondents work as private /state employees, 12% of respondents work as entrepreneurs, 3% of respondents work as unknown.



Table 5. Number of Respondents Based on Income

Revenue	Total	Percentage
< Rp. 1,500,000	62	62%
Rp. 1,500,000 - Rp. 2,500,000	22	22%
Rp. 2,500,000 - Rp. 3,500,000	6	6%
> Rp. 3,500,000	10	10%
Total	100	100%

Source: Data Processed by Researchers, 2024

Table 5 illustrates the distribution of respondents based on income level in this study. Of the total 100 respondents, most had an income of <1.5 million, reaching 62 respondents (62%). 1.5 million- 2.5 million 22 people (22%), 2.5 million- 3.5 million 6 people (6%), >3.5 million 10 people (10%)

Table 6. Validity Test of Online Sales Variable (X1)

Item	r count	r table	Description
X1.1	0.473	0.196	Valid
X1.2	0.450		Valid
X1.3	0.472		Valid
X1.4	0.529		Valid
X1.5	0.439		Valid
X1.6	0.486		Valid
X1.7	0.614		Valid
X1.8	0.661		Valid
X1.9	0.583		Valid
X1.10	0.614		Valid

Source: Data Processed by Researchers, 2024

The validity test results show that for each indicator tested, the value of $r_{count} > r_{table}$. Therefore, it can be concluded that all online sales items are statistically valid, because the high r_{count} value indicates that no items need to be eliminated.



Table 7. Validity Test of Consumer Trust (X2)

Item	r count	r table	Description
X2.1	0.467	0.196	Valid
X2.2	0.510		Valid
X2.3	0.658		Valid
X2.4	0.779		Valid
X2.5	0.775		Valid
X2.6	0.760		Valid
X2.7	0.684		Valid
X2.8	0.448		Valid
X2.9	0.564		Valid
X2.10	0.472		Valid

Source: Data Processed by Researchers, 2024

The validity test results show that for each indicator tested, the value of $r_{count} > r_{table}$. Therefore, it can be concluded that all consumer confidence items are statistically valid, because the high r_{count} value indicates that no items need to be removed.

Table 8. Validity Test of Purchase Interest Variable (Y)

Item	r count	r table	Description
Y1.1	0.660	0.196	Valid
Y1.2	0.615		Valid
Y1.3	0.686		Valid
Y1.4	0.716		Valid
Y1.5	0.561		Valid
Y1.6	0.630		Valid
Y1.7	0.447		Valid
Y1.8	0.325		Valid
Y1.9	0.424		Valid
Y1.10	0.207		Valid

Source: Data Processed by Researchers, 2024

The validity test results show that for each indicator tested, the $r_{count} > r_{table}$ value. Therefore, it can be concluded that all purchase intention items are statistically valid, because the high r_{count} value indicates that no items need to be removed.



Table 9. Reliability Test Results

Variables	Count Value Cronbach Alpha	Description
Online Sales (X1)	0.718	Reliable
Consumer trust (X2)	0.824	Reliable
Purchase intention	0.725	Reliable

Source: Data Processed by Researchers, 2024

Table 9 shows the results of the Reliability Test for variable X1, with a Cronbach's Alpha value of .718, variable X2, with a Cronbach's Alpha value of .824, and variable Y, with a Cronbach's Alpha value of .725. Cronbach's Alpha values close to or over .60 are generally considered indicators of high reliability in measurement instruments

Table 10. Normality Test Results**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
Normal Parameters ^{a,b}		100
Mean		.0000000
Std. Deviation		2.87141582
Most Extreme Differences		
Absolute		.046
Positive		.035
Negative		-.046
Test Statistic		.046
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e		.877
99% Confidence Interval		
Lower Bound		.868
Upper Bound		.885

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

In the normality test, the basis for decision making is if the sig value > .05 until the conclusion is obtained that the data is normal. In this study, the sig value is .200 > .05 so that it can be categorized as normal data for this study.



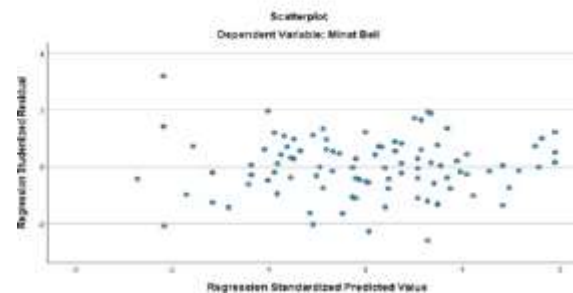
Table 11: Multicollinearity Test Results

Model	Coefficients ^a	
	Collinearity Statistics	
	Tolerance	VIF
1. (Constant)		
Online Sales	.669	1.495
Consumer Trust	.669	1.495

a. Dependent Variable: Purchase Intention

For the multicollinearity test, the basis for decision making is if the VIF value < 10 and the Tolerance value $> .10$ so that it can be said that the data does not experience multicollinearity symptoms. In this study, the VIF value of $1.495 < 10$ and the Tolerance value of $.669 > .10$ so that it can be concluded that there are no symptoms of multicollinearity.

Table 12. Heteroscedasticity Test Results



From the heteroscedasticity test, the data shows that the points form an unclear pattern and the points spread above and below the number 0 on the Y axis. then the data does not occur heteroscedasticity.



Table 13. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients ^a		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.981	3.558		2.805	.006
Online Sales	.211	.100	.178	2.112	.037
Consumer Trust	.521	.071	.617	7.323	<.001

a. Dependent Variable: Purchase Intention

Equation result:

$$Y = a + b X_{11} + b X_{22} + e$$

$$Y = 9.981 + 0.211 X_1 + 0.521 X_2 + e$$

Table 13. Determinance Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	.539	.530	2.901

a. Predictors: (Constant), Consumer Trust, Online Sales

In the results of the determination test, the data obtained that the effect of X1 as well as X2 for Y was .539 or 53.9%. The remaining 46.1%.

Table 14 F Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	954.732	2	477.366	56.728	<.001 ^b
Residuals	816.258	97	8.415		
Total	1770.990	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Consumer Trust, Online Sales



From the results of the F test, it is found that the data has a sig value of $<.001 < .05$ so that and $F_{count} \text{ of } 56.728 > F_{table} \text{ } 3.09$, therefore it can be concluded that there is an influence between the X1 and X2 variables for variable Y.

Table 15. t Test

Model	Coefficients ^a		Standardized Coefficients	t	Sig.
	Unstandardized Coefficients	Std. Error			
	B		Beta		
(Constant)	9.981	3.558		2.805	.006
Online Sales	.211	.100	.178	2.112	.037
Consumer Trust	.521	.071	.617	7.323	<.001

a. Dependent Variable: Purchase Intention

In the T test analysis, the basis for decision making is if the sig value $< .05$ as well as the calculated T value $> T_{table}$, it can be concluded that there is an influence between one variable and another. In this study for the online sales variable $.037 > .05$ and the calculated T value of $2.112 < 1.660$ so that it can be concluded that variable X1 has an influence on Y. For the consumer trust variable. the sig value is < 0.05 as well as the calculated T value of $7.323 > T_{table} \text{ } 1.660$ so that it can be concluded that variable X2 has an influence on Y.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of the research that has been carried out, it can be concluded:

1. Based on the results of the f test, the online sales variable as well as consumer confidence simultaneously affects buying interest in E-Commerce Shopee. With a p-value of $.001 < .05$. This explains that online sales as well as consumer confidence are variables that have an influence on buying interest in E-Commerce Shopee (Ladyfame Shop case study).
2. Based on the t test, the online sales variable as well as consumer confidence has a positive and significant effect (persial) on buying interest in E-Commerce Shopee (Ladyfame Shop case study). With a p-value of the online sales



variable $.037 < .05$ also the p-value of the consumer confidence variable $.001 < .05$.

3. Based on the results of the statistical tests that have been carried out above, it can be seen that all hypotheses in this study are accepted. Where the results of testing H1, H2 and H3 each provide positive and significant results so that the research is accepted.

SUGGESTION

1. For Ladyfame shop to continue to innovate and develop systems for online sales so that they can increase buying interest and can pay more attention to things that make consumers trust to make purchases online.
2. Further research hopes to be able to add other variables that can influence buying interest in Ladyfame Shop.
3. Future researchers are expected to be able to provide better instruments and expand the research object to get better results.

REFERENCES

- Feick, L., J. Lee and J. Lee. 2021. The Impact of Switching Costs on the Customer Satisfaction Loyalty Link: Mobile Phone Service in France. *Journal of Services Marketing*. 15 (1). 35-48.
- Ganesan, S. 2014. Determinants of Long-Term Orientation in Buyer-Seller Relationships. *Journal of Marketing*. 58 (April). 1-19.
- Gerpott, T.J., W. Rams and A. Schindler. 2021. Customer Retention, loyalty, and Satisfaction in the German Mobile Cellular Telecommunication Market. *Telecommunication Policy*. 25. 249-269, cited in Aydin and Ozer.
- Hardani, H., Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., Sukmana, D. J., &
- Auliya, N. H. (2020). *Qualitative & Quantitative Research Methods Book* (Issue March). CV Pustaka Ilmu Group.



- Harjanto, Rudy, 2019, Principles of Advertising, Jakarta, PT Gramedia JakartaTjiptono, Fandy. 2012. Service Management Realizing Excellent Service. Yogyakarta: CV Andi Offset
- Hasanudin, M. (2018). Design and build a web-based goods inventory information system (case study pt. Nusantara sejahtera raya). Ikra-lth Informatics: Journal of Computers and Informatics.
- Hayrani, padilah (2020) design of sales information system at fruit agent ud jamil.hs jambi. Thesis, StikomDinam Bangsa Jambi. March 2021 | Vol. 3 | No. 1 |
- Jakaria, D. A., & Sentosa, Y. B. (2019). Information System for Sales of Goods at the Web-Based Sribayu Building Shop. Journal of Management and Informatics Engineering (JUMANTAKA).
- Jatmika, A. (2017). Design of Alumni Portal Information System of Muhammadiyah Ponorogo University Based on PHP and MySQL (Doctoral dissertation, Muhammadiyah Ponorogo University).
- Jaya, K. A., Safriadi, N., & Perwitasari, A. (2018). Apparatus Performance Monitoring and Evaluation Application at the Mempawah State Attorney's Office. JUSTIN (Journal of Information Systems and Technology).
- Kristanto, A. (2018). Design of information systems and their applications.
- Jones, MA., SE.Beattyand DV. Mothersbaugh. 2020. Switching Barriers and Repurchase Intentions in Services. Journal of Retailing. 76 (2). 259-274.
- Martono, M., and S. R Iriani. 2014. "Analysis of the Effect of Product Quality, Price and Promotion on Consumer Purchase Interest in Batik Sendang Duwur Lamongan Products", Journal of Management Science, Vol. 2, No. 2, pp. 687- 699.
- Mirabi, V., Akbariyeh, H., &Tahmasebifard, H. 2015. A Study of Factors Affecting on Customers Purchase IntentionCase Study: the Agencies of Bono Brand Tile in Tehran. Journal of Multidisciplinary Engineering Science and Technology (JMEST) Vol. 2 Issue 1
- Rizky, M.F., and H Yasin. 2014. "The Effect of Promotion and Price on Buying Interest in Obama Housing PT. Nailah Adi Kurnia Sei Mencirim Medan", Journal of Management & Business Vol. 14 No. 02, pp. 135- 143.
- Sugiyono. (2019). Quantitative and Qualitative Research Methods and R&D. Alfabeta

