

The Effect of Ease of Use, Shopping Enjoyment, Shopping Experience and Trust on Satisfaction and Interest in Online Shopping for Students of Universitas Muhammadiyah Pontianak after the COVID-19 Pandemic

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Abstract. This study was conducted to determine the effect of ease of use, shopping enjoyment, shopping experience and trust on satisfaction and interest in online shopping for students of Universitas Muhammadiyah Pontianak after the COVID-19 pandemic. The population in this study were all students of Universitas Muhammadiyah Pontianak. Using data analysis techniques with SEM analysis. Based on the results of the study, the variables of ease of use, shopping experience has a very substantial impact on online shopping satisfaction, and shopping delight and trust have a significant impact as well. While the factors of usability and shopping experience have a negligible impact on interest in online purchasing. Shopping enjoyment and trust have a very significant influence on online shopping interest. Satisfaction variables also affect online shopping interest.

Keywords: Ease Of Use, Consumer Purchase Intention, Consumer Satisfaction, Consumer Trust

1 Introduction

Animals and people can contract disease from a group of viruses known as coronaviruses. From basic colds and coughs to more severe conditions, such as Severe Acute Respiratory Syndrome (SARS) and Middle East Respiratory Syndrome (MERS), coronaviruses have been documented to cause respiratory infections in humans. The coronavirus that causes COVID-19 is a brand-new kind. A recently discovered coronavirus strain causes COVID-19, an infectious disease. Before the outbreak in Wuhan, China, in December 2019, neither the new virus nor the illness it produces had been discovered. Currently, COVID-19 is a pandemic that is spreading to numerous nations worldwide. [8x]

As of June 17, 2020, there were 2,276 fatalities and 16,243 recoveries from the 41,431 confirmed COVID-19 positive cases in Indonesia alone. The government has made it a policy to conduct all activities at home, including learning, working, and worshipping, because to the rising number of COVID-19 positives. Additionally, in an effort to stop the spread of COVID-19, PSBB has been installed in 10 regions so far [1x]

The call for social distancing, which was announced by the President in mid-March, has reduced the activities of Jakarta residents. Compared to the end of February 2020, the number of people doing activities in Jakarta's Central Business District area decreased by 53% until the week of March 3. It is not only activities in the business district that have decreased. The number of individuals travelling outside the city such as Bandung, Yogyakarta, and Bali also decreased until the 3rd week of March. Visits to Bali, for example, decreased by 33% when compared to February. While visits to Bandung and Yogyakarta decreased by 35%. Visits to shopping centres (malls) also decreased. ADA noted a decline in visits to major malls in Jakarta since March 15. The average decrease in visits in several malls is more than 50% compared to the beginning of 2020.

This will certainly further limit people's activities outside the home. People are now choosing to shop online instead of going directly to the market or supermarket since it is simpler, faster, offers more options, and—most importantly—requires less social interaction. Shopping app usage has surged by 300% since social distancing was disclosed. Applications that are often utilized include those that specialize in buying and selling old products as well as shopping apps that sell various sorts of daily requirements. On March 21–22, usage of this type of application reached its high, increasing by up to 400% [3]. The various kinds of offers provided by online shops certainly attract consumers to shop. Because with the online shop, they can fulfil household needs easily and quickly so that they still follow the applicable rules. Without having to go out of the house the goods will arrive safely and securely.

2 Literature Review And Hypothesis Development

2.1 Literature Review

This study builds on earlier research on customer interest in internet shopping caused by the COVID-19 Pandemic. The direct impact of the elements offered by online shopping—functional perceptions, such as the site's usability, and emotional perceptions, such as the enjoyment of shopping—determines a consumer's interest in making a purchase (Davis, 1993). In addition to the direct advantages of online buying, there are additional elements that result from the preferences of specific customers. This element manifests as prior online shopping experience (Shim et al., 2001) and consumer trust in merchants and online marketplaces (Yoon, 2002).[4]

Research on consumer buying interest based on the direct effect of online shopping features, one of which was conducted by Kiswuryanto, in 2017 with the title Analysis of Factors Affecting Online Fashion Consumer Purchase Interest Through Instagram Social Networks. The findings demonstrated that trust, risk perception, and convenience of use all significantly influence consumer purchasing interest [6]

Another study was conducted by Nurrahmanto and Rahardja in 2015 with the title The

Influence of Consumer Purchase Interest in the Online Buying and Selling Site bukalapak.com on Consumer Utilization simplicity, enjoyment of the shopping experience, and customer trust. It can be argued that the increased ease of use of the site can boost customer buying interest in the Bukalapak.com online buying and selling site since the ease of use variable (X1) has a positive and significant influence on the purchase interest variable (Y). The results showed that the shopping enjoyment variable (X2) has a positive and significant effect on buying interest (Y), it can be concluded that a higher shopping enjoyment of a consumer can increase Consumer interest in buying in the Bukalapak.com online buying and selling site. The shopping experience variable (X3) has a positive and insignificant effect on buying interest (Y), it can be concluded that consumer shopping experience is not really considered in increasing consumer shopping interest, but with a higher consumer shopping experience, consumer shopping interest on the Bukalapak.com online buying and selling site can also increase. The consumer trust variable (X4) has a positive and significant effect on buying interest (Y), it can be concluded that the higher the consumer's trust in the site can increase buying behavior of consumers in the Bukalapak.com online buying and selling site. [4]

Another study was conducted by Faradila and Soesanto, in 2016 with the title Analysis of the Effect of Perceived Ease of Use and Perceived Benefits on Purchase Intention with Trust as an Intervening Variable (Study on Visitors to the berrybenka.com Online Store among Diponegoro University Students). The study's findings demonstrate that perceived usability—as measured by factors like how simple it is to navigate the website, find products that suit your needs, and utilize it expertly and without difficulty—has the most impact on trust. Meanwhile, evidence that using a website can improve shopping performance, boost shopping productivity, and raise shopping effectiveness show that perceived benefits have a second impact. The study's findings also revealed that trust influences purchase intention, with the indicators being that the website can be trusted, that it is well-known for keeping its promises, and that there is no need for users to be concerned. [5]

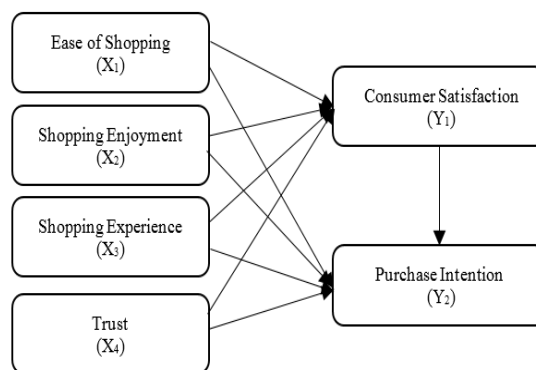


Figure. 1. Research Model.

2.1 Hypothesis

The hypotheses in this study are as follows:

H0.1 = Expectations of usability have no bearing on online shopping satisfaction.

- Ha.1 = Online buying pleasure is influenced by ease-of-use expectations.
- H0.2 = Expectations of shopping pleasure have no effect on online shopping satisfaction.
- Ha.2 = Expectations of shopping pleasure affect online shopping satisfaction.
- H0.3 = Expectations of shopping experience have no effect on online shopping satisfaction.
- Ha.3 = Expectations of shopping experience affect online shopping satisfaction.
- H0.4 = Trust expectations have no effect on shopping satisfaction.
- Ha.4 = Trust expectations affect online shopping satisfaction.
- H0.5 = The intention to make an online purchase is unaffected by expectations of usability.
- Ha.5 = Online purchasing intention is influenced by anticipated usability.
- H0.6 = Expectations of shopping pleasure have no effect on online purchase intention.
- Ha.6 = Expectations of shopping pleasure affect online purchase intention.
- H0.7 = Expectations of shopping experience have no effect on interest in online purchases.
- Ha.7 = Expectations of shopping experience affect online purchase intention.
- H0.8 = Expectations of trust have no effect on online purchase intention.
- Ha.8 = Expectations of trust affect online purchase intention.
- H0.9 = Expectations of shopping satisfaction have no effect on online purchase intention.
- Ha.9 = Expectation of shopping satisfaction affects online purchase intention.

3 Research Methods

Associative research was the method employed in this study. The participants in this study were all Universitas Muhammadiyah Pontianak students. 100 respondents made up the study's sample size.

3.1 Population and Sample

In this study, stratified sampling was used as the sample method. Table 1 displays the percentage of samples used in this investigation.

Table 1. Sample Proportion

No	Study Program	Member Population	Proportion	Total Sample
1	Public Health	652	0,026	17

2	Mechanical Engineering	248	0,026	6
3	Aquaculture	117	0,026	3
4	Informatics Engineering	319	0,026	8
5	Information System	32	0,026	0
6	Management	1526	0,026	40
7	Sharia Business Management	27	0,026	0
8	Psychology	98	0,026	3
9	Legal Science	269	0,026	7
10	Chemistry Education	40	0,026	1
11	Biology Education	164	0,026	4
12	Early Childhood Teacher Education	176	0,026	5
13	Islamic Religious Education	248	0,026	6
	Total	3916		100

3.2 Analysis of Structural Equation Model (SEM) Method

Data WarpPLS 6.0 is the structural analysis program used in the Structural Equation Model (SEM) technique of analysis. The WarpPLS study revealed there is a measure of the association between latent variables in the inner model that are connected to other hypotheses, together with a quality of fit index. Model fit requirements and quality indices are shown in Table 2.

Table 2. Measures of model fit and quality

No.	Measures of model fit and quality	Fit Standards
1	Path Coefficient on Average (APC)	$p < 0,05$
2	Average R-squared (ARS)	$p < 0,05$
3	Average Adjusted R-squared (AARS)	$p < 0,05$
4	Average Block VIF (AVIF)	Appropriate if ≤ 5 , ideally $\leq 3,3$
5	Average Full Collinearity VIF (AFVIF)	Appropriate if ≤ 5 , ideally $\leq 3,3$
6	Tenehaus GoF (GoF)	Small $\geq 0,1$ Medium $\geq 0,25$ Large $\geq 0,36$
7	Sympson's Paradox Ratio (SPR)	Appropriate if $\geq 0,7$, ideally = 1
8	R-squared Contribution Ratio (RSCR)	Appropriate if $\geq 0,9$, ideally = 1
9	Statistical Suppression Ratio (SSR)	Appropriate if $\geq 0,7$
10	Ratio of Nonlinear Bivariate Causality (NLBCDR)	Appropriate if $\geq 0,7$

Source: [7x]

4 Results And Discussion

Respondents in this study were 100 students of Universitas Muhammadiyah Pontianak who made online shopping transactions during the Covid-19 pandemic. The profile of respondents is female, aged 17-19 years, and has an allowance per month of less than Rp. 500,000.00, the frequency of shopping per month is 1-3 times, using the Shopee application, the items

purchased are clothes and the payment method uses the Cash On Delivery (COD) system.

4.1 Inner Model

Table 3 below shows the findings of the goodness of fit for this investigation.

Table 3. Quality of Fit

No.	Model Fit and Quality Indices	Fit Criteria	Analysis Results	Desc.
1	Average Path Coefficient (APC)	$p < 0,05$	0,207, $P=0,002$	Good
2	Average R-squared (ARS)	$p < 0,05$	0,594, $P<0,001$	Good
3	Average Adjusted R-squared (AARS)	$p < 0,05$	0,582, $P<0,001$	Good
4	Average Block VIF (AVIF)	Acceptable if ≤ 5 , ideally $\leq 3,3$	3,157	Ideal
5	Average Full Collinearity VIF (AFVIF)	Acceptable if ≤ 5 , ideally $\leq 3,3$	3,144	Ideal
6	Tenehaus GoF (GoF)	Small $\geq 0,1$ Medium $\geq 0,25$ Large $\geq 0,36$	0,601	Large
7	Sympson's Paradox Ratio (SPR)	Acceptable if $\geq 0,7$, ideally = 1	0,889	Acceptable
8	R-squared Contribution Ratio (RSCR)	Acceptable if $\geq 0,9$, ideally = 1	0,961	Acceptable
9	Statistical Suppression Ratio (SSR)	Acceptable if $\geq 0,7$	1,000	Ideal
10	Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	Acceptable if $\geq 0,7$	1,000	Ideal

In Table 3 below, the findings of the goodness of fit for this investigation are presented.

4.2 Hypothesis Testing

Table 4 below shows the findings from the test of the study's hypothesis.

Table 4. Hypothesis Testing Results

No.	Relationship between Variables (explanatory variable □ response variable)		Coef. Path	<i>p-value</i>	Description
1	Ease_X1	Satisfaction_Y1	0,206	0,004	<i>Significant</i>
2	Enjoyment_X2	Satisfaction_Y1	0,204	0,004	<i>Significant</i>
3	Experience_X3	Satisfaction_Y1	0,287	$<0,001$	<i>Highly Significant</i>
4	Trust_X4	Satisfaction_Y1	0,221	0,002	<i>Significant</i>
5	Ease_X1	Interest_Y2	-0,086	0,135	<i>Weakly Significant</i>
6	Enjoyment_X2	Interest_Y2	0,289	$<0,001$	<i>Highly Significant</i>
7	Experience_X3	Interest_Y2	0,067	0,198	<i>Weakly Significant</i>
8	Trust_X4	Interest_Y2	0,364	$<0,001$	<i>Highly Significant</i>
9	Satisfaction_Y1	Interest_Y2	0,136	0,040	<i>Significant</i>

The results of the path coefficient and *p-value* are displayed in Table 4. It is clear that every

route coefficient of the relationship between predictor and responder variables is important.

a. Impact of Usability on Online Shopping Satisfaction

The study's findings suggest that there is a strong correlation between usability and online shopping pleasure, with a path coefficient value between the two of 0.206 ($p = 0.004$), implying that H_0 is rejected and H_a is accepted.

b. The Effect of Shopping Pleasure on Online Shopping Satisfaction

The study's findings show a significant connection between online purchasing and satisfaction and shopping enjoyment, with a path coefficient value of 0.204 ($p = 0.004$). As a result, H_0 is rejected and H_a is accepted, indicating that online shopping satisfaction is significantly influenced by shopping enjoyment.

c. The Effect of Shopping Experience on Online Shopping Satisfaction

The study's findings suggest that the impact of the shopping experience on the pleasure of online shopping may be quantified using the value of the Path Coefficient of 0.287 ($p = 0.001$), which rejects H_0 and accepts H_a and indicates that the impact of the shopping experience is extremely substantial.

d. The Effect of Trust on Shopping satisfaction online

According to the study's findings, trust and online shopping satisfaction have a significant link, with a path coefficient value of 0.221 ($p = 0.002$) indicating that H_0 is rejected and H_a is accepted.

e. Effect of Ease of Use on Online Shopping Interest

The study's findings indicate that interest in online buying and ease of use have a small but substantial link with a path coefficient value of -0.086 ($p = 0.135$) indicating that H_0 is rejected and H_a is accepted.

f. The Effect of Shopping Pleasure on Online Shopping Interest

Based on the study's findings, it is known that the relationship between shopping enjoyment and online shopping interest has a Path Coefficient value of 0.289 ($p = 0.001$), implying that shopping enjoyment has a very significant impact on online shopping interest. H_0 is therefore rejected and H_a is accepted.

g. The Effect of Shopping Experience on Online Shopping Interest

The results of the investigation show that, there is a marginal but substantial correlation between interest in online shopping and shopping experience, with a value of the Path Coefficient of 0.067 ($p = 0.28$) indicating that H_0 is rejected and H_a is accepted.

h. The Effect of Trust on Online Shopping Interest

Based on the study's findings, it is known that there is a very strong relationship between trust and online shopping interest, with a path coefficient value of 0.364 ($p = 0.001$), implying that H_0 is refused and H_a is accepted.

i. Effect of Satisfaction on Online Shopping Interest

The results of the study indicate that there is a strong connection between satisfaction and online shopping interest, with a path coefficient value of 0.136 ($p = 0.040$), rejecting H_0 and accepting H_a . This indicates that satisfaction affects online shopping interest significantly.

4.3 Research Results Model

Figure 2 below shows the research model for the path diagram used in this study.

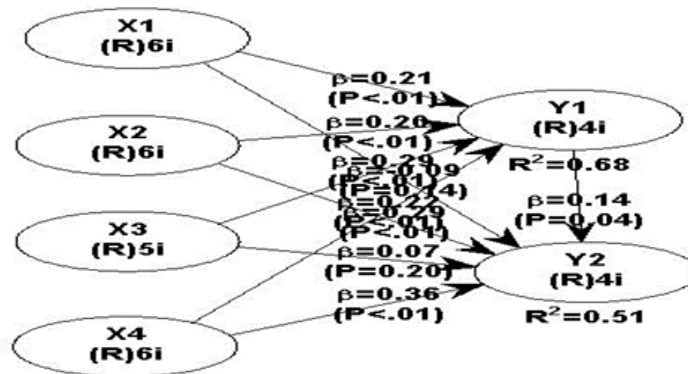


Figure. 2. Research Model.

The results showed that the variables of ease of use, shopping pleasure, buying encounter and consumer confidence had a significant effect on online shopping interest. This is in line with the results of research previously conducted by Nurrahmanto and Rahardja [4]

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5 Conclusions

According to the study's findings, the variables of simplicity of use, enjoyment of the shopping experience, and trust have a considerable impact on online shoppers' happiness, and shopping experience has a very big impact. The variables of usability and shopping experience, meanwhile, have little bearing on interest in online purchasing. Interest in online purchasing is significantly influenced by shopping satisfaction and trust. Interest in online buying is also influenced by satisfaction factors.

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