
THE INFLUENCE OF EASE OF USE ON BUYING INTERESTS IS MEDIATED BY TRUST

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ABSTRACT

This study's objective is to investigate the relationship between ease of use and buying interest, with the latter being mediated by trust in TikTok Shop customers as the subject of the study. In the course of this research, a path analysis was performed with the help of the SmartPLS 3.0 program. In order to conduct this research, a sampling strategy known as purposeful sampling was used to select 240 users from the TikTok Shop. The findings of this study indicate that ease of use and trust both have an effect on buying interest. The ease of use are indirectly impacted by trust.

Keywords: E-Commerce, Purchase Interest, Ease of Use, Trust

INTRODUCTION

Commercial competitiveness in information technology has grown rapidly. The evolution of technology can be seen from traditional to developing to modern. The advancement of information technology has altered behavior in all fields, including health, education, information sources, communication, entertainment, and the business world, which is not limited by time or place (Zuyyana, 2022). Because of advancements in information technology, businesses can now build networks all over the world without regard for time or geography. Information technology can be used as a commercial medium for buying and selling as well as a communication tool. E-commerce is a combination of business, technology, and applications that serve as a link between consumers and businesses to conduct online transactions in the purchase and sale of goods, services, and information (Asri et al., 2021).

The presence of e-commerce has shifted customer purchasing habits away from traditional in-store purchases and toward digital (online) shopping. Many social media platforms, including Instagram, Facebook, TikTok, and others, already support e-commerce. TikTok is currently a popular social media platform in Indonesia, according to We are social (2022). TikTok is a video-sharing social networking platform. TikTok is currently working on a new feature called TikTok Shop. This feature piques the interest of its users while also providing significant economic potential for the company. During the 10.10 shopping event in Indonesia, the TikTok Shop increased its sales by more than 150 percent (Bambang Winarso, 2021). The easier it is to use a website or online shopping application, the larger its user base. The number of users will almost certainly influence purchasing interest.

One factor that motivates people to buy online is the ease of use (Robaniyah & Kurnianingsih, 2021). The easier a website or online shopping application is to use, the larger its user base. The number of users will undoubtedly influence purchasing interest. Davis (1989), defines ease of use as the degree to which a person feels confident that using the system does not require much effort, or is more practical and efficient. As a result, it is critical for online marketplace providers, such as TikTok, to design user-friendly websites and apps so that more customers prefer online purchases over traditional shopping.

Another important component that influences online buying interest is trust (Mustafa, 2021). The propensity of consumers to make online purchases is influenced by the level of trust they have in these kinds of dealings. Business procedures are built on trust (Maskuri et al., 2019). A transaction will take place between two or more parties if they trust each other,

according to him. The researcher is interested in conducting a study titled "The Influence Ease Of Use On Buying Interests Is Mediated By Trust."

LITERATURE REVIEW

Ease of use

Users' expectations for how easy it will be to operate a piece of technology are known as "perceived ease of use" (Davis, 1989). When using online shopping sites, the concept of perceived ease of use directly explains the purpose of using information systems and facilitating their use according to consumer needs; there is no need for consumers to put in more effort to understand and use the site. According to Davis (1989), indicators of convenience include ease of learning, controllability, flexibility, and ease of use.

Trust

Consumer trust, according to (Wahyuni *et al.*, 2021), includes all information that consumers have about a product, its quality and benefits, as well as the conclusions they draw based on this information. Customer trust can be gained if a product meets their expectations and requests, resulting in satisfaction. Online trust is shaped by consumers' perceptions of the risks and rewards of making purchases online. As online shoppers gain assurance, they are more likely to make purchases (Kusumawati & Saifudin, 2020). A person's trustworthiness is determined by four characteristics: dependability, honesty, competence, and likability, as outlined by (Kennedy, 2002).

Buying interest

According to Change *et al.*, (2021), buying interest is an individual attitude toward a product that can be used to measure attitudes toward a specific group of products, services, or brands. Online buying interest is a factor that predicts customer behavior when completing negotiations via the Internet (Mainardes *et al.*, 2019). According to Febriyanti *et al.*, (2016) the following are indicators of buying interest: transactional interest, referential interest, preferential interest, and explorative interest.

METHOD

This study is a quantitative analysis of 240 people who frequent TikTok Shops in DKI Jakarta as a whole. The data is analyzed using SEM analysis in conjunction with the SmartPLS 3.0 software. Outer model, inner model, mediation, and hypothesis testing are all employed.

HYPOTHESIS

A hypothesis is a provisional statement based on norms related to a phenomenon or case study that will be investigated using appropriate statistical techniques or analysis. The hypothesis can be stated as a statement of the relationship or impact of two or more variables, with or without direction (Yam *et al.*, 2021).

The existence of this hypothesis can aid a researcher in providing research boundaries when writing scientific papers. Reduce the scope of the research. So that the research does not spread everywhere, keeping the research on track, namely examining facts and variable relationships. Focusing research on testing and fitting between facts. The Hypothesis of this research are follows:

H1 : Ease of use has a positive and significant effect on buying interest.

H2 : Ease of use has a positive and significant effect on trust.

H3 : Trust has a positive and significant effect on buying interest.

H4 : Ease of use has a positive and significant effect on buying interest which is mediated by trust.

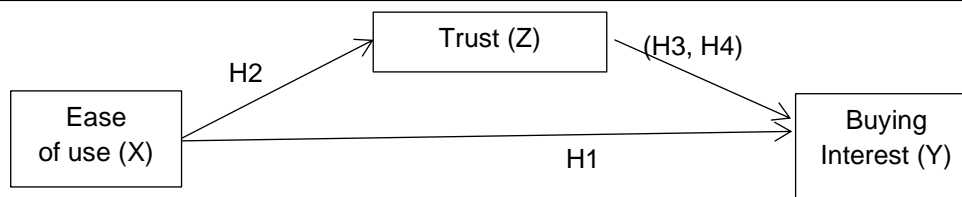


Figure 1. Model Research

RESULTS

The first analysis concerns the outer model, specifically testing its validity and reliability. Hasil pemeriksaan validitas konvergen dapat dilihat pada outer loading masing-masing indikator variabel. Valid values are those that are greater than 0.50. In the Discriminant Validity test, an AVE value greater than 0.50 is considered valid. In the convergent validity test, the variables ease of use, trust, and buying interest are declared valid. Because the outer loading result > 0.50. Because the AVE value > 0.50, the Discriminant Validity test was also declared valid.

The Composite Reliability value, which must be greater than 0.70, can be used to assess construct reliability. Cronbach's Alpha must > 0.50 (Ghozali et al, 2015). Results from the reliability analysis indicated that the perceived risk, ease of use, trust, and purchasing interest measures were reliable when their respective Composite Reliability and Cronbach's Alpha values > 0.70.

Table 1. Outer Loading

Variable	Item	Nilai	Description
Ease Of Use	X.1	0.684	Valid
	X.2	0.761	Valid
	X.3	0.813	Valid
	X.4	0.798	Valid
Buying Interest	Y.1	0.828	Valid
	Y.2	0.864	Valid
	Y.3	0.873	Valid
	Y.4	0.697	Valid
Trust	Z.1	0.768	Valid
	Z.2	0.762	Valid
	Z.3	0.838	Valid
	Z.4	0.841	Valid
	Z.5	0.726	Valid

Source: Author Analysis, 2023

Table 2. Validity Discriminant

Variable	Average Variance Extracted (AVE)	Description
Ease Of Use	0.586	Valid
Trust	0.621	Valid
Buying Interest	0.670	Valid

Source: Author Analysis, 2023

Table 3. Construct Reliability and Cronbach's Alpha

Variabel	Cronbach's Alpha	Composite Reliability	Description
Ease Of Use	0.763	0.849	Reliable
Trust	0.847	0.891	Reliable
Buying Interest	0.835	0.890	Reliable

Source: Author Analysis, 2023

The second type of analysis is called "Inner Model analysis," and its goal is to establish what factors bring about others. To begin, we run a test of the significance of the correlation between our independent and dependent variables using the R-Squared statistic. The R-Square values for the independent variable and the dependent variable are 0.412 and 0.630, respectively, as shown by the test results, which shows that all two factors user friendliness, and confidence in the company-have a 63% impact on the variable of interest in making a purchase.

Full mediation, partial mediation, and no mediation are the three possible outcomes of the mediation test. Fully mediated relationships have unfavorable exogenous and endogenous variables and a positive mediating variable. Partial mediation occurs when both the exogenous and endogenous variables as well as the mediating variable are all positive. When the exogenous endogenous variable is positive but the mediating variable is negative, non-mediation is said to have occurred. If the P values for the Specific Indirect Effect are less than 0.05, then the results will be positive, and if they are greater than 0.05, then the results will be negative.

Table 4. R-Square

	R Square	R Square Adjusted
Trust	0.416	0.414
Purchase Interest	0.630	0.627

Source: Author Analysis, 2023

Table 5. Path Coefficient (Bootstrapping)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Ease Of Use → Trust	0.645	0.649	0.041	15.653	0.000
Ease Of Use → Buying Interest	0.448	0.445	0.055	8.148	0.000
Trust → Buying Interest	0.427	0.431	0.049	8.681	0.000

Source: Author Analysis, 2023

The Effect of ease of use on Buying interest, Mediated by Trust. The Path Coefficient between the variable measuring how simple it is to use and the likelihood of making a purchase has a P Value of 0.000 < 0.05, indicating a positive relationship. The Specific Indirect Effect shows that there is a positive relationship between user-friendliness and buying interest, with trust as the mediator (P < 0,05). The term "Partial Mediation" describes this type of partnership perfectly.

The purpose of hypothesis testing is to investigate potential direct and indirect connections between variables, while also taking into account any factors that may act as mediators or intermediaries. Methods for using T-Statistic and P-Value Analysis to Examine a Hypothesis. The hypothesis is accepted if and only if the P-value < 0.05.

The Influence of Usability (X) on Buying interest (Y) among TikTok Shop Users in DKI Jakarta. Following the above calculations, we find that the Original Sample (Coefficient) value is 0.448 > 0.000 and the T Statistics value is 8,148 > (1,967). The significance level was extremely small, P = 0.000 < 0.05. Thus, H1 is preferred over H0. This suggests that there is a significant and positive relationship between the variable of ease of use and the variable of purchase intent among consumers in DKI Jakarta who frequent TikTok Shop. TikTok Shop's user-friendliness can influence consumer intent to make purchases. Obviously, this is due to the fact that DKI Jakarta consumers are satisfied with their TikTok Shop purchases. Jamiah et al, (2022) study providing support for this hypothesis found that a product's ease of use has a positive and significant effect on consumers' propensity to make a purchase.

Table 6. Specific Indirect Effect (Bootstrapping)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Ease Of Use → Trust → Buying Interest	0,275	0,280	0,040	6,810	0,000

Source: Author Analysis, 2023

The Effect of Ease of Use (X) on Trust (Z) in DKI Jakarta TikTok Shop Users. The previous investigation determined that the value of the Original Sample (Coefficient) is 0.684, which is greater than 0.000. According to the statistics, T is higher than (1,967). P value 0.000 <0.05. The conclusion that follows is that H2 is accepted while H0 is rejected. This suggests that there is a significant positive relationship between the factors of trust and ease of use among users of TikTok Shops in DKI Jakarta. To pique the interest of consumers, the TikTok Shop has simplified access and transaction processing. The study's findings suggest that shoppers value e-commerce platforms that are easy to navigate. The more interested consumers are in e-commerce transactions, the more user-friendly a technology is. This hypothesis is supported by Faradila et al, (2016), who found that user-friendly e-commerce increases customer confidence and buying interest.

The Influence of Trust (Z) on Buying interest (Y) in DKI Jakarta TikTok Shop Users. The preceding analysis showed that the Original Sample (Coefficient) value is 0.427 greater than 0.000. T exceeds (1,967). P=0.000 <0.05. H3 wins, while H0 loses. This demonstrates a significant positive relationship between the variable of trust and the purchasing intent of tiktok shop users in DKI Jakarta. Customers in DKI Jakarta are interested in making purchases at the TikTok Shop because they trust it. TikTok's service quality, technological innovation, safety, and convenience have pleased customers. This hypothesis is supported by the Ilhamalimy & Ali, (2021) study, which discovered that trust has a significant and positive influence on consumer purchasing intent.

CONCLUSION

The findings of the validation and reliability testing performed on the outer model values of ease of use, trust, and buying interest have been deemed valid and reliable. Strong conclusions can be drawn from the findings of tests conducted on the R-Square value of the inner model, ease of use, buying interest, and trust. Because the ease of use variable on buying interest has a P Value that is less than 0.05, it is possible for us to draw the conclusion that the two have a favourable relationship.. Trust is the moderating factor. The relationship between these two parties is referred to as "Partial Mediation." The convenience of use has a significant and favorable impact on the amount of interest shown in purchasing. The user-friendliness of the platform has a significant and favorably impactful effect on trust. Trust and interest in making a purchase have a substantial and beneficial correlation.

LIMITATION

This study has several limitations, including the use of variables that focus on ease of use, trust, and buying interest, as well as the fact that the research object is the TikTok Shop e-commerce. The researcher suggests that future research include variables such as online store atmosphere, perceived risk, digital marketing, and perceived benefits, as well as using other e-commerce sites such as Tokopedia, Lazada, or Blibli.

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