THE EASE OF USE AND CONFIDENCE OF ONLINE SHOPPING AT TOKOPEDIA MARKETPLACE
CASE STUDY : SAM RATULANGI UNIVERSITY STUDENTS

KEMUDAHAN DALAM MENGGUNAKAN DAN KEPERCAYAAN BERBELANJA ONLINE PADA TOKOPEDIA MARKET PLACE
STUDI KASUS: MAHASISWA UNIVERSITAS SAM RATULANGI

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Abstract: Marketing is the study and management of exchange relationship. Marketing is the business process of creating relationships with and satisfying customers. With its focus on the customer, marketing is one of the premier components of business management. The Ease of Use in contrast refers to the degree to which a person believes that usinga particular system would be free of effort. This follows from the definition of ease freedom from difficulty or great effort. Effort is a finite resource that a person may allocate to the various activities for which he or she is responsible. Marketing literature confirms the importance of consumer confidence, as a psychological variable, in explaining consumer decisions and behaviors. This research is aims to knows The Ease of Use and Confidence at Tokopedia Market Place for Tokopedia User. The population of this research refers to the students at Sam Ratulangi University with samples 10 of students. This research uses Qualitative method with interview used to collect the data. The result showed the indicators are very affect The Ease Of Use And Confidence of Tokopedia User. It is recommended for Tokopedia User to know while using Tokopedia.

Keywords : marketing, the ease of use, confidence.

Abstrak: Pemasaran adalah studi dan manajemen hubungan pertukaran. Pemasaran adalah proses bisnis menciptakan hubungan dengan dan memuaskan pelanggan dengan focus pada pelanggan. Pemasaran adalah salah satu komponen utama manajemen bisnis, sebaliknyakemudahan penggunaan mengacu pada sejauh mana seseorang percaya bahwa menggunakan sistem tertentu akan bebas dari upaya, ini mengikuti definisi kemudahan kebebasan dari kesulitan atau usaha besar. Upaya adalah sumber daya terbatas yang dapat dialokasikan seseorang untuk berbagai kegiatan yang menjadi tanggung jawabnya. Literatur pemasaran menegaskan pentingnya kepercayaan konsumen sebagai variable psikologis dalam menjelaskan keputusan dan perilaku konsumen. Penelitian ini bertujuan untuk mengetahui kemudahan penggunaan dan keyakinan di Tokopedia Market Place bagi pengguna tokopedia. Tujuan penelitian ini adalah mahasiswa Universitas Sam Ratulangi dengan jumlah sampel 10 orang mahasiswa. Penelitian ini menggunakan metode kualitatif dengan wawancara digunakan untuk mengumpulkan data. Hasil penelitian menunjukkan indikator sangat mempengaruhi kemudahan penggunaan dan keyakinan Tokopedia. Direkomendasikan untuk pengguna Tokopedia untuk mengetahui penggunaan Tokopedia.

Kata Kunci : pemasaran. kemudahan dalam menggunakan, kepercayaan.

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INTRODUCTION

The function of this chapter is to analyze the problem of the research. This research is to analyze The Ease of Use and Confidence of Online Shopping at Tokopedia Market Place.This chapter explains about Research Background, Research Problems, Research Objective, and Research Benefit. The Research Background contains description of what being the Research Problem, the reason why the problem is important and necessary to be research. The Research Problem is the form of research question which based on theoretical thoughts to obtain problem solving through research data. The Research Objective is part that would be achieved through research process. The Research Benefit describes the benefits of research that will occur from doing this research.

Nowadays, internet has become one of the important needs for most of the people in the world, wheter youth or adult, wheter for work, business, study or anything else. People need internet to help their activities such as communication, getting new information and even for playing. Looking into the past, around the early 2000's, Internet is something rare in Indonesia. Not many people use it, not even many know what the Internet is. After several years of development and easy access to it, Indonesian people began to find out about this technology and began to utilize the potential of business in it. One of the real examples that happens in terms of business in Indonesia is the development of online buying and selling in Indonesia with the development of the Internet itself. Most people use the internet for Online Shop.

Online Shopping is a form of Electronic Commerce which allows customers to directly buy goods or services from a seller over the internet using a web browser and an application. Customers find a product of internet by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which display the products' availability and pricing at different e-retailers. Online Shopping is a way to shop using smartphones and the internet. Online shops are usually available 24 hours a day and many customers in the world have internet access at work, at home, and even at everywhere.

E-Commerce is the activity of buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.

The most of online marketplace users in Indonesia is Youth people. A quality of the product in an online shop is very important to get customers' intention for buying back in that online shop. Tokopedia will be the research's object for this research.

Tokopedia is an online marketplace that allows individuals and small & midsize business owners to open and maintain their own online store easily and free, while providing better and safer online shopping experience to their customers.Tokopedia (tokopedia.com) is one of the largest online shopping centers in Indonesia that carries out the e-marketplace business model. Since its launch in 2009 to date, Tokopedia has been selected as the Best Company in Consumer Industry from the Indonesia digital economy award in 2016. Tokopedia offers millions of products divided into 1200 major categories, including: Clothing, Fashion & Accessories, Beauty, Health, Household etc.

Every consumer wants to fulfill their needs easily and quickly. One of them is by shopping online, because of the improvements in the ease of use, cheaper cost of access and communications, computers that getting cheaper and faster and the most important is the increase in amount of information and entertainment. Changes in technology have changed consumers' way of living, how to shop, and interact with others.

Tokopedia in the ease of a Service Delivery System, where the electronic delivery of services often bring greater comfortness compared to the direct contact, provide ease of use for customers. The Ease of use provided by Tokopedia now is building a better Indonesia via the Internet, where this company is an internet company that allows individuals and business owners in Indonesia to develop and manage their online business easily and freely, in the same time enabling an online shopping experience that is safe and comfortable.

Tokopedia offers three easy steps for toppers who want to buy products in Tokopedia include purchase, pay and receive goods.

THEORETICAL REVIEW

Consumer Behavior

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. According to Walters (1974)

E-Commerce / Electronic Commerce

E-Commerce / Electronic Commerce is a powerful concept and process that has fundamentally changed the current of human life. Electronic Commerce is one of the main criteria of revolution of Information Technology and Communication in the field of economy.

According to Wikipedia, E-Commerce / Electronic Commerce is the activity of buying or selling of products on online services or over the Internet. Electronic Commerce draws on technologies such as Mobile Commerce, Electronic Funds Transfer, Supply Chain Management, Internet Marketing, Online Transaction Processing, Electronic Data Interchange (EDI), Inventory Management Systems and Automated Data Collection Systems.

The Ease Of Use

According to Davis (1989), Sanders and Manrodt (2003), Venkatesh (2000), It is one of the "classical" concepts in information systems research. A significant body of research in information systems has accumulated evidence for the existence of an effect of ease of use on initial user acceptance and sustained usage of systems.

Confidence

Furthermore, marketing literature confirms the importance of consumer confidence, as a psychological variable, in explaining consumer decisions and behaviors.

According to Bearden et al. (2001) classifies the concept of consumer confidence into 6 different dimensions. For example, they refer customer information in its ability to collect product information before making a purchase decision law. Personal and social beliefs realize the ability of consumers to make satisfactory decisionsand produce positive outcomes as a result of interactions with others. Consumer confidence is not limited to certain categories of products or services describing the tendency of consumers rather than the real competence of consumers. Therefore, potentiality of the market segmentation increases with the identification of consumer confidence.

Empirical Studies

This part is to describe journals as references that use to support study. There are twenty journals that related to this study which are fifthteen international journals and five national journals. It describes systematically description of this research result and also provides indicator.

RESEARCH METHOD

Research Approach

The research used in this study is a qualitative method. Qualitative methods are methods used to examine the conditions of natural objects, (as opposed to experiments) where the researcher is a key instrument, the technique of data collection is triangulated (combined), data analysis is inductive, and the results of qualitative research further suppress the meaning of generalization (Sugiyono, 2012:1). The data obtained in this study are oral records which include reports.

Data Collection Method

Data collection methods are very useful because to get research results, various information is needed, both in the form of primary data and secondary data.

Operational Definition of Research Variables

        Operational definition is an explanation about the variables in this research. It is used to make a clear explanation to analyzing the ease of use and confidence.

Table 1. Operational Definition of Research Variable

No.	Variables	Definition	Indicator
1.	Ease of Use	Ease of use in contrast referse to the degree to which a person believes that using a particular system would be free of effort. This follow from the definition of ease freesdom from difficulty or great effort.	-Clear and Understandable -Less Effort -Easy to Use -Simple
2.	Confidence	The quality of being certain of your abilities or having trust in people, plans or the future.	-Trust -Intention -Risk Taking

Source: Articles and Journals 2019

Data Analysis Method

        In qualitative data analysis there are some steps to analyze the data. According to Miles and Huberman in Sekaran and Bougie (2013), there are generally steps in qualitative data analysis:
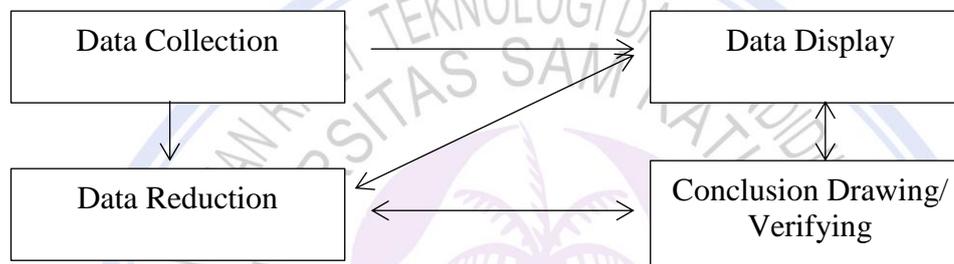
Figure 1. Steps in Qualitative Data Analysis
Source: ResearchMethods for business (2007)

From figure 1 shows the steps of data analysis method and here are the explanation:
- Data Collection, the process by which researchers get information or data through books, websites, eventhough informants for more in-depth information.
- Data Reduction, the process of selecting, simplifying and transforming data so that it can be more easily managed and understood.
- Data Display, the process of assisting qualitative research to organize information to facilitate identification of relationships so that results can be developed and can be related to existing theories.
- Drawing and Verifying Conclusion, drawing conclusions intended to determine the themes and patterns that have been identified and how they can help researchers in answering research questions. While verification aims to check data repeatedly so that initial conclusions become realistic, and can be supported and valid.

Validity and Relialibility

        Validity refers to how well a test measure compare to the research purpose. According to Creswell (2007) defines validity as validation in qualitative research in an effort to assess the "accuracy" of the findings, as explained by researchers and participants. In qualitative research, validation in terms of accounts takes a long time in the field, detailed bold descriptions, and the closeness of the researcher to the participants in the study which can add value or accuracy to the research. And Reliability is a tool to produces stable and consistent result. In qualitative research, "reliability" is defined as the stability of response to many data set coders. With detailed field records, good quality recordings, this study is very reliable (Creswell, 2007)

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RESULT AND DISCUSSION

Interview Result
Description of Research Object

In this research, there are 10 respondents that has become the research object. These respondents are students of Sam Ratulangi University that used Tokopedia as their e-commerce; the usage of Tokopedia from each respondents are vary thus creating a better sampling for this research

Description of Respondent
Table 1. Informant Data

NO.	Gender	Tendency of Using the Application	Years of using Tokopedia	Types of Product Bought From Tokopedia
1.	Female	3 times a month	1,5	Clothes
2.	Male	Twice a month	2	Gadget
3.	Female	Once a month	1	Fashion Item
4.	Female	Twice a month	3	Make Up Items
5.	Male	3 times a month	1.5	Clothes
6.	Female	Once a month	2	Fashion Items and House Tools
7.	Female	Twice a month	3	Clothes
8.	Male	Twice a month	4	Watch
9.	Female	Once a month	2	Fashion Items and Body Care
10.	Female	Twice a month	1	Body Care Items

Source: Primary Data (2020)

Discussion
Table 2. Coding Categorizing

Indicator / Respondent	CLEAR AND UNDERSTANABLE	LESS EFFORT	EASY TO USE	SIMPLE	TRUST	INTENTION	RISK TAKING
Informant 1	The item's detail and description	Yes	Better compare to other E-commerce	Never used to buy plane tickets, etc	Based on experience and ever buy the same products	Promotion regarding delivery fee	Yes
Informant 2	Clear item's detail	Yes	Better compare to other E-commerce	Never used to buy plane tickets, etc	Based on experience and ever buy the same products	Availability of products	Yes
Informant 3	The item's detail and description	Yes	Better compare to other E-commerce	Never used to buy plane tickets, etc and prefer other apps	Based on experience that the product arrive on time and quick respond from seller, ever buy the same products	Availability of products	No
Informant 4	The item's detail clear from the seller	Yes	Better compare to other E-commerce	Never used to buy plane tickets, etc and prefer other apps	Based on experience of quick respond from seller, ever buy the same products	Availability of products	No
Informant 5	The item's detail and description	Yes	Better compare to other E-commerce	Never used to buy plane tickets, etc	Based on experience and ever buy the same products	Promotion regarding delivery fee	Yes
Informant 6	Clear item's detail	Yes	Better compare to other E-commerce	Never used to buy plane tickets, etc and prefer other apps that offer better promotions	There are guarantee for the safety of the goods and ever buy the same products	Availability of products	No

Informant 7	The clear direction of application and categorization	Yes	Other E-commerce better compare to Tokopedia, the layout need to be evauate	Never used to buy plane tickets, etc	There are service to receive complain if people have bad experience during purchasing, ever buy the same products	There are products that only available at Tokopedia	No
Informant 8	Clear item's detail that makes life easier	Yes	Better compare to other E-commerce	Never used to buy plane tickets, etc	The payment method of Tokopedia, ever buy the same products	Availability of products during busy day at work	No
Informant 9	Clear item's detail	No	Better compare to other E-commerce	Never used to buy plane tickets, etc	Arrival on time and quick response from seller, ever buy the same products	Availability of products	No
Informant 10	The product list	Yes	Better compare to other E-commerce	Never used to buy plane tickets, etc	Whole sale price and the product matched with the list shown at the application, ever buy the same products	Buying experience	No

Source: Primary Data (2020)

CONCLUSION AND RECOMMENDATION.

Conclusion

This research is conducted to find out about the Ease of Use and Confidence of Online Shopping at Tokopedia Marketplace. After the result and the discussion on previous chapter it can be concluded that Ease of Use and Confidence play as variables that can be found from the Tokpedia users, from 10 informants it can be concluded that most of the indicators have positive results. Meaning that Tokopedia as a e-commerce platform manage to maintain the Ease of Use and Confidence of their users; thus creating a better and more sustainable e-commerce platform for the current customers and potential customers in the future. The indicators that may have less effect within the Tokopedia users are risk taking and simple; meanings that even though Tokopedia right now have a good status toward the customers but it still left with several things that need to be fixed in order to make the application better and more appealing to many people in the future.

Recommendation

Tokopedia act as one of the highly recommended online shop platform in Indonesia right now; the research shows on how big it is and how good the platform. But there are still some flaws regarding Tokopedia's current system and current way of promoting business; from the research there are 2 factors that need to be considered by the company which are the risk taking aspect and simple aspect. In order to solve the risk taking aspects the company need to provide the customers with more guarantee and safety in term of buying expensive products; with the sense of safety by the company it can boost the number of people that willing to buy expensive products and taking more risk to buy other specific products too. In terms of simple which is the variations of products; the company needs to evaluate their marketing strategy and advertising strategy as well. By making the right strategy; it can make the interest of customers become higher and want to buy other variety of products such as plane tickets, electricity tokens and more.

The researcher hopes, this research will be used to examine more about the Ease of Use and confidence of other E-commerce platform outside of Tokopedia. It is also recommended for the next researcher to have more informants or conduct the research in wide area such as in North Sulawesi; other input such as different types of variables and also different perspective of conducting the future research will make the final result better for the future researchers.

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