ABSTRACT

The increase in e-commerce that has led to the rise of online shopping has attracted researchers in the field of marketing. For two decades, the internet-based e-commerce model has been accepted as a marketing strategy by companies to capture market share even though today the traditional marketing model is still running. Marketers to date continue to make changes to online-based marketing strategies to attract buyers. The purpose of this study was to examine trust as a moderating variable between social influence and buying behavior. The sample is 300 respondents. The analytical method used is structural equation modeling. The results of this study indicate that trust can moderate social influences and buying behavior.

Keywords: Trust 1, Social Influence 2, Buying Behavior

1. INTRODUCTION

Based on APJII (Association of Indonesian Internet Service Providers) as many as 196 million people in Indonesia have used the internet out of a total population of about 266 million people. This proves that 73.7% of Indonesians are connected to the internet. With the results of this data, the number of users is quite high, which means that the internet is growing rapidly in Indonesia and is still very likely to increase for the coming year.

The increase in smartphone users is also accompanied by an increase in transactions in online shopping. Before making an online purchase, consumers will look for information through social media friends and close relatives, whether it's shopping for products or choosing where to shop online.

Social influence can also come from the post-purchase comments column. If the comments tend to be negative then trust will decrease. Meanwhile, if the comments are positive, it can increase online buying behaviour. Previous research (Stouthuyzen, Teunis, Reusen, & Slabbinck, 2018) states that initial trusts cannot moderate consumers who have a first-time shopping experience compared to those who have experience. Trust can strengthen or weaken the relationship between social and user behaviour (Davis, Francis Gnanasekar, & Parayitam, 2021).

1.1. Literature Review

1.1.1. Theory Reason Action

Theory Reason Action (TRA) is the theoretical background for this research (Ajzen, I., dan Fishbein, 1980). TRA is a theory that deals with individual considerations of attitudes or actions and behavior in carrying out activities. According to TRA, consumer interest depends on the target, context and action. Research proves that there is a positive influence on social, advertising, search variations, trust on user behavior, trust can also positively moderate user behavior (Davis et al., 2021). Research Chen, Shang, & Kao documents that information overload can have a negative effect on purchasing decision behaviour (Chen, Shang, & Kao, 2009). Information sharing activities formed by a system allow the identification process among service users (Bartle, Avineri, & Chatterjee, 2013).
1.1.2 Social Influence

According to Kotler and Keller, a person's reference group is all groups that have a direct (face-to-face) or indirect influence on the attitude or behavior. Groups that have direct influence are called membership groups. Some of these groups are primary groups, with whom a person interacts continuously and informally, such as family, friends, neighbors, and co-workers (Kotler & Kevin Lane Keller, 2016).

The process of social influence is where consumers in a service recommend a product to other users; personal preference, opinion and recommendation using the product (Abbas Naqvi, Jiang, Miao, & Naqvi, 2020). Social influence has a positive relationship to interest in buying and using products (Umar, 2011). The quality of the service experience has a positive influence on repeated use of health applications (Beldad & Hegner, 2018).

Hypothesis 1: social influence has a positive relationship on buying behavior.

1.1.3 Trust

Koller argues that trust is a function of the degree of risk inherent in a situation (Kotler & Kevin Lane Keller, 2016). Trust is especially critical when two situational factors are present in a transaction: uncertainty (risk) and incomplete product information (information asymmetry) (Ba & Pavlou, 2002). Trust is the willingness and desire to depend on other parties in the face of risk (Rahmi & Nizam, 2017). Trust has a positive effect on the intention to use the application (Loanata & Tileng, 2016). Social groups have higher trust in purchasing decisions than brand associations (Nicholas, Kamakshi, & Iyer, 2015). Trust positively moderates the relationship between social influence and user behavior (Davis et al., 2021).

Hypothesis 2: Trust positively moderates the relationship between social influence and buying behavior.

2. METHOD

The population of this research is students of the Faculty of Economics, Sriwijaya University who use online shopping applications totaling 7,371. The distribution of questionnaires amounted to 300 with the assumption that they had met the criteria for analysis. However, only 285 out of 300 respondents could be processed. As for the criteria of the respondents are students who use the Shopee shopping application.

The technique used in this study is hypothesis testing using a structural equation model technique that combines factor analysis and regression analysis. The process of analyzing the structural equation model is carried out by a measurement model that shows how latent variables are measured using observation variables and a structural model that shows the strength of estimates between latent variables or constructs (Latan, 2013). This study also tested moderating variables so that the data was processed using the amos software 24.

3. RESULT AND DISCUSSION

| TABLE 1 |
| --- |
| MODEL FIT |

| No | Indeks | Result | Model Evaluation |
| --- | --- | --- | --- |
| 1 | Chi Square | 87.949 | Marginal |
| 2 | Probability | 0.072 | good |
| 3 | CMIN/DF | 1.256 | good |
| 4 | GFI | 0.958 | good |
| 5 | RMSEA | 0.030 | good |
| 6 | AGFI | 0.937 | good |
| 7 | TLI | 0.989 | good |
| 8 | CFI | 0.991 | good |

Based on table 1, we know that the overall Goodness of Fit measurement model is good.

| TABLE 2 |
| --- |
| RESULT |

| Social influence | Not supported 0.28 |
| Trust | supported 0.215 |
| Interaction | supported 0.008 |

Source 2021
Based on table 2, we know that social influence has not positive relationship on buying behaviour (H1 not supported). Trust positively moderates the relationship between social influence and buying behaviour (H2 supported). This research is in accordance with research (Davis et al., 2021), but it is contrast with (Stouthuysen et al., 2018)

4. AUTHORS’ CONTRIBUTIONS

Social influence has no effect on buying behaviour if there is no consumer trust in the information received from social media friends, relatives, or in the post-purchase comment column. Trust is an important variable in moderating the relationship between social influence and online buying behaviour. The higher the trust, the more intense consumers will make purchases on online shopping applications. For this reason, companies must increase social network interactions, especially online shopping, be able to connect online shopping applications with other social media features, and improve post-purchase services so that consumers can make repeat purchases.

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