



Marketing Analysis: Security and Public Trust Online Shopping at Shopee.co.id

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ABSTRACT

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The changes in behavior patterns and consumer needs due to the development of technology and information flow makes more practical behavior which means consumers need speed and accuracy in meeting their needs. This led to the ever-changing e-commerce model developed with more modern packaging of technology and information. People in general mention that e-commerce is the answer to the speed and accuracy of fulfillment of needs where e-commerce offers one of its competitive advantages is removing the concept of space and time. The purpose of this study is to know and analyze the influence of privacy, security, and trust on the intention of shopping online in Shopee.co.id both partial and simultaneous and know and analyze which independent variables have the dominant effect on the intention of shopping online in Shopee.co.id. The type of research used in this study is explanatory research with survey method and the number of samples in this study as many as 220 respondents. The sampling technique is obtained using accidental sampling method. The data source uses primary data and secondary data i.e. literature and updated data from the internet. While the data analysis technique used the quantitative analysis using analysis through SPSS software, by Linear Regression Analysis. From the results of the study by multiple linear regression analysis using F-test, it can be concluded that privacy variables, to security, and trust has a simultaneous influence on the variable intention of shopping, then the results of the analysis of t-test can be concluded variable of privacy, security, and trust partially significant effect on the variable intention of shopping, and based on the results of the coefficient of regression, it can be found the variables that have a dominant effect on the intention of shopping online in the Shopee.co.id is a security variable.

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1. Introduction

Since the internet was developed for commercial purposes, the company adopted it in its business operations. One of the uses of the internet is for marketing. Internet can be used to sell a variety of products that are ready to be marketed. This can be achieved through the use of the internet to advertise products to increase product awareness and company profile among potential consumers in a market. Internet can display the company profile as a means of promotion in the business world. The company uses its internet to provide information to consumers and their co-workers directly without going through intermediaries.

Online stores are one of the business-to-consumer (B2C) applications that provide products and services through the internet for consumers. Online stores allow companies to sell or communicate directly with their potential customers, without going through either. The benefit of online stores for consumers is that they can shop without leaving their homes or compare the prices of a product from one store to another with the click of a few buttons.

Understanding the use of informant technology is a complex problem because of differences in characteristics that are influenced by various factors, such as aspects of behavior. Consideration of such behavior needs to receive special attention in the context of the application of information technology. For sellers, customer satisfaction is one of the most important issues. Things that affect customer satisfaction in shopping include the availability of complete information about a product, the existence of guarantees or guarantees, good service, and convenience in shopping. This development encourages sellers of conventional products to market their products through the internet. Customer satisfaction or dissatisfaction is the main concept of marketing and information systems. Each customer makes the decision to buy an item based on what is needed, where it can be obtained, and how the purchase can be made. If customers are interested in the services provided or facilities available, there is no desire to decide to buy goods in the same place in the future. A 2006 MasterCard International survey concluded that most customers who make online purchases don't care much about discounts, but rather convenience in shopping.

Shopping through the internet or online shopping is also often referred to as e-commerce. E-



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commerce is business activities that concern consumers (consumers), manufacturing (manufactures), service providers and intermediaries (intermediaries) by using the internet. Julian Dingin his book *E-commerce: Law & Practice* (2006), suggests that e-commerce as a concept that can not be defined. E-commerce has different meanings for different people.

Initially shopping over the internet was not very much in demand. Reasons behind a person's disinterest in shopping over the internet, such as fear of u-tipping, unsatisfactory, long delivery and confusing ordering systems. But lately, various websites (online stores) have been trying to provide facilities that can facilitate and provide guarantees of trust and satisfaction for consumers who dare to decide to do shopping activities through their website. Based on the results of this discovery, it is interesting to examine consumer intentions towards online shopping in Indonesia. Web or site is an easier medium ever for business interests to spread information and reach customers on the internet. One of the web or buying and selling sites that currently dominate the online market in Indonesia based on rankings obtained from Alexa.com, is Shopee.co.id, previously (Handita, 2014).

The model developed in this study rests on the variables of privacy, security and trust in the intention of shopping online in Shopee.co.id. Privacy is an important factor in shaping consumer confidence in the intention of shopping online. Privacy relating to the information and personal data of consumers must be kept secure by the website manager. With the control of privacy in respect of consumer personal data, consumers feel comfortable so that privacy affects the consumer's intentions. Shopee.co.id prioritizes consumer privacy as described in the privacy policy posted on its website, whereby any consumer data will be kept confidential. Consumers also have the right to ask Shopee.co.id not to process their personal data for marketing purposes. Shopee.co.id will usually notify the consumer (before collecting consumer data) if it intends to use consumer data for such purposes or if Shopee.co.id intends to disclose consumer information to third parties for such purposes. Consumers may exercise the right to prevent such processing by contacting the info service available on the site Shopee.co.id.

2. Literature Review

2.1. Marketing

Marketing is a social process by which individuals and groups get what they need and want by creating, offering, and freely exchanging valuable products and services with others, for managerial definitions, marketing is often described as the art of selling products. Kotler (2007:10),

2.2. Consumer Behavior

Gerald Zaltman and Melanie Wallendorf describe in Mangkunegara (2002: 3) that "Consumer behavior is the actions, processes, and social relationships that individuals, groups, and organizations take in obtaining, using a product or other, service, and other resources".

2.3. The Theory Planned Behavior

According to the theory planned behavior, an individual's actions on a particular behavior are determined by the individual's intention to engage in behavior. The intention itself is influenced by attitudes towards behavior, subjective norms that affect behavior, and control of perceived behavior. According to Azjen (2005), attitude towards behavior is a positive or negative evaluation in conducting behavior. Attitudes towards behavior indicate the degree to which a person has a good or poor evaluation of a particular behavior.

2.4. E-Commerce

From what the definition, it can be stated that E-Commerce is a trading mechanism using information technology, such as the internet online to meet the wishes of companies, consumers, and management in slashing service costs to improve the quality of goods and speed of service.

3. Research Methods

This research is a survey study, which is a study that takes samples directly from the population. Judging from the problems studied, this research is a causality study, which aims to analyze the relationships and influences (causation) of two or more phenomena, through hypothesis testing. Cooper and Schindler (2003:11) revealed that research based on the theory or hypothesis that will be used to test a phenomenon that occurs is classified in the type of explanatory research.



3.1 Population and Samples

In this study, the population is students who are programmed by University of Trunojoyo Madura, up to the even semester of the 2013/2014 school year who have the intention of shopping online in Shopee.co.id with an unknown amount.

The sample in this study, there are 4 variables that will be measured, namely: Privacy (X1), Security (X2), and Trust (X3) and Transaction Intention (Y) Based on Roscoe's opinion, then in this study obtained a sample of at least 40 people (4 variables x 10 = 40) yang made respondents. However, with consideration for the higher level of representation of the population, the researchers determined the number of respondents at least 220 people to predict precisely the result of research. The sample collection method used in this study is to use nonprobability sampling method, because the population studied is infinite.

3.2 Data Source Data Types

Based on the type of data is distinguished into two, namely qualitative data and quantitative data while sumber data is everything that can provide information about the data. Based on the data source is distinguished into two, namely primary data and secondary data.

3.3 Data Collection Techniques

In this study, techniques and research instruments in the data collection process were conducted with several techniques, namely documentation, field observation, interviews, and questionnaires.

3.4 Definition of Operational Variables

According to Arikunto (2002: 99), variables are research objects or what is the focal point of a study. In this study consisted of independent variables privation (X_1), security (X_2), trust (X_3) and dependent variables i.e. the intention to do online shopping in Shopee.co.id (Y).

Measurement Scale

Each answer to a question given by the respondent is measured using the Likert scale, which is a scale used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena.

3.5 Research Instrument Test Method

According to Ghazali (2006:45) a good research instrument must meet two important requirements that are valid and reliable. Validity tests are used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if a question on the questionnaire is able to reveal something that will be measured by the questionnaire.

a. Validity Test

Validity tests are used to measure the validity or validity of a questionnaire. The validity level is obtained by comparing the probability of a r-count value with its alpha. If the probability of ≤ 0.05 then the measuring instrument is declared valid.

b. Reliability Test

According to Ghazali (2006:45) reliability is a tool to measure a questionnaire that is an indicator of a variable or construct. The value of the bag's reliability coefficient ranges from 0 to 1. If the coefficient value is close to one, then the instrument is more reliable. The size used to indicate the question is reliable, if the value of Cronbach's alpha is above 0.6.

3.6 Data Analysis Methods

The data analysis method used in this study is quantitative analysis technique. Quantitative analysis is an analysis that uses quantitative analysis tools that are statistical models.

a. Multiple Linear Regression Analysis

Regression analysis is essentially a study of dependent variable dependent (bound) dependency variable dependents with one or more independent variables (explanatory or free variables), with the aim of estimating and or predicting the average population or average value of independent variables based on known independent variable values (Ghozali, 2006). The results of regression analysis are coefficients for each independent variable.

b. Coefficient of Determination

The coefficient of determination berganda (R^2) can be used to determine the amount of contribution or contribution of the entire free variable ($X_1, X_2, X_3, X_4,$ and X_5) its effect on bound variables (Y), while the rest is influenced by free variables (X) that are not included in the model. The model is considered good when the coefficient of determination is equal to one or close to one (Gujarati, 2001:200).



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c. **Classic Assumption Test**

The classic assumption tests used in this study are as a Test of Normality, Heteroscedastic Test, and Multicollinearity Test.

3.7 Hypothesis Test

- a. F-test is used to test the effect of free/Independent (X) variables on bound (Y) variables together/simultaneously. The test was conducted by comparing the Calculated F value with the Table F value.
- b. The t-test is used to test the signification of partial and independent influences on dependent variables.
- c. Dominant Test, according to Gujarati in Imam Ghozali (2006:88) based on the highest standardized regression coefficient value, the dominant test can be tested by looking at the regression coefficient value of each variable, where the variable that has the highest or largest standardized regression coefficient value is the dominant variable.

4. Results of Research and Discussion

The results of the analysis that has been conducted in this study have met the test requirements of multiple linear regression analysis. The data collected through questionnaires distributed to respondents has been tested for validity and reliability so that it can be continued in classic assumption testing consisting of normality test, multicollinearity test and heteroscedastic test.

4.1 The effect of Simultaneous Significance

Hypothetical test results show that there is a simultaneous influence between privacy, security, and trust in consumer transaction intentions. Often consumers who intend to transact in the Shopee.co.id. make the Shopee.co.id increasing and the quality of services provided. This shows that the three independent variables can collectively form the desire to online shopping. prove that the intention of shopping is influenced by privacy, security and trust.

Table 1
Effect of Simultaneous Significance

Hypothesis	Value	Decision
$H_0: \beta_i = 0$ (no significant influence between variables $X_1, X_2,$ and X_3 against variable Y)	$F = 24.057$ $sig = 0.000$	H_0 rejected, H_a accepted
$H_a: \beta_i \neq 0$ (there is an influence between variables $X_1, X_2,$ and X_3 against variable Y), $\alpha = 0.05$	$F_{table} = 2.69$	

4.2 Effect of Partial Significance

Hypothetical test results showed that privacy variables (X_1), security (X_2), and trust (X_3) had significantly greater t values than t_{sig} (0.05) so it can be said that the variable has a partially significant influence on the intention of shopping online in the Shopee.co.id.

4.3 Discussion of Dominant Test Results

Based on table 2, it shows that there is a dominant influence of security variables (X_2) is the variable that has the largest coefficient of regression. That is, the variable of transaction intention (Y) is more effected by the X factor₂ (Security) than other variables (Privacy (X_1), and Trust (X_3)). Coefficient owned by variable X_2 marked positive, this means the better Security (X_3) the more increase the Intention of Transaction (Y).

Table 2
Dominant Test Results

Ranking	Variable	Beta Coefficient	Influence
2	Privacy (X_1)	0,217	Significant
1	Security (X_2)	0,282	Significant
3	Trust (X_3)	0,213	Significant

4.4 Implications of Dominant Variables

From the results of the study, it is known that the security variable (X_2) is the most dominant variable among other variables. This is based on the number of consumers who think that the most important factor in the process of shopping online is a sense of security. Security is also an important



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factor to increase consumer confidence in the intention of shopping online. The availability of good security on the web will cause consumer attention, this will improve the reputation of the web.

4.5 Determination Coefficient Results

Based on table 4.19, from the calculation of multiple linear regression analysis that has been done shows the ability of the model in explaining the influence of independent variables on dependent variables is large, things can be seen in the value of Adj. R. Square (R^2) is 0.636 (63.6%). Thus, the regression model used is able to explain the influence of privacy variables (X1), security (X2), and trust (X3) on the intention of shopping online in Shopee.co.id by 63.6%, while the remaining 36.4% is explained by other variables not included in this study.

4.6 Implications of Research Results

This research has a big and beneficial influence on the intention of consumers to online shopping in Shopee.co.id in this study shows that the factors that influence the attitude of consumers' intentions to online shopping are privacy, security, and trust.

The results of this study show that factors related to privacy, security, and trust should be considered properly. Increased privacy, security, and trust in transactions one-commerce in the business sector can be based on consumer intention to online shopping which ultimately increases in e-commerce users. E-commerce transactions should also be tailored to the needs and wants of consumers so that e-commerce can grow to the maximum.

From the results of this study is also expected to provide input for businesses with e-commerce systems to pay attention to factors such as privacy, security, and trust in implementing and developing e-commerce transactions. This aims to make e-commerce transactions can develop to the maximum in Indonesia as an alternative to trade transactions in addition to transactions conducted directly. In order to realize this, the company must know what the needs, desires and expectations of consumers. The implications of research should be done as follows.

4.7 Privacy Variables

Based on the results of the study, it is known that privacy variables have a significant influence on the intention of shopping online in Shopee.co.id, and have a positive value so that if there is an increase in privacy variables, it will directly help increase the intention of shopping online in Shopee.co.id.

a. Pointing out concern for The Personal Information of Its Users

Shopee.co.id is very concerned about the personal information of users, users are given the right to request Shopee.co.id not to process the user's personal data for marketing purposes. Shopee.co.id will usually tell the user (before collects User data) if Shopee.co.id intends to use User data for such purposes or if Shopee.co.id intends to disclose User information to third parties for such purposes. Users can exercise their User A rights to prevent such processing by contacting the Shopee.co.id in the info@shopee.co.id. However, the Shopee.co.id still raises concern for the personal information of its users by always receiving advice from its users.

Legal Protection of Personal Information

Basically Shopee.co.id has guaranteed the personal information that consumers provide to Shopee.co.id in accordance with existing procedures and Shopee.co.id provide legal guarantees that regulate e-commerce trading that refers to Law No. 11 of 2008 on Information and Electronic Transactions. Shopee.co.id must always monitor actions that may be wrong by its customers and then give warnings or sanctions. Shopee.co.id must work with well-known companies engaged in data security such as AVIRA, AVG, AVAS to provide confidence to consumers that the website has been protected safely, using a powerful firewall to avoid hacker attacks that try to enter the network and websites Shopee.co.id.

b. Consumer Information Maintained

Shopee.co.id basically stores the User's personal data on Shopee.co.id servers located in the data centers designated by the Shopee.co.id as well as highly protected. But in order to maintain and protect the user's personal information data, Shopee.co.id must always update the security system so that nothing desired such as damaged data, virus threats or hijacked by harmful.

Security Variables

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- Shopee.co.id.
- c. Security When Sending Personal Information on Shopee.co.id.
Shopee.co.id is very concerned about the level of security to ensure the trust and satisfaction of its customers. But to better Shopee.co.id advise customers when they want to send personal information in Shopee.co.id, customers are encouraged to log in where they feel safe in making transactions such as at home, or through personal gadgets. Customers are also advised not to share their e-mails and passwords to log in Shopee.co.id to anyone.
 - d. Security When Personal Information is Managed By Shopee.co.id.
Shopee.co.id manages the user's personal information data properly and maintains its confidentiality. Shopee.co.id does not share information that users provide to Shopee.co.id with unauthorized groups without permission. It explains that the personal information data in management with a good by the server owned. Shopee.co.id must ensure that the importance of information protection and will establish regulations for the management of personal information to be used properly and protect personal information and ensure that the management system has been implemented. These regulations must be maintained and refined.
 - e. A Sense of Security That Shopee.co.id Have Enough Technical Capacity To Guarantee That The Personal Information That Users Send Remains Shopee.co.id guarantees to the user that the capacity is sufficient to ensure that the information provided by the user is maintained securely.
Shopee.co.id has a well-organized and safe system. But to further increase the sense of security Shopee.co.id must always update the security system so that it does not happen the desired thing such as damaged data, virus threats or hijacked by other parties.

4.8 Trust Variables

Based on the results of the study, it is known that trust variables have a significant influence on the intention of shopping online in Shopee.co.id, and have a positive value so that if there is an increase in privacy variables, it will directly help increase the intention of shopping online in Shopee.co.id.

- a. Can Fulfill Promises.
Shopee.co.id always fulfills promises to its users. These promises are in the form of a sense of security that is always given to the user in testifying in the Shopee.co.id. Give a promise to the customer that the personal information sent will be maintained confidentially. Therefore Shopee.co.id must always maintain and increase these priorities.
- b. The Information Offered is Honest.
Shopee.co.id always provides honest information to its users. But sometimes there are problems that arise from the user itself, there are sometimes sellers and buyers who commit fraud in the process of buying and selling transactions. This is very detrimental to other customers. Therefore to maintain security as tight as possible, so that sellers and buyers who are considered suspicious will be banned. Shopee.co.id increases trust for its users by rallying verified members and obliging all consumers in the Shopee.co.id either who register by creating an account manually or who create a quick account through social media, especially account users who register through the social network Facebook, so as to prevent fake member accounts that are prone to fraud.
- c. Can Fulfill Responsibilities and Member Fish Guarantees to Consumers.
Shopee.co.id always strives to fulfill responsibilities and provide guarantees to consumers. However, if there are complaints about liability and guarantees to consumers, any complaints from users will be quickly responded to and followed up. OLX.co.id guarantees that personal information data will be maintained safely and provides legal protection guarantees when there are things that are perceived to be detrimental to users in accordance with the legal regulations that concern you about IT and E-Commerce.

5. Conclusion

Based on the results of the analysis and discussion can be shown that the hypothetical model built in this study can be proven, so that it can be known the relationship between privacy, security, and confidence in the intention of shopping online in Shopee.co.id. The following is the conclusion of



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the results of the research that has been done:

First, shopee.co.id is a classified ads site that focuses on buying and selling activities in Indonesia. All the ads on this site are created by the users themselves, both selling and searching for goods. Shopee.co.id provides easy, fast and free media for sellers to place advertisements and at the same time for buyers to look for a variety of used goods and new items for daily needs. Searchable items ranging from mobile phones, computers, household devices, to cars and motorcycles, homes and properties, even job openings and other services.

Second, the results of this review show that privacy, security, and trust variables have a simultaneous influence on the variable intention of shopping. In order to know the simultaneous influence of independent variables on dependent variables conducted F-test and based on the results of the F test conducted, it can be concluded that the variables of privacy, security, and trust together or simultaneously significantly affect the intention of shopping online in Shopee.co.id

Third, the results of this study show that privacy, security, and trust variables have a partial significant effect on the variable of transaction intention. In order to know the effect of each (partial) of an independent variable on a dependent variable conducted t test and based on the t test that has been conducted, it can be concluded that the variables of privacy, security, and trust have a partially significant influence on the variable intention of shopping online in Shopee.co.id

Fourth, Based on the results of the dominant test conducted in this study, it was found that the variable that has the dominant effect on the intention of shopping online in Shopee.co.id is a security variable.

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