



Analysis of the Influence of Business Communications and Trust on Consume Buying Decisions in Bukalapak E-Commerce (Study the Case of Stmb Students Multismart Medan)

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ABSTRACT

The purpose of the study was to determine the effect of business communication and trust on consumer buying decisions on the Bukalapak e-commerce on STMB MULTISMART Medan students. The research method uses descriptive quantitative. Methods of data collection using a questionnaire that will be measured using a Likert scale. The data analysis technique used is multiple linear regression analysis, partial testing, simultaneous testing and testing the coefficient of determination. The results of this study indicate that partially or simultaneously the variables of business communication and trust have a significant influence on the purchasing decisions of STMB MULTISMART students on the e-commerce website Bukalapak.

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INTRODUCTION

Advances in information and communication technology, especially the use of the internet for now make various businesses must be able to use it properly as a means of marketing their business. Some large and small-scale businesses have used the internet as a medium for buying and selling goods and services as well as online information or commonly known as electronic commerce or e-commerce. The development of e-commerce has brought many changes to the business sector, from what was initially only the business activity sector in the real world which later developed into the virtual world.

The development of e-commerce makes the behavior of buyers in buying goods or services also experience changes where most buyers find it easier to shop through online sites, but there are also buyers who are still doubtful and do not believe in the goods they will buy through online media. E-commerce is growing rapidly in Indonesia, this is evidenced by the many e-commerce buying and selling sites that have sprung up in Indonesia such as Shopee, Tokopedia, Bukalapak,

Lazada, Blibli, JD.id, Zalora, AliExpres, Zilingo Shopping, Amazon, and various sites. other. The development of e-commerce in Indonesia is an important concern not only for businessmen who compete with each other to be the best, but also for people who act as buyers. Buyers are very important in the development of online business so that usually every e-commerce will do various ways in order to maintain their purchasing decisions so they don't switch to other e-commerce.[1]

Bukalapak is an Indonesian technology company whose mission is to create a fair economy for all. Through its online and offline platforms, Bukalapak provides opportunities and choices for everyone to achieve a better life. The fierce competition between e-commerce and the more and more strategies that are used make Bukalapak increasingly lagging from year to year and this is considered very worrying because it can lead to closure. Here is the data.

Table 1. Bukalapak Visitor Data Quarterly

Tahun	Kuartal	Jumlah Pengunjung
2018	Kuartal 4	116.000.000
2019	Kuartal 1	115.256.600
2019	Kuartal 2	89.765.800
2019	Kuartal 3	42.874.100
2019	Kuartal 4	39.263.300
2020	Kuartal 1	37.663.300
2020	Kuartal 2	35.288.100
2020	Kuartal 3	31.409.200
2020	Kuartal 4	38.583.100

This decline was judged to be due to the influence of business communication and the trust of consumers. In this case, some consumers provide information that the way to communicate from the merchants or sellers is considered to be still not good which makes consumers feel less comfortable in communicating with the sellers. In addition, there is a decrease in consumer confidence which makes consumers not want to make a purchase

RESEARCH METHOD

Location and Time

The research locations are: STMB MULTISMART having its address at Jalan Merbabu No. 32 AA - BB. The research period starts from August 2022 to October 2022.

Population and Sample.

Population has a very important role to help researchers get the desired results. Population is not just the number of subjects or objects which are then studied and researched. However, the population must be able to show the properties and all the characters possessed by the subject or object to be studied. The research sample is the part that provides a general description of the population. The research sample has the same or almost the same characteristics as the population characteristics so that the sample used can represent the observed population.[6] The population used in this study were all students of STMB MULTISMART Medan, totaling 301 students. Determination of research samples using the Slovin formula with an error rate of 10% obtained as many as 75 research samples.

Method of collecting data

Questionnaires or questionnaires are one way to collect data from respondents by making a list of questions in accordance with the data needed by researchers from the object to be studied, while literature study is research that uses books as research objects.[7] The Likert scale is a psychometric scale commonly used in questionnaires and is the most widely used scale in survey research. The Likert scale puts the response on a continuum. The following is an example of a Likert scale with 5 choices:[8]

- a. Strongly Disagree

- b. Disagree
- c. Ordinary
- d. Agree
- e. Strongly Agree

Validity and Reliability Test

Good validity is needed in a study to avoid biased research results. The analytical tool commonly used is the Pearson Bivariate (Pearson Moment Product), which is an analysis that correlates the value of item per item to the total score of items with decision making criteria, namely if $r_{count} \geq r_{table}$ then the instrument or question items have a significant correlation with the total score (declared valid). On the other hand, if $r_{count} < r_{table}$, the correlation between items is considered low and declared invalid.[9]

Generally, reliability tests are used to measure the reliability of questionnaires or interview results aimed at ascertaining whether the questionnaire or list of interview questions can be relied upon to explain the research being conducted. To find out the results of the reliability test, it is usually done by interpreting the Cronbach's Alpha value where if the Cronbach's Alpha value is < 0.6 then it can be concluded that the data in the study cannot be relied upon to explain the results.[9]

Based on the research, each questionnaire item variable was tested for validity, all questionnaires had met the valid criteria and were eligible to be used as questionnaires in further research. Meanwhile, in the reliability test, all questionnaire items are reliable variables and can be used as instruments

RESULTS AND DISCUSSIONS

Normality Test

Residual normality test with the graphical method, namely by looking at the spread of data on the diagonal source on the Histogram graph. This output describes the data graph and to see whether the data distribution is normal or not. For the measurement of data normality, if the histogram graph follows a normal curve that forms mountains or bells, the data will be normally distributed.[10]

The residual normality test in the regression model is used to determine whether the resulting residual value is normally distributed or not. The normality test using this method is done by looking at the spread of the data on the diagonal source on the normal probability plot of regression standardized residual graph. From the graph it is known that the points spread around the line and follow a diagonal line so that it can be said that the data is normally distributed.[11].

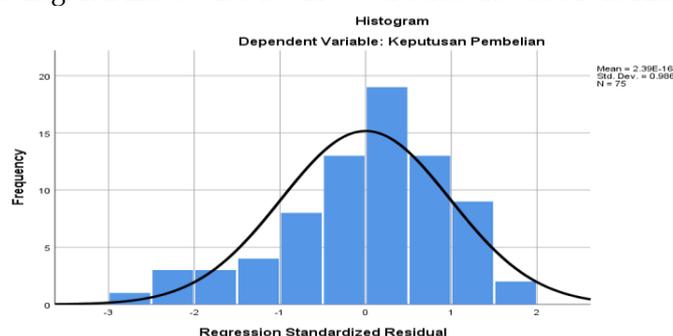


Figure 1. Histogram Graphic

Based on the picture above, it can be seen that the line forms a bell, neither to the left nor to the right. This shows that the data are normally distributed and meet the assumption of normality.

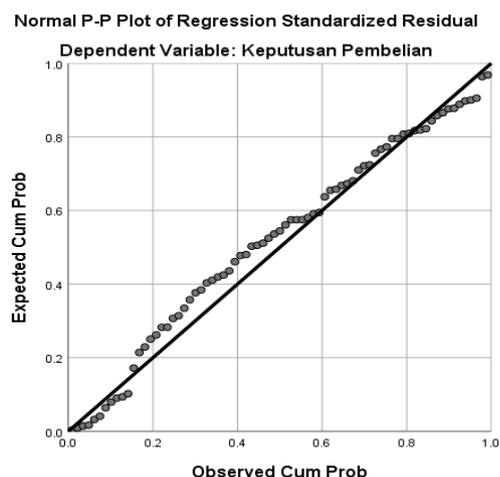


Figure 3. Normal Probability Plot of Regression Graphic

Based on the picture above, it can be seen that the data (dots) spread around the diagonal line and follow the diagonal line. So from the picture it can be concluded that the residuals of the regression model are normally distributed. Normality test can also be done by looking at the normal distribution graph and by testing the Kolmogorov Smirnov Test with the following criteria:[12]

- a. Significant number > 0.1 then the data is normally distributed.
- b. Significant numbers < 0.1 then the data is not normally distributed

Table 1. One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		75
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	3.60889276
Most Extreme Differences	Absolute	.082
	Positive	.065
	Negative	-.082
Test Statistic		.082
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significance value is greater than 0.1, namely 0.200, so it can be concluded that the data is classified as normally distributed

Multicollinearity Test

The multicollinearity test aims to test whether in the regression model there is a high or perfect correlation between the independent variables. If there is perfect multicollinearity between independent variables, then the regression coefficient of the independent variable cannot be determined and the standard error value becomes infinity. If the multicollinearity between variables is not perfect but high, then the regression coefficient of the independent variable can be determined, but it has a high standard error value, which means that the value of the regression

coefficient cannot be estimated accurately. The cutoff value that is generally used to indicate the presence of multicollinearity is tolerance < 0.1 or equal to the value of Variance Inflation Factor (VIF) > 10 . [13].

Table 3. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.576	3.678		3.691	.000		
	Komunikasi Bisnis	.385	.093	.435	4.155	.000	.793	1.261
	Kepercayaan	.437	.166	.275	2.626	.011	.793	1.261

a. Dependent Variable: Keputusan Pembelian

Based on the table above, it can be seen that all variables have a tolerance value of more than 0.1 and a VIF value of less than 10 which can be concluded that there is no problem in the multicollinearity test.

Heteroscedasticity Test

Heteroscedasticity is a condition where in the regression model there is an inequality of variance from the residuals from one observation to another where in a good regression model there is no heteroscedasticity. [14]

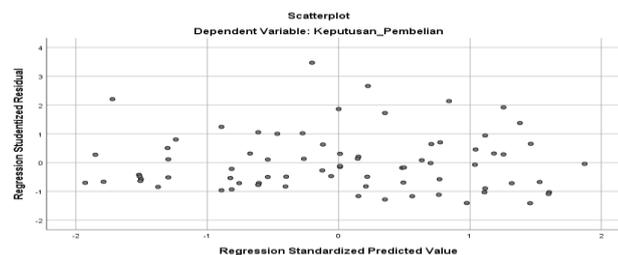


Figure 4. Scatterplot Graphic

Based on the scatterplot graph presented, it can be seen that the points spread randomly and do not form a clear pattern and spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on input of the independent variable. Multiple Linear Regression Analysis Multiple regression analysis is an analysis to determine whether there is a significant effect partially or simultaneously between two or more independent variables on one independent variable. The multiple linear regression equation with 2 variables is: [10]

Table 2. Multiple Linear Regression Analysis Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.576	3.678		3.691	.000		
	Komunikasi Bisnis	.385	.093	.435	4.155	.000	.793	1.261
	Kepercayaan	.437	.166	.275	2.626	.011	.793	1.261

a. Dependent Variable: Keputusan Pembelian

$$Y = 13,576 + 0,385 X1 + 0,437 X2 + e \quad (1)$$

Based on the above equation, it can be described as follows:

- The constant (α) = 13,576 indicates a constant value, if the value of the independent variable ($X1$) is: business communication and the variable ($X2$) is: trust is worth 0, then the purchase decision is: still worth 13,576.

- b. The coefficient of $X_1(b_1) = 0.385$ indicates that the business communication variable (X_1) has a positive effect on purchasing decisions of 0.385. This means: every 1 unit increase in the value of business communication (X_1), the value of purchasing decisions will increase by 38.5%.
- c. The coefficient of $X_2(b_2) = 0.437$ indicates that the trust variable (X_2) has a positive effect on purchasing decisions of 0.437. This means: every increase in the value of confidence (X_2) by 1 unit, then the value of purchasing decisions will increase by 43.7%.

Coefficient of Determination

The coefficient of determination is used to measure how far the ability of the dependent variables is. The value of the coefficient of determination is between zero and one. A small value of R^2 means that the ability of the independent variables in explaining the dependent variable is very limited. If the coefficient of determination is equal to zero, the independent variable has no effect on the dependent variable. If the magnitude of the coefficient of determination is close to 1, the independent variable has a perfect effect on the dependent variable. By using this model, the confounding error is kept to a minimum so that it is close to 1. Thus, the regression estimate will be closer to the actual situation.[15]

Table 5. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611 ^a	.374	.357	3.659

a. Predictors: (Constant), Kepercayaan, Komunikasi Bisnis

b. Dependent Variable: Keputusan Pembelian

Based on the table above, the value of R Square (R^2) which has been correlated with the number of variables and sample size so as to reduce the element of bias if there is an additional variable or additional sample size obtained is 0.374. This means that the influence of business communication and trust on purchasing decisions is: 37.4% and the remaining 62.6% is influenced by other factors originating from outside this research model such as: service, consumer perception, loyalty, satisfaction and other variables.

Simultaneous Hypothesis Testing (F Test)

The F test is used to determine the effect of the independent variable on the dependent variable simultaneously.[16]

Criteria:

If $F_{count} > F_{table}$, H_0 is rejected and H_a is accepted.

If $F_{count} < F_{table}$ H_0 is accepted and H_a is rejected.

Or:

If $p < 0.1$, H_0 is rejected and H_a is accepted.

If $p > 0.1$ H_0 is accepted and H_a is rejected.

Table 6. Anovaa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	575.603	2	287.801	21.500	.000 ^b
	Residual	963.784	72	13.386		
	Total	1539.387	74			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kepercayaan, Komunikasi Bisnis

Based on the table above, it is known that the value of F_{count} (21.500) $>$ F_{table} (2.37) with a significant level of $0.00 < 0.1$ so that it can be concluded that the hypothesis is accepted with the

understanding that there is a significant influence between business communication and trust on purchasing decisions

Partial Hypothesis Test (t Test)

This t test is also called a partial test, this test aims to test the partial significant effect between the independent variable and the dependent variable. The basis for decision making is:[17]

- a. If $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ or $sig > 0.1$ (10%) then H_0 is accepted.
- b. If $t_{count} > t_{table}$ or $-t_{count} < -t_{table}$ or $sig < 0.1$ (10%) then H_0 is rejected.

The value of t_{table} can be determined from the significance level of 0.1 with df ($n-k-1$)

n = number of data

k = number of independent variables⁹.

Table 7. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	13.576	3.678		3.691	.000		
Komunikasi Bisnis	.385	.093	.435	4.155	.000	.793	1.261
Kepercayaan	.437	.166	.275	2.626	.011	.793	1.261

a. Dependent Variable: Keputusan Pembelian

Based on the table above, it can be seen that:

- a. On the business communication variable (X_1), it can be seen that the value of t_{count} (4.155) $> t_{table}$ (1.665) with a significance of 0.000 < 0.1 so it can be concluded that there is a significant positive influence between business communication on purchasing decisions.
- b. In the trust variable (X_2), it can be seen that the value of t_{count} (2.626) $> t_{table}$ (1.665) with a significance of 0.011 < 0.1 so that it can be concluded that there is a significant positive effect between trust on purchasing decisions.

CONCLUSION

The conclusions that researchers can draw from the results of this study are as follows: Business communication has a positive and significant impact on the buying decision of STMB MULTISMART students on the Bukalapak e-commerce website. Trust has a positive and significant effect on the decision to buy STMB MULTISMART students on the Bukalapak e-commerce website. Business communication and trust have a positive and significant impact on the purchasing decision of STMB MULTISMART students on the Bukalapak e-commerce website.

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