

The Influence of Perceive Ease of Use And Perceive of Trust Towards Shoes Purchase Decision at Tokopedia

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ABSTRAK

Online Shopping adalah bentuk Perdagangan Elektronik yang memungkinkan pelanggan untuk langsung membeli barang atau jasa dari penjual melalui internet menggunakan browser web dan aplikasi. Tokopedia adalah platform yang menawarkan banyak hal, tetapi penelitian ini ingin mengetahui bagaimana Pengaruh Kemudahan Penggunaan dan Kepercayaan terhadap Keputusan Pembelian Sepatu di Tokopedia. Bentuk penelitian yang digunakan dalam penelitian ini adalah menggunakan metode kuantitatif. Metode kuantitatif adalah pengumpulan dan analisis data numerik untuk menjawab pertanyaan penelitian ilmiah dan bertujuan untuk memperkenalkan cara yang paling umum untuk menggunakan angka dan statistik untuk menggambarkan variabel. Sampling bertujuan digunakan untuk melakukan penelitian ini. Sampling bertujuan adalah proses pemilihan sampel dengan mengambil subjek yang tidak didasarkan pada tingkat atau area, tetapi diambil berdasarkan tujuan tertentu. Hasil penelitian ini telah menunjukkan bahwa Kemudahan Penggunaan, dan Kepercayaan semua secara bersamaan memiliki dampak positif pada Keputusan Pembelian Pelanggan terhadap sepatu di Tokopedia.

ABSTRACT

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. Tokopedia is platform that offer many various of things, but in this research want to know how The Influence of Perceive Ease of Use and Perceive of Trust Towards Shoes Purchase Decision at Tokopedia. The form of research used in this study is using quantitative methods. Quantitative method is the collection and analysis of numerical data to answer scientific research questions and aims to introduce the most common ways to use numbers and statistics to describe variables Purposive sampling is used to conduct this study. Purposive sampling is the process of selecting sample by taking subject that is not based on the level or area, but it is taken based on the specific purpose. The result of this research has shown that Perceive Ease of Use, and Perceive of Trust all simultaneously have a positive impact on Customer Purchase Decision towards Shoes at Tokopedia.

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1. INTRODUCTION

In today's world, the internet has become an essential necessity for a vast majority of individuals worldwide, regardless of age or occupation. It serves various purposes such as communication, obtaining information, and entertainment. Reflecting on the past, particularly in the early 2000s, the internet was a rarity in Indonesia, with few people utilizing it and even fewer understanding its significance.

As of January 2023, Indonesia boasted 213 million internet users, constituting approximately 77% of the total population of 276.4 million. This marks a year-on-year increase of 5.44%. Comparatively, in January 2022, there were only 202 million internet users in Indonesia. Over the past decade, Indonesia has witnessed a consistent annual rise in internet usage, starting from a mere 70.5 million users in January 2013 to the current 142.5 million.

Online shopping, a subset of electronic commerce, enables customers to purchase goods or services directly from sellers via the internet, using web browsers or applications. Customers can find products by visiting retailers' websites or by utilizing shopping search engines to compare prices and availability across various e-retailers. This convenient mode of shopping leverages smartphones and internet connectivity, offering accessibility 24/7 to consumers worldwide, whether at work, home, or on the go..

The platform's broad appeal is partly due to the promotional events and discounts it frequently offers to draw users. Through the Tokopedia Group, which encompasses allied companies including Tokopedia Travel and Tokopedia OVO, Tokopedia has increased its market share. This company has further cemented its position as a prominent participant in the Southeast Asian e-commerce scene with its dedication to helping merchants and its contributions to social and environmental concerns. GoTo was formed in May 2021 as a result of the merger of Tokopedia and Gojek, strengthening its position in the Indonesian IT and e-commerce market. According to CNN Indonesia news report that the data of around 91 million users was compromised and sold on dark web platforms in 2020, Tokopedia is experiencing a crisis of trust among its users. Due to this problem, customer found it inconvenient to make a purchase in Tokopedia.

The major objective of this study is to assess how perceive ease of use and perceive of trust on Tokopedia can influence shoes purchase decision in Manado based on the facts, explanation, and prior perspectives on the issue. As a result, the author has termed this study with the title "The Influence of Perceive Ease of Use and Perceive of Trust Towards Shoes Purchase Decision at Tokopedia"

Based on background of the problem, the objectives of this research are:

1. To analyze the influence of Perceive Ease of Use of customers' purchase decision of Shoes at Tokopedia in Manado.
2. To analyze the influence of Perceive of Trust of customers' purchase decision of Shoes at Tokopedia in Manado.

3. To analyze the influence of Perceive Ease of Use and Perceive of Trust to customers' purchase decision of Shoes at Tokopedia in Manado.

2. METHOD

2.1 Research Approach

The form of research used in this study is using quantitative methods. Quantitative method is the collection and analysis of numerical data to answer scientific research questions and aims to introduce the most common ways to use numbers and statistics to describe variables, establish relationships among variables, and build numerical understanding of a topic [1].

2.2 Data Collection Method

The sources of data used in this research are primary and secondary data.

2.3 Operational Definition of Research Variables

Operational definitions are essential to align assumptions regarding the topics under examination. Research variables are focal points in research endeavors.

2.4 Validity Test

In quantitative research, validity maintains the degree to which a measurement instrument accurately gauges its intended target.

2.5 Reliability Tests

Reliability testing involves assessing both the consistency and stability of responses to questions.

2.6 Multicollinearity Test

In studies exploring the influence of independent variables on dependent variables or formulating equations, it is imperative to mitigate multicollinearity.

2.7 Heteroscedasticity Test

The heteroscedasticity test determines whether there is variance inequality among the residuals of different observations in a regression model. Avoiding heteroscedasticity is crucial for constructing a robust regression model.

2.8 Normality Test

The normality test assesses whether data exhibits a normal distribution pattern, indicated by the absence of skewness to the left or right. A probability value exceeding 0.05 indicates a normally distributed population.

2.9 Multiple Linear Regression

Multiple linear regression analysis estimates the state of a dependent variable by considering the significance of two or more independent variables as predictor factors

2.10 T – Test (Partial Test)

The test is conducted to test whether the independent variables partially influence the dependent variable while assuming the independent variables are constant.

2.11 F – Test (Simultaneous Test)

This test is conducted to determine the influence of all independent variable towards the dependent variable simultaneously.

2.12 Theoretical Framework

2.12.1 Marketing

Definition of marketing according to Kotler and Keller [3] is the art and science of choosing target markets and gaining, retaining and growing customer by creating, delivering, and communicating superior customer value. Marketing is the task of exchanging processes to satisfy human needs and desires. Understanding what people want, developing products services that meet and satisfy those needs, and determining the best approach to pricing, advertising, and providing that product or service all aspects of marketing that drive the production and delivery of products. Living and distribution of products or services. Marketers use the term market to define and group their targets.

2.12.2 Purchase Decision

Schiffman and Kanuk [4] define purchase decision as the process of evaluating multiple alternatives before ultimately deciding whether to make a purchase. When individuals contemplate whether to proceed with a purchase, they are actively engaged in decision-making. This decision-making process hinges on assessing the value proposition of the product, based on gathered information and observed product attributes. The ultimate decision to purchase is heavily influenced by the customer's strong inclination towards acquiring the product. Purchase decision represents the customer's decisive action to either proceed with the purchase or refrain from it [5]. This pivotal stage in the consumer decision-making journey is influenced by a myriad of factors, with brand selection and pricing emerging as primary determinants.

2.12.3 Perceive Ease of Use

According to Davis [6] "The extent to which a person believes that using a particular system would be free of effort". "Perceive Ease of Use " refers to the subjective perception or belief that a particular product, system, or technology is easy to use. This is a commonly used concept in the fields of Human Computer Interaction (HCI) and User Experience (UX) design. Perceive ease of use is a subjective assessment that individuals make based on their experience, expectations, and familiarity with similar systems and technologies. It can be influenced by a number of factors, including simplicity of user interface, clear instructions, intuitive design, responsiveness, and feedback provided by the system.

2.12.4 Perceive of Trust

According to McKnight, Choudhury, and Kacmar [7]: "Perceived trust is an individual's belief in the reliability and integrity of another party based on past interactions or knowledge about the party."

"Perceive of trust" refers to an individual's subjective perception or belief about the trustworthiness, trustworthiness, or reliability of a person, organization, or system. It is a psychological construct based on an individual's subjective evaluation of various factors.

2.12.5 E-Commerce

Shahid and Keshav [8] mentioned that E-commerce means electronic commerce. It means dealing in goods and services through the electronic media and internet. E-commerce involves carrying on a business with the help of the internet and by using information technology like Electronic Data Interchange (IED 2020). E-Commerce relates to a website of the vendor on the Internet, who trades products or services directly to the customer from the portal. The portal uses a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or EFT (Electronic fund transfer) payments.

2.12.6 Previous Research

Based on the author's analysis of several previous papers, we find the same problem, but with a different focus of discussion. The difference between the previous and current work is as follows.

Research conducted by Fandy Gunawan, Mochammad Mukti Ali, and Arisetyanto Nugroho [9]. This study aims to analyze the effect of perceived ease of use and perceived usefulness on consumer attitudes and the impact on purchase decision at PT Tokopedia in Jabodetabek. Population in this study is the entire PT Tokopedia consumers in Jabodetabek, and the sampling method using purposive sampling. The data in this study were collected through questionnaire using Likert scale from 119 respondents who had transaction at least once in the last three months at PT Tokopedia. Data is processed using Linear Structural Relationship (LISREL) software version 8.8. The result shows that perceived ease of use has negative and insignificant impact on consumer attitudes, perceived usefulness has positive and significant impact on consumer attitudes, perceived ease of use has positive and insignificant impact on purchase decision, perceived usefulness has positive and insignificant impact on purchase decision, and consumer attitudes has positive and significant impact on purchase decision.

Raihan Fajri Ramadhan, Rita Komaladewi, and Asep Mulyana [10] conducted a study to explore and analyze the influence of Trust and Ease of Use on E-Commerce towards Online Purchase Decision within Online Marketplaces. The research methodology employed was quantitative, using a survey approach, with multiple linear regression as the analytical tool. The sampling method employed was non-probability purposive sampling, focusing on Tokopedia.com users who had completed at least one transaction. The study included 100 respondents. Findings revealed a positive and significant impact of both trust and ease of use variables on online purchase decisions, both individually and collectively. This suggests that

consumers primarily consider the credibility of online platforms and sellers before engaging in online transactions, thus fostering long-term relationships. Moreover, the ease of use aspect significantly influences purchasing decisions, as perceived user-friendliness enhances consumer comfort and convenience, ultimately shaping their online buying behavior. Consequently, it is recommended for Tokopedia.com to prioritize enhancing user experience to ensure continued user engagement, while also strengthening payment systems and complaint resolution mechanisms to benefit both consumers and sellers.

Vera Agustina Rotua Sinurat and Mochammad Mukti Ali [11] conducted a study aimed at analyzing the impact of e-service quality and information quality on trust, and subsequently on consumer purchasing decisions on Tokopedia, focusing on customers in Tangerang. The research measured various indicators affecting E-Service Quality, Information Quality, Trust, and Consumer Purchasing Decisions. Employing an explanatory research design, the study utilized survey methods and adopted accidental sampling, selecting respondents who had made at least one purchase on Tokopedia. Structural equation modeling was employed to test the significance of the overall model and predetermined pathways. The findings revealed that E-Service Quality positively and significantly influences Trust, Information Quality similarly impacts Trust positively and significantly, E-Service Quality positively influences Purchasing Decisions, Information Quality likewise has a positive and significant impact on Purchasing Decisions, and Trust positively influences Purchasing Decisions as well.

Research conducted by Ni Made Ayu Intan Febriani, I G A Ketut Sri Ardani [12]. The purpose of this study is to explain the effect of customer experience, ease of use, and trust on repurchase intention. This research design uses a design with a quantitative approach in the form of associative. This research was conducted in the city of Denpasar. This study uses 16 indicators and measured using Likert scale. The number of samples in this study are 160 respondents. The data analysis technique used is multiple linear regression. The results show that customer experience has a positive and significant effect on repurchase intention; Ease of use has a positive and significant effect on repurchase intention; Trust has a positive and significant effect on repurchase intention; Customer experience, ease of use and trust have a simultaneous effect on repurchase intention.

2.12.7 Research Model

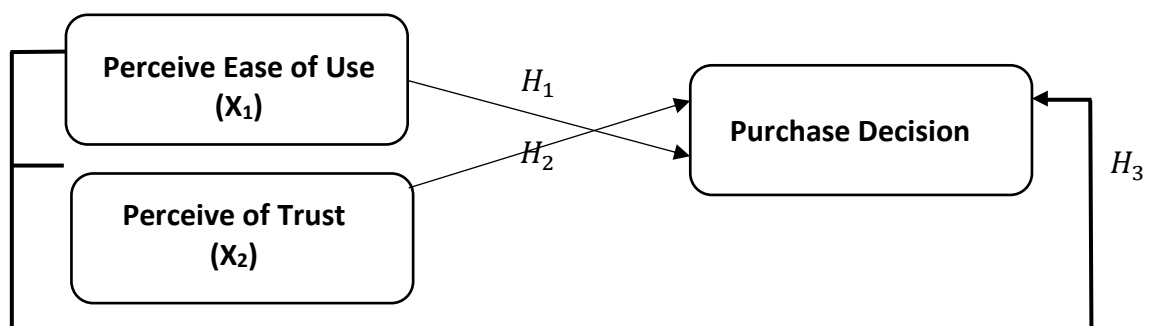


Figure 1. Research Model
Source: Literature Review

2.12.8 Research Hypothesis

Hypothesis 1 : Perceive Ease of Use (X1) has an influence on Purchase Decision (Y).

Hypothesis 2 : Perceive of Trust (X2) has an influence on Purchase Decision (Y).

Hypothesis 3 : Perceive ease of use (X1) and perceive of trust (X2) have an influence on Purchase decision (Y).

3. RESULT AND DISCUSSION

3.1 Validity Test

Table 1. Result of Validity Test
 Correlations

	X1.1	X1.2	X1.3	X1.4	X1.5	X2.1	X2.2	X2.3	X2.4	X2.5	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5
X1.1 Pearson Correlation	1	.304**	.384**	.234*	.271	.201*	.227*	.295	.224	.425**	.225*	.209*	.201	.214*	.274**
Sig. (2-tailed)		.002	.000	.019	.481	.045	.023	.345	.217	.000	.024	.037	.990	.033	.006
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.2 Pearson Correlation	.304**	1	.195	.226	.242	.246	.212	.475	.325	.359	.277	.142	-.051	.027	.080
Sig. (2-tailed)	.002		.081	.799	.159	.649	.269	.457	.802	.113	.447	.157	.611	.787	.431
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.3 Pearson Correlation	.384**	.175	1	.147	.068	.204*	.063	.264**	.315**	.541**	.285**	.279**	.114	.187	.332**
Sig. (2-tailed)	.000	.081		.144	.504	.042	.530	.008	.001	.000	.004	.005	.259	.063	.001
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.4 Pearson Correlation	.234*	-.026	.147	1	.103	.284**	.350**	.194	.275**	.217*	.101	.186	.325**	.255*	.312**
Sig. (2-tailed)	.019	.799	.144		.309	.004	.000	.053	.006	.030	.316	.064	.001	.010	.002
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.5 Pearson Correlation	.071	.142	.068	.103	1	.081	.047	.036	.161	.111	.159	.052	-.022	.002	-.020
Sig. (2-tailed)	.481	.159	.504	.309		.420	.645	.725	.110	.269	.114	.609	.828	.987	.847
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.1 Pearson Correlation	.201*	-.046	.204*	.284**	.081	1	.237*	.164	.182	.148	.311**	.114	.117	.224*	.283**
Sig. (2-tailed)	.045	.649	.042	.004	.420		.017	.104	.070	.142	.002	.260	.248	.025	.004
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.2 Pearson Correlation	.227*	.112	.063	.350**	.047	.237*	1	.212*	.076	.285**	.243*	.179	.232*	.332**	.259**
Sig. (2-tailed)	.023	.269	.530	.000	.645	.017		.034	.450	.004	.015	.075	.020	.001	.009
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.3 Pearson Correlation	.095	-.075	.264**	.194	.036	.164	.212*	1	.239*	.250*	.156	.279**	.299**	.182	.201*
Sig. (2-tailed)	.345	.457	.008	.053	.725	.104	.034		.017	.012	.120	.005	.003	.069	.045
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.4 Pearson Correlation	.124	-.025	.315**	.275**	.161	.182	.076	.239*	1	.279**	.116	.199*	.273**	.204*	.240*
Sig. (2-tailed)	.217	.802	.001	.006	.110	.070	.450	.017		.005	.249	.047	.006	.041	.016

N		100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.5	Pearson Correlation	.425**	.159	.541**	.217*	.111	.148	.285**	.250*	.279**	1	.354**	.335**	.141	.283**	.340**
	Sig. (2-tailed)	.000	.113	.000	.030	.269	.142	.004	.012	.005		.000	.001	.163	.004	.001
N		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Y1.1	Pearson Correlation	.225*	.077	.285**	.101	.159	.311**	.243*	.156	.116	.354**	1	.239*	.076	.149	.207*
	Sig. (2-tailed)	.024	.447	.004	.316	.114	.002	.015	.120	.249	.000		.017	.450	.140	.039
N		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Y1.2	Pearson Correlation	.209*	.142	.279**	.186	.052	.114	.179	.279**	.199*	.335**	.239*	1	.481**	.008	.150
	Sig. (2-tailed)	.037	.157	.005	.064	.609	.260	.075	.005	.047	.001	.017		.000	.937	.136
N		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Y1.3	Pearson Correlation	-.001	-.051	.114	.325**	-.022	.117	.232*	.299**	.273**	.141	.076	.481**	1	.190	.208*
	Sig. (2-tailed)	.990	.611	.259	.001	.828	.248	.020	.003	.006	.163	.450	.000		.058	.038
N		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Y1.4	Pearson Correlation	.214*	.027	.187	.255*	.002	.224*	.332**	.182	.204*	.283**	.149	.008	.190	1	.304**
	Sig. (2-tailed)	.033	.787	.063	.010	.987	.025	.001	.069	.041	.004	.140	.937	.058		.002
N		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Y1.5	Pearson Correlation	.274**	.080	.332**	.312**	-.020	.283**	.259**	.201*	.240*	.340**	.207*	.150	.208*	.304**	1
	Sig. (2-tailed)	.006	.431	.001	.002	.847	.004	.009	.045	.016	.001	.039	.136	.038	.002	
N		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).w

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Data Processed, 2023

According to the data presented in Table 4.1, the Pearson correlation coefficient for the overall variables is 0.195. Additionally, the significance (2-tailed) values for product, price, and promotion are all below 0.05, specifically 000 each. This indicates that the research instrument is deemed valid, as the correlations for all variables—product, price, and promotion—are statistically significant at the 0.05 level.

3.2 Realibility Test

Table 2. Alpha Cronbach Value
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	84.4500	27.826	.436	.758
X1.2	84.3700	30.155	.136	.786
X1.3	84.4400	27.501	.493	.753
X1.4	84.5900	27.800	.428	.759
X1.5	84.2100	30.834	.141	.780
X2.1	84.3800	28.783	.358	.765
X2.2	84.4000	28.202	.414	.760

X2.3	84.3800	28.642	.358	.765
X2.4	84.5900	28.123	.380	.763
X2.5	84.4700	27.201	.574	.747
Y1.1	84.5500	28.614	.384	.763
Y1.2	84.4100	28.143	.416	.760
Y1.3	84.4300	28.692	.345	.766
Y1.4	84.5500	28.513	.370	.764
Y1.5	84.3600	28.071	.467	.756

Source: Data Processed, 2023

As indicated by the reliability test outcomes, the Cronbach's Alpha coefficient surpasses 0.6, and considering the number of items (N) evaluated, it suggests that the Cronbach's Alpha was calculated for three variables. This implies that the Cronbach's Alpha value exceeds 0.06, thereby affirming the reliability of the data.

3.3 Normality Test

Table 3. Normality Test
K-S Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.70998024
Most Extreme Differences	Absolute	.043
	Positive	.031
	Negative	-.043
Test Statistic		.043
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.

Source: Data Processed, 2023

According to the SPSS output table, the Asymp Sig. (2-tailed) value of 0.200 exceeds 0.05. Following the criteria for decision-making outlined in the Kolmogorov-Smirnov normality test results provided earlier, it can be inferred that the data exhibits a normal distribution..

3.4 Multicollinearity Test

Table 4. Result of Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.750	1.333
	X2	.750	1.333

a. Dependent Variable: Y

Source: Data Processed, 2023

The table displays the Variance Inflation Factor (VIF) values obtained from the analysis of Perceived Ease of Use and Perceived Trust, both of which are less than 10. Additionally, the Tolerance Value exceeds 0.100. These findings suggest a lack of correlation between the two variables, leading to the conclusion that the independent variables are devoid of multicollinearity.

3.5 Heteroscedasticity Test

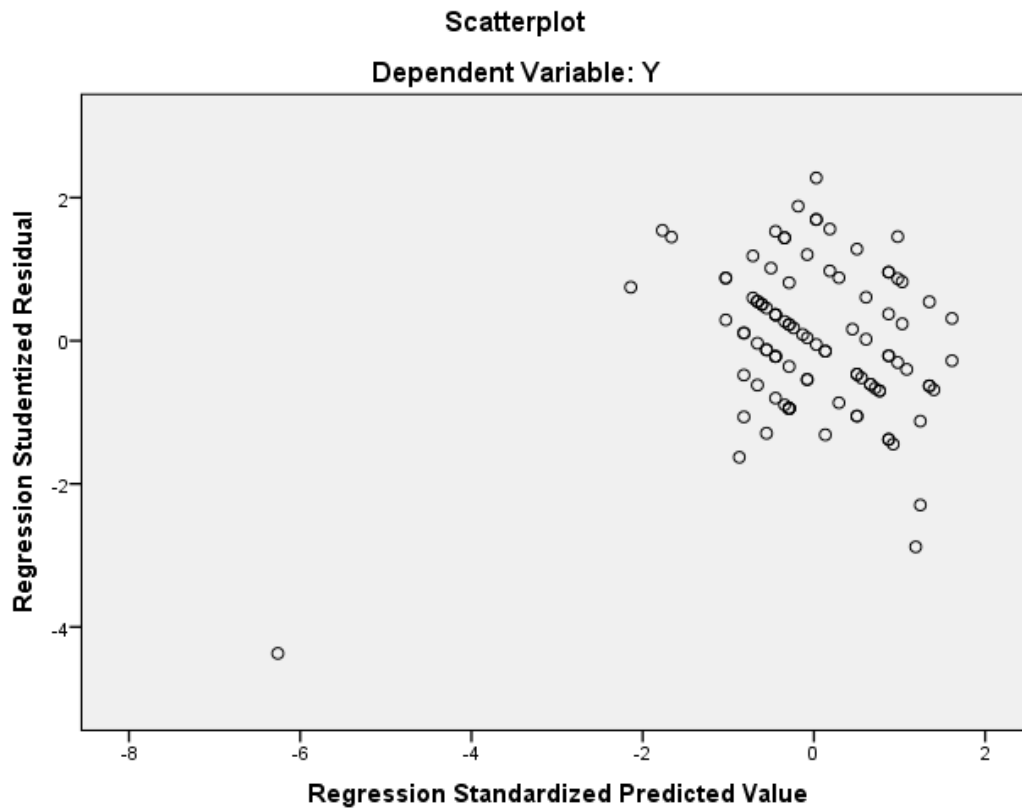


Figure 2. Heteroscedasticity Test
 Source: Data Processed, 2023

The diagram illustrates the dispersion of data points on the scatterplot graph, which are distributed both above and below the Y-axis without displaying a discernible pattern. Consequently, it can be inferred that heteroscedasticity did not occur in the analytical model utilized in the research.

3.6 Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis

Coefficients ^a						
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Correlations	Collinearity Statistics

	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	8.507	2.659		3.199	.002					
X1	.159	.089	.156	1.776	.079	.440	.177	.135	.750	1.333
X2	.556	.086	.568	6.444	.000	.646	.548	.492	.750	1.333

a. Dependent Variable: Y
 Source: Data Processed, 2023

The regression coefficient value for the Perceive of Trust variable (X2) has a positive value of 0,556. This shows that if the Perceive of Trust (X2) increases by 1%, the Purchase Decision towards shoes purchase at Tokopedia will increase by 0,556 with the assumption that other independent variables are held constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.

3.7 Independent Sample T-Test

Table 6. Partial Hypothesis Test
 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.507	2.659		3.199	.002
X1	.159	.089	.156	1.776	.079
X2	.556	.086	.568	6.444	.000

a. Dependent Variable: Y
 Source: Data Processed, 2023

The t value for the Perceive of Trust (X2) is 6.444 with a significance level of 0,000. The significance level has a smaller value than Alpha (0.05), which is 0.000. Thus, it can be concluded that the Perceive of Trust variable has significant effect on Purchase Decision towards shoes at Tokopedia so that H2 is accepted, so it can be concluded that the second hypothesis which reads " Perceive of Trust (X2) has a positive influence on Purchase Decision (Y)". Supported

3.8 Simultaneous Hypothesis Testing (F-Test)

Table 7. Simultaneous Hypothesis Testing
 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	223.271	2	111.635	37.407	.000 ^b
	Residual	289.479	97	2.984		
	Total	512.750	99			

a. Dependent Variable: Y
 b. Predictors: (Constant), X2, X1

Source: Data Processed, 2023

3.9 Discussion

3.9.1 The Influence of Perceive Ease of Use on Customer Purchase Decision

The test outcomes reveal that the t-value for the Perceived Ease of Use variable (X1) is 1.776, with a significance level of 0.079. This significance level exceeds the alpha value (0.05), registering at 0.079. Hence, it can be deduced that the Perceived Ease of Use variable does not exert a significant impact on the purchase decision regarding shoes on Tokopedia. In other words, the Perceived Ease of Use does not significantly influence customers' purchase decisions regarding shoes on Tokopedia.

3.9.2 The Influence of Perceive of trust on Customer Purchase Decision.

According to the test findings, the t-value for the Perceived Trust variable (X2) is 6.444, with a significance level of 0.000. This significance level is lower than the alpha value (0.05), indicating a value of 0.000. Consequently, it can be inferred that the Perceived Trust variable significantly impacts the purchase decision regarding shoes on Tokopedia. This implies that the perception of trust does influence customers' purchase decisions regarding shoes on Tokopedia.

3.9.3 Perceive Ease of Use and Perceive of Trust on Customer Purchase Decision towards shoes at Tokopedia.

Based on the test results, The table above shows the calculated F value of 37.407 with a significant level of 0.000, because the significance level is less than 0.05 ($0.000 < 0.05$) This explains that the independent variables, namely Perceive Ease of Use and Perceive of Trust simultaneously have a significant effect on Customer Purchase Decision towards shoes at Tokopedia.

4. CONCLUSION

The results of this research have shown that the Perceive Ease of Use has not playing an important role in influencing Customer Purchase Decision towards shoes at Tokopedia through the indicators such as User Interface Design, Perceived Usefulness, and Ease of Learning. It can be said that Perceive Ease of Use has not playing important role in influencing the Customer Purchase Decision towards shoes at Tokopedia.

The results of this research have shown that the Perceive of Trust are positively influenced Customer Purchase Decision towards shoes at Tokopedia through the indicators such as Clear Product Information, Service Reliability, and Service Responsibility. It can be said that Perceive of Trust has effect in influencing the Customer Purchase Decision towards shoes at Tokopedia.

The result of this research has shown that Perceive Ease of Use, and Perceive of Trust all simultaneously have a positive impact on Customer Purchase Decision towards shoes purchase at Tokopedia through the indicators of Purchase Decision used in this research such as Brand Image, Price Consideration, and Trust.

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