

THE INFLUENCE OF TRUST, BRAND IMAGE, AND SECURITY ON THE INTENTION TO BUY TICKETS ON THE TOKOPEDIA WEBSITE

Sutrisno¹, Upik Djanjar², Rosdiana³, Wahyudiyono⁴, Suliantoro⁵

Universitas PGRI Semarang¹, Universitas Muhammadiyah Kupang², STIE Jambatan Bulan³, Akademi Manajemen Administrasi Yogyakarta⁴⁵

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ABSTRACT

This study aims to examine the effect of trust, brand image, and security on ticket buying interest on the Tokopedia site (a case study of UST Yogyakarta students). The population in this study used students of the economics faculty majoring in accounting and management at Bachelor of Science Tamansiswa University Yogyakarta. The type of data in this study uses quantitative data types. The sample method in this study is non-probability and the sampling technique uses purposive sampling. The results of the research simultaneously show a significant value of $0.000 < 0.05$, which can be concluded that the variables of trust, brand image, and security simultaneously or together have an effect on purchase intention. While the results of the research are partially from each variable, there are 2 variables that do not affect, namely the trust variable with a significant value of $0.653 > 0.05$, it can be concluded that trust has no effect on purchase intention and the security variable with a significant value of $0.070 > 0.05$ can be concluded that security has no effect on purchase intention. While the brand image variable has a significant value of $0.000 < 0.05$, it can be concluded that brand image has an effect on purchase intention.

E-mail:

sutrisno@upgris.ac.id
udjanjar@gmail.com
rosdianarerung@gmail.com
wahyudiyono@amayogyakarta.ac.id
suliantoro@amayogyakarta.ac.id

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1. INTRODUCTION

Entering the digital era, many players in the industry are developing digital technology to attract new potential customers. Innovations are created to provide positive benefits to human life and also provide many conveniences. According to Strauss, (2011) the use of information technology in the process of creating, communicating and providing value to customers includes the notion of E-Marketing.

E-Marketing is a marketing strategy, system and process by utilizing information and communication technology based on the internet that is inseparable from the conventional marketing strategy desired by companies to market their products. According to [1] E-Marketing is part of E-Commerce, namely a trading system via the internet where the internet will continue to provide up-to-date characteristics so that companies can provide information services on the products offered clearly.

Based on data accessed from (databoks.katadata.co.id, 2020) total user Internet the growth is quite significant, especially in Indonesia with a total of 196.7 million users. Based on the results of the Indonesian Polling Study of Indonesian Internet Service Providers (APJI) the number of internet users in Indonesia increased by 23.5 million or 8.9 percent compared to 2018. The rapid development of the internet has made it a shopping medium and also an opportunity for business people to can expand its product market in a more practical and efficient way [2], [3].

The rapid growth of internet users is currently making the field tourism increases the effectiveness of services up to four times more effective. People usually go to bureau offices to ask for brochures, tour package services and the like, but now you can do it yourself through searching on the internet, starting from ordering and paying can be done online, one of them is using the Tokopedia application.

Tokopedia is a fast-growing technology company in Southeast Asia that provides a variety of travel needs in one platform, such as providing airplane tickets, hotels, train tickets, flight + hotel packages, activities and recreation, airport transportation, car rental and so on. To place an order, it can be accessed via a smartphone or gadget, because the Tokopedia application can be downloaded for free on Android and

Apple devices and in making transactions Tokopedia provides various ways to make payments for all consumers in Indonesia, Thailand, Vietnam, Malaysia, Singapore and the Philippines.[4]

Trust is a major factor in buying and selling activities online. Because trust has a major influence on consumer interest in making transactions online. And if there is no trust between the seller and the buyer, there will be no transactions in the world of e-commerce. Menurut [5] trust talks about two important elements, namely the ability of one party to trust the reliability of another party and the possibility of losing the trust of the other party because there is potential for loss. This research is in line with [6] where trust has a positive and significant effect on purchase intention. Likewise with the results of [7] that trust has a significant effect on purchase intention. Meanwhile, according to researcher Isti (2019) states that trust has no significant effect on purchasing decisions and according to researchers According to [8] Trust is no longer the main thing to encourage consumers to have a sense of interest, most consumers who use e-commerce services because they need an item so they more concerned with benefits and convenience. With such conditions they will tend to prioritize the advantages that will be obtained in using the e-commerce system.

Brand image is one of the strategies to attract more new consumers, success or failure in attracting consumers depends on the perception of the brand. The existence of brands that have various functions, such as as a corporate identity to differentiate competitors' products, as a promotional tool in highlighting product attractiveness, to build an image, namely by giving confidence, quality, and an image of prestige to consumers, to control and dominate the market according to the image of a brand is the basis for customers to make purchases according to [9] having a good brand image means that consumers can easily identify the product or service they are going to buy.

[10] who stated that brand image influences purchase intention. But research conducted by [11] states that brand image is not significant effect on purchase intention.

When security is guaranteed and in accordance with what consumers expect, consumers are willing to disclose their personal information to sellers and will buy with a sense of security. These results are supported by research conducted by [12] which states that security has a significant influence on the intention to transact online. Some research results state that security has an effect on purchase intention, but there are different research results. This research was conducted by Erni (2020) showing the results that security has no effect on consumers' online buying interest[13], [14].

2. METHODS

This type of research uses descriptive and quantitative research methods. Questionnaire in the multiple choice category using a Likert scale. In this study the questionnaire will be distributed online to respondents who use the Tokopedia website. The variable in this study is the independent variable (Independent) that is variable trust, brand image and security. While the dependent variable (Dependent) is the variable of buying interest.

The sample of this research was 120 and the sample was taken using purposive sampling. The data in this study is Cross-Section data, namely data collected at a certain time that can describe the state of the activity at that time.[15]

Data analysis technique

Descriptive analysis is research to determine the value of each variable or more independent in nature without making connections or comparisons with other variables according to Sujarweni (2015). The descriptive analysis in the research will basically be in the form of tabulations so that it is easy to understand and interpret. This analysis is used in this study to provide information about the characteristics of the research variables and the respondent's data.

3. RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Table 1 Multiple Linear Regression Test Results

| Standardized Coefficients | | B | std. Error | Betas | t | Sig. |
|---------------------------|-------------|--------|------------|-------|-------|------|
| Model | | | | | | |
| 1 | (Constant) | -2,442 | 2,769 | | -,882 | ,380 |
| | TRUST | .047 | ,103 | .041 | ,451 | ,653 |
| | BRAND IMAGE | 1.132 | ,148 | ,732 | 7,668 | ,000 |
| | SECURITY | ,193 | ,106 | ,144 | 1,826 | ,070 |

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a. Dependent Variable: INTENTION TO

$$Y = 0.041 X_1 + 0.732 X_2 + 0.144 X_3$$

Based on the above, the following equation can be made:

The results of the multiple regression equation above provide the understanding that:

- 1) The regression coefficient of the trust variable (X1) is 0.041, meaning that if the trust variable changes one unit, then buying interest experiences a relatively small increase of 0.041 units. The coefficient is positive, meaning that there is a direct relationship between trust and purchase intention.
- 2) The regression coefficient of the brand image variable (X2) is 0.732, meaning that if the brand image variable changes one unit, then buying interest experiences a very large increase of 0.732 units. The coefficient is positive, meaning that there is a direct relationship between brand image and purchase intention.
- 3) The regression coefficient for the safety variable (X3) is 0.144, meaning if the security variable changes by one unit, then buying interest has increased quite a bit, namely 0.144 units. The coefficient is positive, meaning that there is a direct relationship between brand image and purchase intention.

F Test (Simultaneous)

Table 2 F Test Result (Simultaneous)

| Model | f | Sig |
|--------------|---------|-------------------|
| 1 Regression | 148,446 | ,000 ^b |
| Residual | | |
| Total | | |

Based on the table above, it is known that the significance value for the influence of X1, X2, and X3 simultaneously on Y is 0.000 < 0.05 so it can be concluded that H1 is accepted, which means that there is an influence of X1, X2 and X3 simultaneously or together The sameto Y.

Test Partial

Table 3 Partial Coefficient test results

| Model | | Standardized Coefficients | | Unstandardized Coefficients | | |
|-------|-------------|---------------------------|------------|-----------------------------|-------|------|
| | | B | std. Error | Betas | t | Sig. |
| 1 | (Constant) | -2,442 | 2,769 | | -,882 | ,380 |
| | TRUST | .047 | ,103 | .041 | ,451 | ,653 |
| | BRAND IMAGE | 1.132 | ,148 | ,732 | 7,668 | ,000 |
| | SECURITY | ,193 | ,106 | ,144 | 1,826 | ,070 |

a. Dependent Variable: INTENTION TO BUY

The Effect of Trust on Purchase Intention

Based on the table above, it is known that Sig X1 is 0.653 > 0.05, which means that the trust variable does not affect the interest in buying tickets on the Tokopedia site.

The Effect of Brand Image on Purchase Intention

Based on the table above, it is known that Sig X2 is 0.000 < 0.05, which means that the brand image variable influences the intention to buy tickets on the Tokopedia site.

Effect of Security on Purchase Intention

Based on the table above, it is known that Sig X3 is 0.070 > 0.05, which means that the security variable does not affect the interest in buying tickets on the Tokopedia site.

Coefficient of Determination (R2)

Table 4 Test Results for the Coefficient of Determination (R2)

| Summary Models | | | | |
|----------------|-------------------|---------|-------------------|-----------------------------|
| Model | R | RSquare | Adjusted R Square | Std. Error Of the Estimates |
| 1 | ,891 ^a | ,793 | ,788 | 2,686 |

Explained by the variables of trust, brand image and security, this implies that the influence of variables X1, X2 and X3 simultaneously on variable Y is 78.8%. While the remaining 21.2% can be explained by other variables that are not used in the research model.

Simultaneous Influence of Trust, Brand Image, and Security on Purchase Intention

Based on the F test, it obtained a significance value (Sig) of $0.000 < 0.05$, which means that trust (X1), brand image (X2), and security (X3) have a positive and significant effect on purchase intention (Y), so this study is able to prove that trust, brand image and security together influence purchase intention.

This research is in line with previous research regarding trust and brand image from Isti's research (2019) showing that the variables of trust and brand image simultaneously influence purchase intention. According to researchers earlier by [16] regarding known that the Adjusted R square value is 0.788. These results indicate that 78.8% of the variable buying interest can the variables of trust and security show the results simultaneously have a positive effect on purchase intention.

The Effect of Partial Trust on Purchase Intention

Based on the results of the t test, a Sig X1 value of $0.653 > 0.05$ is obtained, which means that the trust variable does not affect the interest in buying tickets on the Tokopedia website. Trust is an important thing for consumers to consider when making a purchase, because consumers are more likely to decide to buy when they have confidence in a product. In accordance with what was said by Bilson [17] buying interest in a product arises because there is a basis of trust in the product and is accompanied by the ability to buy.

In study This trust has a low influence on buying interest on the Tokopedia site. Even so, trust in Tokopedia is quite good, this is reinforced by the findings of the researcher that the item indicator 'Reliability' with the point statement 'I feel that Tokopedia has a good ability to secure transactions' obtained a Mean value of 4.72 which means "Strongly Agree", p. This shows that trust has a good ability to secure consumer transactions.

The results of this study are not relevant to previous research conducted by Leerophon Where trust positive and significant effect on purchase intention. Research conducted by Isti (2019) shows the results that trust has no significant effect on purchasing decisions.

Partial Effect of Brand Image on Purchase Intention

Based on the results of the t test, a Sig X2 value of $0.000 < 0.05$ is obtained, which means that the brand image variable influences the intention to buy tickets on the Tokopedia website.

The higher the brand image of a company, the higher the consumer buying interest and vice versa, the lower the brand image, the lower the consumer buying interest. Tokopedia is considered capable of providing a positive image of its service products, this is reinforced by the findings of researchers that the indicator item 'Unique Brand Association' with the point statement "I feel that Tokopedia has a positive brand image for consumers" obtains a Mean value of 4.74, which means "Strongly Agree", this shows that a positive brand image from Tokopedia is proven to be able to enhance the company's image as a company with a good reputation.

It can be concluded that if the company's brand image is high, there will be a high consumer buying interest. This result is in accordance with the results of previous research, namely [10] which states that brand image has a significant influence on purchase intention. The same thing was stated by [18] showing results that brand image has a positive effect on purchase intention. This research is also strengthened by previous research conducted by [19] showing the results that brand image has a positive effect on consumer buying interest.

Partial Effect of Security on Purchase Intention

Based on the results of the t test, a Sig X3 value of $0.070 > 0.05$ is obtained, which means that the security variable does not affect the interest in buying tickets on the Tokopedia website. This shows that low security in online transactions makes consumers feel insecure and worried about fraud in online transactions. It is very important that consumer personal data relating to online transactions is kept confidential and protected from the possibility of being changed or modified by other parties. When the security system can be accounted for, of course it can meet consumer needs to make purchases.

In this study, security has a low influence on buying interest on the Tokopedia site, the higher the security, the higher the buying interest, but the lower the security, the lower the consumer's buying interest. Nevertheless, Tokopedia's security is quite good, this is reinforced by the findings of researchers

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that the item indicator 'Data Confidentiality' with the point statement 'I feel that Tokopedia maintains the confidentiality of consumer data well' obtained a Mean value of 4.66 which means "Strongly Agree", this means that even though security has no effect, it is able to maintain the confidentiality of consumer data properly.

The results of this study are irrelevant to previous research conducted by Lesmana (2019) which stated that security has a significant influence on online transaction intentions. But there is research conducted by Erni (2020) show the result that security does not affect the interest in buying online consumers. Also supported by research conducted by [20] showing the results that security does not have a significant effect on purchasing decision.

4. CONCLUSION

Based on the results of simultaneous testing or the F test, it can be concluded that the influence of trust, brand image, and security simultaneously has an influence and is significant on purchase intention. Based on the results of partial testing or t-test, it can be concluded that the trust variable has no effect on buying interest. Based on the results of partial testing or t-test, it can be concluded that brand image variables affect purchase intention. Based on the results of partial testing or t-test, it can be concluded that the security variable has no effect on buying interest.

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