

The Role of E Servicescape on Trust and Purchase Intention of Orami Customers in Bandung

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ABSTRACT

This study intends to test and explain the effect of visual appeal, layout and function, and financial stability on website trust, as well as to test and explain the relationship between website trust and customer purchase intentions on the orami.co.id website in Bandung. This study's population consisted of all Bekasi-area website visitors from orami co.id who have purchased things online. This study employs a quantitative approach and survey methodology. With the assistance of SPSS 25.0 for Windows, hypothesis testing was used to analyze the data. 1) There was a positive and significant influence of the visual appeal variable on website trust, according to the findings of the study. 2) the function layout variable had a favorable and significant effect on website trust 3) the financial security variable has a positive and significant effect on trust in the website, and 4) the trust variable has a positive and substantial effect on orami.co.id consumer purchase intentions.

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INTRODUCTION

The internet is one proof of technological developments, especially in the field of information. The internet is becoming one of the most effective communication tools for companies to reach consumers. The internet is no longer just an information search tool, but is growing marked by the existence of electronic business or what is commonly known as e-business/e-commerce (Sudarso et al. 2020). The development of e-commerce among the public has contributed to the development of the transaction process in business. E-commerce allows anyone to make money just by sitting in front of a laptop connected to the internet. The growth of internet users in Indonesia has always increased since the 2000s (Sudaryono et al, 2020).

Globally, e-commerce is a buying and selling activity where the perpetrators do not make direct contact. While there is a definition according to Probohudono (2009), that e-commerce is the use of computer networks to buy and sell goods, services and information electronically. Meanwhile, the term online shop is a website that is used to sell products via the internet (Fauziah, 2020). The use of online shop media can cut the distribution chain of goods from the concept of conventional trade flows from producers to consumers through one, two or several distributors via internet media and can cut costs (Bahtiar, 2020).

Many companies engaged in various business fields, including electronics, fashion, hotels, tourism and aviation, realize the importance of a website, so these companies are willing to spend more money to create websites that are packaged in an attractive way to give a positive impression to consumers (Timothi, 2013). In online media, the website acts as a company communication tool to consumers, because the website functions as a tool to provide information about companies, products and services to consumers (Proweb, 2014).

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According to Harris & Goode (2010) states that various companies use online media to attract and influence consumers to shop on the internet through the company's official website so that in making company websites it is necessary to pay attention to the concept of e-servicescape which is defined as the online physical environment of a company consisting of three important dimensions, namely aesthetic appeal, layout and function, and financial security. These factors are strong factors for increasing consumer confidence and influencing consumer intentions to make online purchases.

In Indonesia, there have been many online businesses that have sprung up in terms of selling products needed for babies and pregnant women. However, not a few emerging players have fallen and cannot develop properly, this is because they do not gain consumer trust. Therefore, many online business companies continue to improve the services provided by applying concepts to the e-servicescape (Teng et al, 2018). One company that applies the importance of e-servicescape in the appearance of the company's website is orami.co.id.

Orami is a trading website for baby equipment, pregnant women, beauty and household goods, founded by Ferry Tenka and Gusmantara Ekamukti Himawan who are the founders Group . The site, which was previously called Bilna, was originally a shopping website that provided products for babies and pregnant women. Entering 2014, Bilna added beauty and household needs categories. They have also expanded into content services and community networking. This site changed its name to Orami in 2016. In 2020, Orami claims to have been supported by hundreds of brands, various communities consisting of tens of thousands of mothers spread across Indonesia, and has created tens of thousands of curated content specifically for Indonesian parents (Wikipedia.com).

Orami continues to grow until now. The company provides the best services that make consumers believe in making purchases. The company successfully implemented the importance of the e-servicescape. The company has successfully implemented the importance of e-servicescape in the appearance of the company's website online. orami.co.id is a site for the needs of mothers, children and households online which has succeeded in showing its existence among internet users because of the completeness of the information and the ease of access.

The phenomenon of online shopping is increasingly popular in Indonesia, this happens because online shopping is very easy to achieve and saves a lot of time. Based on this phenomenon orami.co. id tries to meet consumer needs by providing a wide selection of products for pregnant women and babies and households which are packaged in an attractive website appearance complete with information about the company, services and products offered, because according to the owner orami the completeness of the information is coupled with an attractive website appearance and fulfilling the e-servicescape concept which includes three dimensions, namely aesthetic appeal, layout and function, and financial security will further increase consumer trust and intentions so that consumers do not hesitate to make purchases at orami.co.id.

LITERATURE REVIEW

1. E-servicescape

According to Bitner (1992), the term "servicescape" refers to a component of the physical environment that encompasses both indoor and outdoor facilities. The term "servicescape" refers to a collection of elements, including the ambient, the layout and function, the signs, symbols, and

artifacts. By referring to Bitner's (1992) understanding of the concept of e-servicescape and adapting it to the online environment by Haris and Gode (2010) in the form of a website from the statement Bitner (1992) concludes that e-servicescape possesses dominant factors including convenience, information, financial security, service production, site design, efficiency, and Privacy.

According to Harris and Goode (2010), each dimension of the e-servicescape is divided into several sub-dimensions, so that the view of the e-servicescape is explained in full and depth. The e-servicescape dimensions consist of:

a) Aesthetic Appeal

The aesthetic factor is a visual appeal that includes consideration of the use of colors, shapes, brands, logos, illustrations, and letters. This goal is to achieve optimal quality of visual appeal (Suherlan et al, 2018). In the online context, aesthetic appeal is an important factor to attract consumer interest when purchasing products (Harris and Goode, 2010). A research review shows that design aspects and the aesthetic appeal of a website are important components of the e-servicescape (Harris and Goode, 2010). So website and page graphics play an important role as an aesthetic appeal in the online context.

b) Layout and Function

Layout refers to planning, organizing, compiling, and adjusting the website while function refers to the extent to which the website has the ability to be able to facilitate service objectives (Lee & Jeong, 2012). In this study, the online layout focused on structure and function. In e-commerce, website functionality rating is the strongest predictor of purchase intention (Haris & Goode, 2010). Consumers will return to visit a website and then generate purchase intentions if the website has an attractive and easy-to-understand layout and good functionality. Layout and function can be used by consumers as a measure or to evaluate the effectiveness of a website.

c) Financial Security

Financial security includes security as experienced when making (or planning to make) electronic or internet payments (Sugiono & Nurhasanah, 2022). Financial security refers to the extent to which the payment process for an online site is considered safe and secure (Karina, 2019). Theorists emphasize the importance of perceived security in online transactions (Haris and Goode (2010). Perceived security in a site is one of the drivers of online satisfaction.

2. Trust

There is one that influences e-consumer behavior, namely trust. Trust plays an important role in risky conditions such as conditions when making online purchases. Consumer trust in online transactions is crucial (Davis et al, 2000). Due to the absence of face-to-face interaction when shopping online and the reliance on information provided online, shopping online faces more challenges compared to shopping offline, including distrust, uncertainty that consumers can easily switch to other services and word of mouth. spread faster. Before actual purchases occur, individual trust with the company must be built first (Zhang et al, 2011).

3. Purchase Intention

According to Sumarwan (2011), an individual's intention is a strong predisposition or desire to undertake particular activities. In other words, the stronger an individual's desire to manifest a behavior, the more likely it is that the conduct will be realized, as indicated by intention. According

to Mowen and Minor (2002), buy intention is a consumer's desire to act in a given manner in order to acquire, dispose of, and use products or services. According to Awan et al. (2015), purchase intention is sometimes referred to as the conative component of sentiments regarding the likelihood of customers purchasing particular products.

4. Research Framework

Based on previous research studies and theoretical basis, the research framework is as follows:

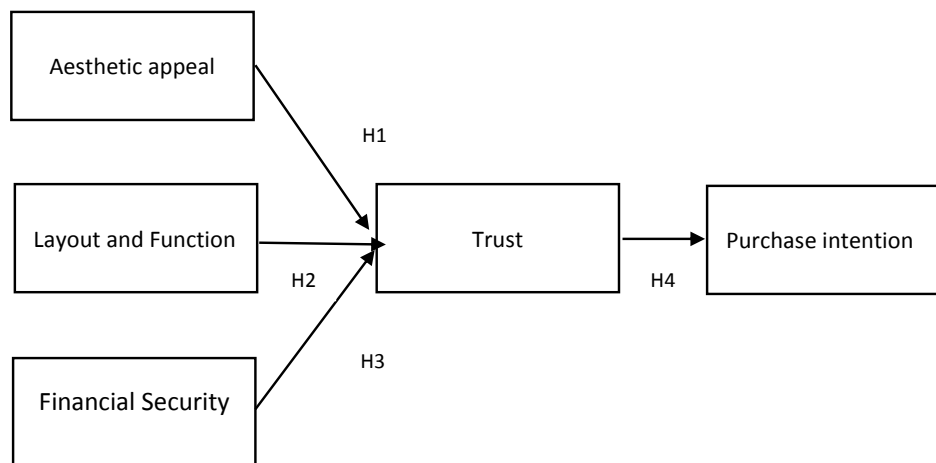


Figure 1 Research framework

hypothesis

H1: Aesthetic appeal has a positive effect on website trust

H2: Layout and function have a positive effect on website trust

H3: Financial security has a positive effect on website trust.

H4: Trust in the website has a positive effect on consumer purchase intentions

METHODS

According to Sugiyono (2011), quantitative associative research is research that attempts to determine the influence or association between two or more variables. The population considered for this study consisted of all Bandung-based orami.co.id site users who have made online purchases. The sample size for this study was 100 individuals. Non-probability sampling was employed, which is a strategy that does not provide equal chances or possibilities for each element or member of the population to be picked as a sample. There are other types of non-probability sampling techniques, however this study used the purposive sampling method. Distribution of questionnaires was conducted both online via a Google form and offline, i.e., via direct distribution to consumers who were easily located by researchers and who had previously made online purchases at orami.co.id. Using the SPSS 25.0 for Windows software, a regression test and a hypothesis test were performed on the acquired data following collection.

RESULTS AND DISCUSSION

1. Validity test

Test for validity using product moment correlation analysis A set of data is deemed genuine if the calculation yields $r_{count} > r_{table}$. In this study, 100 participants served as samples, hence the r_{table} value was 0.196. From the measurement data, it was determined that the computed r value for each item of all variables is more than the r_{table} , indicating that all question items are valid.

2. Reliability Test

With the Cronbach Alpha statistical test, the SPSS application offers options for assessing dependability. The reliability test is conducted by calculating the Cronbach alpha of the indicator block used to measure the construct. If the Cronbach alpha value exceeds 0.60, the structure is deemed dependable (Ghozali, 2005). The findings of the reliability test for questions about the research attributes are described in Table 1.

Table 1 Reliability test results

Variable	Alpha Crobach	Mark Critical	description
Power pull aesthetics	0.714	0.6	Reliable
System location function	0.732	0.6	Reliable
Security	0.634	0.6	Reliable
System location function	0.721	0.6	Reliable
Intention Buy	0.738	0.6	Reliable

According to the summary of the results of the reliability test presented in the table above, the Cronbach Alpha coefficient for each variable is greater than 0.60. According to the opinion expressed by Ghozali (2005), all research attribute questions are dependable. In order for the questions in the research attributes to be used for future research.

3. Regression Analysis

This study includes two regression analyses: multiple linear regression and simple linear regression. A multiple linear regression analysis to investigate the relationship between aesthetic appeal, function arrangement, and financial security and trust. In the meantime, simple linear regression analysis is utilized to determine the relationship between trust in and intend to purchase orami.co.id products.

a) Multiple linear regression

Table 2 displays the outcomes of numerous linear regression tests conducted with SPSS version 25.0 statistical software.:

Table 2. Multiple Linear Regression Test Results

Variable	Koef. Betas	Sig t	R	r^2
Power aesthetic appeal	0.292	0.002	0.325	0.106
System location function	0.237	0.004	0.278	0.077
Security financial	0.328	0.001	0.359	0.129
Sig f	= 0.000			
Adj. R square	= 0.392			

The multiple linear regression equation from Table 3 above can be written as follows:

$$Y = 0.292 X_1 + 0.237 X_2 + 0.328 X_3$$

b) Simple Linear Regression

For the purpose of analyzing the relationship between trust and buy intent, simple linear regression analysis is utilized. The following explains how variables affect consumer buying intentions. The outcomes of a straightforward linear regression analysis are presented in Table 3 below:

Table 3 Simple Regression Test Results

Independent Variable	Koef. Betas	sig-t	Adj. R ²
Trust	0.458	0.001	0.203

Based on Table 3 it can be seen that the model equation is as follows : $Y_2 = 0.458 X$

4. Hypothesis testing

a) Simultaneous Test (Test f)

The study of the F test (simultaneous test) results is meant to assess the multiple linear regression model positing that the three independent variables have an effect on the level of trust in the orami.co.id website. The signs and numbers of the regression coefficients reveal the impact of each variable, while the F test reveals the significance of the relationship. By comparing the Sig F produced by multiple linear regression with alpha = 0.05, the F test determines the significance of the effect between independent variables or independent variables concurrently on a dependent variable or dependent variable. Table 2's F test yielded a Sig F value of 0.000 < 0.05, therefore it can be inferred that the three independent factors affect the orami.co.id website's credibility together.

b) Partial Test (t test)

Ho is rejected because the regression coefficient of the variable Aesthetic appeal (X 1) is 0.292 and the sig t value is less than 0.05, as shown in Table 2. This indicates that the variable Aesthetic appeal (X 1) significantly impacts the credibility of the orami.co.id website. Therefore, the initial hypothesis that "aesthetic appeal has a favorable effect on website credibility" is reasonable.

This is because the positive evaluation of consumers on a website depends on the use of original design as a characteristic that is formed to increase the impact and effectiveness of a website. If the website provides interesting content, consumers will be interested in visiting and have more confidence in making purchases on a website. The development of online trust is closely related to the aesthetic appeal of online environmental services. According to Oebit (2018) emphasizes that aspects of aesthetic appeal have a stronger influence on online trust.

According to Table 2, the significance test reveals that the regression coefficient for the variable layout function (X 2) is 0.237 and the sig t value is 0.004, which is less than 0.05; therefore, Ho is rejected, indicating that the variable has an effect. The layout of the function has a considerable impact on the credibility of the orami.co.id website. Thus, it is possible to accept the second hypothesis, which claims that "style and function have a favorable effect on website credibility."

The company website is the same as an offline store in the real world. Therefore the company tries to display the characteristics of the company through an attractively designed website layout and function complete with ease of use and a clear navigation system, relevant information, availability of interactive services for consumers, and customization, so as to create consumer confidence to make purchases on the website of a company (Rachman, 2021). The Internet has changed consumer buying behavior from offline to online media.

H_0 is rejected because the regression coefficient of the financial security variable (X3) is 0.328 and the sig t value is 0.001, which is less than 0.05, as shown in Table 2. This indicates that the financial security variable has a significant effect on orami website trust.co.id. Consequently, the third hypothesis that "financial security has a favorable effect on website trust" can be accepted.

The company always tries to provide the best for consumers through offline and online media . From an online perspective , the company creates consumer confidence to make purchases on the company's official website , one of which is by providing security guarantees so that consumers have no doubts about the products and services offered because in e-commerce, besides providing advantages in online transactions , on the other hand it contains several risks. including fraud (Kinasih & Albari, 2012).

According to table 3, the brand image variable has a p value of 0.000 0.05, indicating that trust has a substantial effect on consumer purchase intentions. Thus, the fourth hypothesis that "confidence in the website has a beneficial effect on the purchase intentions of consumers of online shops" can be accepted.

This means that the higher the consumer's trust, the higher the consumer's purchase intention. Trust is an important factor that must be implemented by online sellers. Lee and Turban (2001) argue that trust is a very important factor in uncertain and risky conditions. As a new form of marketing activity, purchasing on the internet online will be more risky than making traditional purchases because consumers cannot know the physical quality of the product clearly before making a purchase. The website and should also contain customer testimonials that tell their impressions and satisfaction using products from Orami so as to attract the interest and enthusiasm of other customers to make purchases at orami.co.id.

5) Coefficient of Determination (R²)

To determine the extent of the influence of the independent factors on the dependent variable, the adjusted R square can be used. Overall, the variables of visual appeal, function layout, and financial security have a substantial effect on trust in the orami.co.id website, as shown by the results of the data analysis presented above. While the three variables influence trust to the extent of 39.2%, the remaining 60.8% is influenced by variables not included in the research model.

CONCLUSION

On the basis of the analysis and discussion of the relationship between aesthetic appeal, functional layout, and financial security on trust and purchase intention at orami.co.id, it is possible to draw the conclusion that there is a positive and significant influence on the variables aesthetic appeal, function layout, and safety financial impact on trust in the orami.co.id website. This can be inferred from the fact that there is a significant influence on the variables aesthetic appeal, functional layout, and financial impact on trust. Additionally, there is a positive effect that is

substantial on the trust variable about consumer intents to purchase from orami.co.id. Aesthetic appeal, function layout, and financial stability are the three variables that have a combined influence of 39.2% on the trust variable.

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