

CONSUMER CONFIDENCE ON PURCHASE DECISION PROCESS ON THE KOSEEKER WEBSITE

KEPERCAYAAN KONSUMEN TERHADAP PROSES KEPUTUSAN PEMBELIAN PADA WEBSITE KOSEEKER

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ABSTRACT

This study was conducted to determine the yield of the analysis of factors that influence the purchase decision of Koseeker in this study there is a phenomenon that there are consumers of Koseeker who are not satisfied with the consumer confident, that has an impact on purchasing decisions. The technique that will be used in this research is sample random sampling, and probability sampling namely taking samples by setting specific characteristics that are in accordance with the research objectives so that it is expected to answer research problems. Based on the results of the descriptive analysis that has been enforce, it can be seen that the evaluation of respondents are in the high category, on statement trust to Koseeker for online payment a decimal score of 0,008, while the lowest respondent's response was costumers do purchase for twice statement regarding the Koseeker which obtained a decimal score of 0,0033.

Keywords : *Consumer Confident, Marketing, Decision Process*

1. INTRODUCTION

Koseeker is a platform that is here to guide the community, especially students in finding rental housing that suits their needs and desires, both in terms of price, room size or house to be rented and so on. Koseeker has a role to help rental housing owners by promoting their properties through the Koseeker website, leading consumers to direct property surveys, and verifying new data entered through the website.

In conducting the preparation of this research the author has conducted a pre-survey of 30 respondents to find out about consumer confidence to purchase rental housing through the Koseeker website. The following are the results of a pre-survey on consumer confidence, namely:

Table 1. Pre-Survey of Consumer Confidence

No.	Question	Answer		Decimal		Total
		Yes	No	Yes	No	
1.	Do you feel that the Koseeker website can be trusted?	20	10	0,00667	0,00333	0,01
2.	Do you believe that Koseeker can provide convenience for online transactions?	24	6	0,008	0,002	0,01
3.	Do you feel safe making online transactions for rental housing through the Koseeker website?	15	15	0,005	0,005	0,01
4.	I believe Koseeker will be responsible for any mistakes during transactions.	18	12	0,006	0,004	0,01
5.	I believe that Koseeker will provide the highest possible quality for customer satisfaction.	17	13	0,00567	0,00433	0,01

Source: Author's Questionnaire Results, January 2022

Based on the results of the questionnaire in table 1.1, 0,00667 of respondents believe in using the Koseeker website in searching for rental housing. 0,008 of respondents believe that Koseeker provides convenience in online transactions as an intermediary between rental housing owners and tenants. The sense of security felt by respondents to make online transactions using the Koseeker website is equivalent to 0,005 answering yes and 0,005 answering no. 0,006 of respondents believe that Koseeker will be responsible if an error occurs in conducting online transactions. Then 0,00567 of respondents believe that Koseeker will provide maximum quality.

To find out the respondents' responses to the decision to purchase rental housing through the Koseeker website. So the authors conducted a pre-survey to 30 respondents. The results of the survey can be seen in table 2. below:

Table 2. Pre-Purchase Decision Survey

No	Question	Answer		Decimal		Total
		Yes	No	Yes	No	
1.	Have you ever made a purchase through the Koseeker website?	14	17	0,00467	0,00567	0,01
2.	I will make a purchase on the Koseeker website if the information provided is valid and reliable.	25	5	0,00833	0,00167	0,01
3.	Would you recommend Koseeker to your friends or relatives who are looking for rental housing?	23	7	0,00767	0,00233	0,01
4.	I will make a purchase on the Koseeker website after comparing with other sites.	14	16	0,00467	0,00533	0,01
5.	I will repurchase for rental housing online on the Koseeker website.	10	20	0,00333	0,00667	0,01

Source: Author's Questionnaire Results, January 2022

Based on table 2. above, it states that consumer purchasing decisions at Koseeker are in the sufficient category. This means that there are still many people who are interested in finding rental housing using the Koseeker website. However, Koseeker is not the main choice chosen by consumers according to the statement that has been given with a total gift of 0,00533 and consumers who choose to repurchase on the Koseeker website, this is still lacking, as evidenced by the presence of a decimal of 0,00667.

Based on the data obtained, the author will use a quantitative approach and the authors are interested in conducting research with the title "Consumer Trust on Purchase Decisions on the Koseeker Website".

2. LITERATURE REVIEW

2.1 Marketing

According to Kotler and Keller^[1] marketing is about identifying and meeting human and social needs, one of the shortest best definitions of marketing is meeting needs profitably.

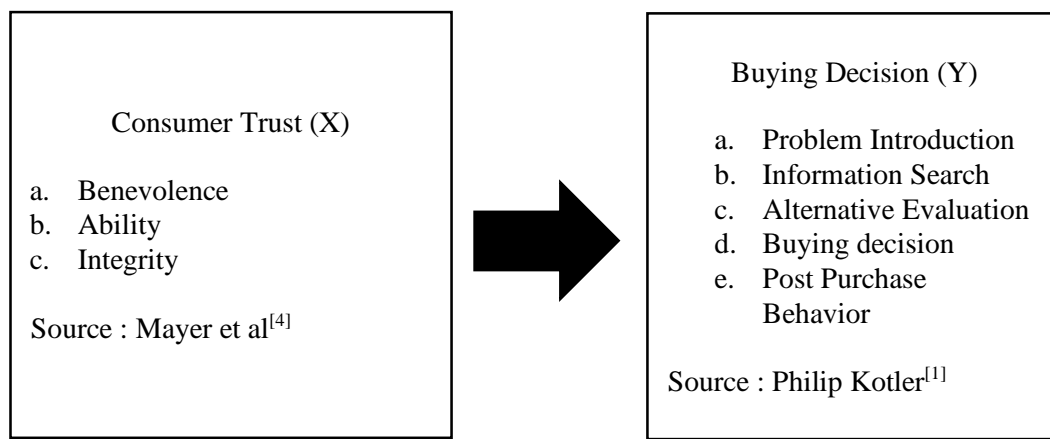
2.2 Consumer Trust

According to^[2] consumer trust is a knowledge that has been owned by consumers such as objects, attributes and benefits.

2.3 Buying decision

Buchari Alma^[3] states purchasing decisions as follows: "The purchase decision as a consumer decision that is influenced by the financial economy, technology, politics, culture, product, price, location, promotion, process, people and physical evidence so as to form an attitude. consumers to process all information and make decisions in the form of responses that appear what products to buy.

Framework for Thinking



2. 4 Research Hypothesis

According to Sugiyono^[5], the hypothesis is a temporary answer to the research problem formulation, where the research problem formulation has been stated in the form of a question sentence. It is said temporarily, because the answers given are only based on relevant theories, not yet based on empirical facts obtained through data collection, the hypotheses proposed and will be verified in this study are as follows:

Ho : There is no significant effect between consumer confidence on purchasing decisions.

H1 : There is a significant influence between consumer confidence on purchasing decisions.

3. RESEARCH METHOD

3.1 Types of Research

This research uses quantitative methods. Quantitative research is a type of research that produces findings that can be achieved or obtained using statistical procedures or other means of measurement^[6]

Based on the purpose of this research is a descriptive research. According to Sugiyono^[7] descriptive research is research that is used to analyze data by describing or describing data that has been collected without any purpose without making conclusions that apply to the public or generalizations.

3.2 Population and Sample

This study uses a non-probability sampling technique, which is a sampling technique that does not provide an opportunity for each element or member of the population to be selected as a sample. In

this study, the researcher used simple random sampling, then according to Sugiyono^[7] Simple Random Sampling was taking sample members from the population at random without regard to the strata in the population. This study used the Slovin formula to determine the sample, which after calculating the sample of this study found 73,890 people which were then rounded up to 74 people.

4. RESULTS AND DISCUSSION

4.1 Descriptive Analysis

Based on the results of the analysis that has been carried out, it can be seen that the responses that are users of the Koseeker website consider that the Koseeker website has a good level of user trust which will affect purchasing decisions, while consumer responses regarding purchasing decisions state that the trust of Koseeker website users can improve purchasing decisions.

4.2 Validity Test

According to Indrawati^[8] validity is the extent to which a measuring instrument can measure what it wants to measure, so that it can be said, increasing the validity of a measuring instrument on its target.

Table 3. Validity Test Result

Variable	No. Item	r Count	r Table	Conclusion
Consumer Trust (X)	1	0,241	0,226	Valid
	2	0,318	0,226	Valid
	3	0,322	0,226	Valid
	4	0,277	0,226	Valid
	5	0,250	0,226	Valid
	6	0,281	0,226	Valid
	7	0,310	0,226	Valid
	8	0,558	0,226	Valid
	9	0,630	0,226	Valid
	10	0,534	0,226	Valid
Buying Decision (Y)	11	0,417	0,226	Valid
	12	0,511	0,226	Valid
	13	0,545	0,226	Valid
	14	0,630	0,226	Valid
	15	0,622	0,226	Valid
	16	0,738	0,226	Valid
	17	0,517	0,226	Valid

Source: SPSS Output, 2022

Based on table 3. above, it can be concluded that all statement items are said to be valid because r count r table.

4.3 Reliability Test

The value of composite reliability > 0.7 and the value of Cronbach's alpha on a data > 0.6 means that it is said to be reliable. Then Cronbach's alpha and reliability values were used to test the reliability. The statement is said to be reliable if the Cronbach alpha value is > 0.6 and the composite reliability value must be > 0.7 . Based on the results of data processing, the following results are obtained:

Table 4. Reliability Test Results

<i>Cronbach's Alpha</i>	<i>Critical Value</i>	<i>Conclusion</i>
0.814	0.600	Reliabel

Source: SPSS Output, 2022

Based on table 4. above, it can be seen that the Cronbach alpha reliability coefficient value is > 0.600, so it can be stated that the variables in the study can be declared reliable.

4.4 Hypothesis Testing

Suggests that the hypothesis generally reflects the problem in research with the aim of encouraging someone to do research and it is also explained that in the hypothesis there are Ho and Ha. The hypotheses proposed and will be proven true in this study are as follows:

Ho: There is no significant effect of the role of Consumer Trust (X) on Purchase Decisions (Y).

Ha: There is a significant influence on the role of Consumer Trust (X) on Purchase Decisions (Y).

The decision-making criteria on the t-test are as follows:

- Ho is rejected and Ha is accepted, if t-count > T-table and significance (p-value) <0.05. This means that there is a significant influence
- Ho is accepted and Ha is rejected, if t-count < T-table and significance (p-value) >0.05. This means that there is no significant effect.

With the T-table known from the 0,0005 probability and df = 72, the T-table result is 1.993. Based on the results of data processing, the results of hypothesis testing with t-test were obtained, as follows:

Table 5. Hypothesis Testing (T Test) Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	12,230	2,687		4,551	,000	
	Consumer Trust	,918	,101	,732	9,114	,000	1,000 1,000

a. Dependent Variable: Purchase Decision

Source: Data Processing Results, 2022

Based on table 5. above, the results of hypothesis testing on the effect of consumer trust on purchasing decisions, obtained the T-count result of 9.114 with a significance of 0.000, because the T-count > T-table (9.114 > 1.993) and the significance of 0.000 <0.05, then Ho rejected and Ha accepted, so it can be stated that there is a significant influence of the role of consumer trust on purchasing decisions on the Koseeker website.

5. CONCLUSION

Based on the results of research on "The Influence of Consumer Trust on Purchase Decisions on the Koseeker Website", the conclusions obtained are as follows:

1. The consumer confidence variable (X) which has the highest value is the user's statement that they are sure to conduct online transactions with a score of 0,00819 and is included in the good category.
2. The purchase decision variable (Y) is included in the good category with a percentage value of 0,00728 This shows that the respondents have a good view of Koseeker so they have a good purchasing decision against Koseeker.
3. The results of the coefficient of determination shown in the R square results are 0,00536 this shows that 0,0053 of the contribution of the influence of the consumer confidence variable to the purchasing decision variable, while the remaining 0,00464 is the contribution of the influence of other variables outside of this study.

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