



Analysis of The Influence of Trust In Digital Transactions and Website Reputation on Customers Purchase Intention Through Footwear Website

Yanti Setianti^{1✉}, Emma Budi Sulistiarini², Bambang Sugiharto³, Elizabeth⁴, Arif Syaifudin⁵

¹Universitas Padjadjaran

²Universitas Widyagama Malang

³Universitas Pembinaan Masyarakat Indonesia Medan

⁴Universitas Budi Luhur

⁵Institut Teknologi dan Bisnis Yadika Pasuruan

yanti.setianti@unpad.ac.id

Abstract

This study examines how attitudes regarding online buying and the consequences for purchase intention are influenced by perceived website reputability, relative advantage, perceived website image, and trust. Researchers employed a survey method in this study to conduct descriptive research. A questionnaire was used in this survey approach. E-commerce consumers who reside in Jabodetabek make up the study's population. Using judgmental sampling, the researcher employed a non-probability sampling technique. In this study, the single-cross-sectional approach was employed for data collecting. The structural equation model method will be used to analyze the data. Amos is the program that's being used. According to the data processing results, it was discovered that, in the first place, relative profits, trust, and website image are all significantly positively impacted by perceived website reputation. Second, trust, the perception of websites, and attitudes toward online commerce are considerably improved by relative advantage. Third, perceptions of websites have a detrimental effect on attitudes toward internet buying. Fourth, sentiments toward internet purchasing are positively impacted by trust, though not much. Opinions regarding internet purchasing significantly positively influence fifth intentions to purchase. This demonstrates that consumers' intentions to buy through a website positively correlate with their attitude about online buying.

Keywords: Website Reputation, Trust, Purchase Intention, Shopping.

JIDT is licensed under a Creative Commons 4.0 International License.



1. Introduction

In today's modern era, technology has developed rapidly, from smartphones, computers, and laptops to tablets, all connected to the Internet. Due to its ability to facilitate quick access to information, effective communication, and even online commerce, the Internet has become a necessary component of daily life. Indonesia is among the nations with the fastest internet growth globally, with a notable annual increase in internet users [1]. Due to the Internet's rapid expansion, many businesspeople now have the chance to improve the efficacy and efficiency of their business processes. With the Internet as the primary media, many marketing initiatives have moved to digital marketing [2]. Facebook, in particular, has grown to be one of the key social media platforms for marketing initiatives. Facebook, which was once mostly recognized as a social network, is now a significant marketing channel thanks to features like platform analytics and advertising, which companies can use to build their brands and boost sales conversions [3]. Businesses can reach their target audience more successfully and optimize their marketing strategy using the Internet and digital platforms like Facebook. This demonstrates how critical it is to adjust to technology advancements and leverage them to boost competitiveness and sustain business viability in this digital age [4].

The development of the Internet has also changed the face of business through the emergence of electronic commerce, which facilitates meetings between sellers and buyers through Internet technology. In Indonesia, e-commerce is multiplying along with the growth of the Internet [5]. Various e-commerce companies have become an inseparable part of the Indonesian business landscape. Many retail companies that initially only had physical stores have now switched to online platforms. This allows businesses to expand their reach and reach more consumers through e-commerce. Another factor driving this phenomenon is Indonesia's rising number of smartphone users [6]. It is projected that the number of active smartphone users in Indonesia will exceed 100 million, making it the country with the fourth largest population of smartphone users in the world [7]. The intense penetration of smartphones is an essential indicator of the growth of e-commerce, as most consumers

access e-commerce platforms through their handheld devices [8]. This shows the importance of adapting and utilizing technological trends to create broader and more sustainable business opportunities in this digital era [9]. The proliferation of smartphones and other internet-connected devices has increased the accessibility and use of online services for consumers. The internet market is becoming more competitive due to e-commerce's explosive rise [10]. Comparing e-commerce to traditional purchasing, which requires customers to visit physical establishments to make purchases, reveals numerous benefits. E-commerce allows consumers to choose and buy goods whenever and wherever they are [11]. E-commerce also makes it easier for consumers to compare prices to determine the best price because they can easily access various websites and search for the information they need. One tip to gain customer trust in online business is to provide various payment media options that meet consumer needs [12]. It is also essential to use a bank that is commonly used for online shopping, which has Internet banking services that make transactions more accessible for customers [13]. E-commerce has become a popular shopping activity for Indonesian consumers [14]. Online consumers enjoy reading reviews and seeking information about the products and services they need. E-commerce makes it easier for consumers to make purchasing decisions because they can use the information provided in e-commerce as a consideration [15]. With these advantages, e-commerce can create business opportunities to reach consumers directly and more widely worldwide [16].

Fashion has become a product in great demand by consumers, and the development of the fashion world in Indonesia has increased significantly in recent years [17]. This is reflected in the increasing potential growth of local designers, the country's economic level, and the rapid development of retail companies [18]. The Association of Indonesian Fashion Entrepreneur Designers is one organization significant to the growth of Indonesian fashion. Products in the fashion industry come in many forms, including clothing, slacks, headwear, eyewear, shoes, and more [19]. Customers are drawn to shoes specifically as a fashion item. In addition to protecting the feet, shoes can symbolize current fashion trends. The local footwear sector is also a significant player in the international market, coming in at number five globally and holding a 6 percent market share [20]. Numerous entrepreneurs have opened enterprises in the footwear and leather industry due to government backing for this sector. This is a developing market with a sizable youth population. Therefore, assessing attitudes toward Internet purchasing is critical [21]. This is because, following the Theory of Reasoned Action and the Theory of Planned Behavior, attitudes toward online shopping play a significant role in the intention to adopt behavior. A consumer's attitude toward an activity can be described as their assessment of the benefits or drawbacks of the desired conduct.

2. Research Methods

In this research, researchers used descriptive research using a survey method. Because this research aims to describe or illustrate the characteristic functions of the market, it uses a cross-sectional design, which means this research will be conducted only once, and the results of this research are only to present the situation when the research was conducted. This survey method is carried out using a questionnaire and distributing it to respondents, where the respondents will answer the questions by giving a score between 1 and 5 on a Likert scale. In this research, the target population is e-commerce users who live in Jabodetabek. In this research, researchers used a sampling technique called non-probability sampling, which uses judgmental sampling. The data collection process in this study used the single cross-sectional method, where a particular sample collection technique was only carried out once. This data collection activity was carried out by one respondent only once. This research will analyze the data using the structural equation model method. The analysis of the research results uses the SEM method because the model in this study has more than one endogenous variable. The software used is Amos to carry out validity, reliability, and research hypothesis tests. Structural models are also called latent variable relationships.

3. Results and Discussion

The findings of the hypothesis test showed that, with a standard coefficient value of 0.6 and a p-value of 0.000, perceived website reputation significantly positively influences relative advantage. This suggests that the proportional benefits experienced by users and a website's reputation are significantly correlated. Online shoppers typically enjoy more advantages over traditional brick-and-mortar store shoppers when they have a favorable opinion of a website's reputation. These outcomes support other studies' conclusions that perceived website reputation significantly and favorably affects relative advantage. For e-commerce businesses, the ramifications of these findings are significant. Companies must enhance their reputation among consumers to augment their perceptions of the benefits of e-commerce. By improving a website's reputation, companies can increase consumer appeal and trust in their e-commerce platform. This can be an effective strategy to increase the number and value of transactions carried out by consumers and strengthen the company's position in the online market.

The hypothesis testing results demonstrate that trust is positively influenced by perceived website reputation, with a standard coefficient value of 0.69 and a p-value of 0.000. This illustrates how consumers' trust in a website is influenced by its reputation. Customers are more likely to trust a website when they observe its positive reputation. This helps customers feel more confident in the e-commerce platform in question while lowering their reservations about purchasing online. This result is consistent with earlier studies' findings, which demonstrated that trust is positively and significantly impacted by perceived website reputation. It follows that e-commerce businesses need to work to uphold and actively enhance their standing with customers. Companies can raise the degree of customer trust in their e-commerce platform by improving the reputation of their websites. This tactic may be essential to lowering customer skepticism and boosting their trust in online buying. In e-commerce, the data corroborating these conclusions lends more credence to the association between perceived website reputation and trust. Therefore, companies must understand the importance of reputation in building consumer trust and use appropriate strategies to enhance their reputation in the competitive online market.

With a standard coefficient value of 0.91 and a p-value of 0.000, the hypothesis testing results showed that perceived website reputation significantly positively affects the perceived image. This demonstrates how a website's reputation has a significant impact on the impression the website leaves on users. Customers build pleasant mental images of websites when they believe they have a strong reputation. They think the products and services offered by the website will be of the highest caliber. This result aligns with earlier research's findings, which indicated that perceived website reputation positively and significantly influences perceived website image. These results suggest that e-commerce businesses must preserve and enhance their standing with customers. Companies can enhance consumers' perception of their website by improving its reputation. This can be a valuable tactic to boost customer confidence and interest in their e-commerce platform and to improve their standing in the online marketplace. When formulating a strategy, businesses could concentrate more on initiatives to create a favorable reputation through high-quality goods and services and prompt responses to customer feedback and grievances. In addition, using endorsements or favorable reviews from pleased customers can also be a tactic to improve the perception of a website's reputation and image. By doing this, businesses can forge enduring bonds with customers and get a competitive edge in the fiercely competitive online marketplace.

The hypothesis test revealed that, with a standard coefficient value of 0.47 and a p-value of 0.000, relative advantage significantly positively affects consumer trust in e-commerce. Evidence suggests that consumers' faith in e-commerce will rise when they believe it offers superior benefits to traditional shopping methods. This result aligns with other studies demonstrating that relative advantage has a favorable and noteworthy impact on trust. These findings suggest that e-commerce businesses should keep enhancing the comparative benefits they provide to customers. Customer trust may be boosted via innovative website design and functionality, secure and private customer data handling, and quick and easy checkout procedures. Enhancing consumer trust can boost e-commerce's standing in the online market and foster more customer loyalty. To advance this study, more research can be done on other aspects of e-commerce that affect consumer trust, such as customer service quality, return policy clarity, and other psychological aspects that affect consumer perceptions. In addition, future studies should look at the impact of trust on consumers' intentions to buy and marketing techniques that build customer trust.

The hypothesis test results indicate that relative advantage significantly improves consumers' perceptions of websites. This demonstrates a strong correlation between the relative benefits customers believe a website offers and the mental image that the website creates. Customers' perceptions of a website's image are influenced when they think it offers more significant advantages than traditional retail. These outcomes align with another study, which also demonstrated that relative profit had a substantial and favorable impact on how people regarded a website. These results suggest that online retailers must keep enhancing the comparative benefits they provide to customers. Consumer perception of the website can be improved by creative design and innovative functionality, as well as clear and concise explanations about the website's respective benefits. Additional research could consider other elements that affect website image, like brand reputation, transaction security, and the caliber of customer support.

Furthermore, studies can be conducted to determine how the website's reputation affects customers' purchasing decisions and identify tactics that can be applied to enhance the website's reputation and fortify the business's position in the online marketplace. The findings of the hypothesis test indicate that the perceived image of a website does not significantly impact customer sentiments regarding online buying. This demonstrates that there is no discernible positive correlation between customer attitude ratings of the website and its appearance. These findings indicate that although website image can influence consumer perceptions of the website, this does not significantly influence consumer attitudes toward online shopping. Other factors, such as the relative profitability, trust, and convenience of shopping online, may substantially influence consumer attitudes. For further development, research can look at other factors influencing consumer attitudes towards online shopping. Research can also identify mediating variables that can explain the relationship between website image and

consumer attitudes. In this way, e-commerce companies can better understand the factors that influence consumer attitudes and develop more effective strategies to increase consumer trust and interest in their platforms.

Although there is a positive association between trust and attitude toward online buying, this relationship is not statistically significant, according to the results of hypothesis testing. Although the influence is not substantial, we may conclude that customer confidence in their website assessment positively affects consumers' attitudes regarding online buying. In this particular setting, customer attitudes may be more influenced by other factors, such as relative advantage—the relative advantage consumers perceive in online buying. To advance this research, an in-depth examination of additional variables that affect consumers' views toward internet buying can be done. Examine the impact on consumer perceptions of variables such as ease of returning goods, customer service quality, and online transaction security.

Furthermore, studies can consider how demographic variables influence consumer opinions, including age, education level, and prior online purchasing experience. E-commerce enterprises can enhance their ability to build consumer trust and interest in their platforms by better understanding the factors that shape consumer views and devising more effective strategies accordingly. Purchase intention was revealed to be significantly positively influenced by attitude toward online shopping, according to the results of hypothesis testing. This demonstrates that customers' decision to purchase on a website will be influenced by their overall assessment, which they will feel and take into consideration. These outcomes align with earlier studies' findings, which demonstrated that customer attitudes have a favorable and substantial impact on purchase intention. Researchers can investigate additional elements that impact purchasing intention to advance this research. Examples of situational elements include discounts or promotions from websites, psychological aspects include the requirements and motivation of the consumer, and external influences include the impact of friends and family on purchasing decisions. E-commerce businesses may create more successful marketing campaigns to boost buy conversions and solidify their place in the online market by having a deeper grasp of the elements that affect purchase intention.

4. Conclusion

Several intriguing findings were reached in light of the data processing outcomes. First, relative earnings, trust, and website image are significantly positively impacted by perceived website reputation. This demonstrates how consumers' impressions of a website's benefits, degree of trust, and positive image may all be positively affected by its reputation. High relative earnings are similar in that they also help to improve website image and trust. Relative advantage also significantly improves sentiments regarding online commerce, website image, and trust. This demonstrates that consumers have a higher degree of trust, a more positive perception of websites, and an optimistic outlook on online purchasing, the more relative benefits they receive from them. Third, opinions of online buying are negatively impacted by the appearance of websites. This is interesting, even though it is not very substantial, because it demonstrates that customers' perceptions toward online buying are not always positively impacted by a website's look. Fourth, sentiments regarding internet buying are positively, albeit not significantly, affected by trust. This demonstrates that despite increasing customer confidence in websites, views toward online purchasing may not necessarily shift meaningfully. Fifth, purchasing intentions are significantly positively influenced by attitudes regarding internet shopping. This demonstrates that customers are more likely to buy from a website if they have a positive attitude toward online buying. The author envisions a significant impact on the development of the website from the conclusions drawn from this investigation. In addition, the author expects that this study can serve as a foundation for more research on the same subject. Thus, it is hoped that further research can produce a deeper understanding and help develop better concepts and strategies for improving the consumer experience and overall business success.

References

- [1] El-Masry, A. A, "Understanding consumer intention to participate in online travel community and effects on consumer intention to purchase travel online and WOM: An integration of innovation diffusion theory and TAM with trust," *Computers in Human Behavior*, 2022.
- [2] Rachmad, Y. E. (2022, September). The Influence And Impact of The Money Burning Strategy on The Future of Startups. In *Adpebi Science Series, Proceedings of Adpebi International Conference on Management, Education, Social Science, Economics and Technology (AICMEST)* (Vol. 1, No. 1).
- [3] Perbawasari, S., Sjuchro, D. W., Setianti, Y., Nugraha, A. R., & Hafiar, H. (2019). Government marketing public relations strategy in preparing halal tourism in priangan region. *MIMBAR: Jurnal Sosial Dan Pembangunan*, 35(1), 89-103.
- [4] Yao-bin, L, "The effect of online-to-mobile trust transfer and previous satisfaction on the foundation of mobile banking initial trust," *Eighth International Conference on Mobile Business*, 2019.

- [5] Utomo, H., Priyanto, S. H., Suharti, L., & Sasongko, G. (2019). Developing social entrepreneurship: A study of community perception in Indonesia. *Entrepreneurship and Sustainability Issues*, 7(1), 233.
- [6] Rachmad, Y. E., & Budiyo, B. (2022, March). Perception Analysis of Sales Volume on Partner Who Using Three Food Delivery Apps in Surabaya. In *International Conference of Business and Social Sciences* (pp. 116-122).
- [7] Tannady, H. (2018). Mengkaji kepuasan pelanggan terhadap kualitas layanan e-commerce dengan menggunakan metode Importance Performance Analysis 3 Dimensi. *Journal of Business & Applied Management*, 11(2).
- [8] Rachmad, Y. E. (2022, June). Perception of Social Media Marketing by Users of E-Commerce Marketplace and Online Food Delivery. In *Proceeding of The International Conference on Economics and Business* (Vol. 1, No. 1, pp. 121-134).
- [9] Zhang, J., "The role of other customer effect in corporate marketing Its impact on corporate image and consumer- company identification," *European Journal of Marketing*, pp. 1416-1445, 2021.
- [10] Sulistiarini, E. B., Suparman, S., Santoso, P. B., & Tama, I. P. (2018). A conceptual framework of sustainable development strategy as "corporate responsibility" in manufacturing industry. *Environmental Quality Management*, 27(3), 147-161.
- [11] Rachmad, Y. E. (2022). Social Media Marketing Mediated Changes In Consumer Behavior From E-Commerce To Social Commerce. *International Journal of Economics and Management Research*, 1(3), 227-242.
- [12] Carlson, J., "an e-retailing assessment of perceived website- service innovativeness: implications for website quality evaluations, trust loyalty and word of mouth," *Australasian marketing journal*, 2022.
- [13] Effendy, D. U., Sulistiarini, E. B., & Joegijantoro, R. (2017, November). A knowledge base repository model for multiple domain problems of distributed expert system. In *2017 International Conference on Sustainable Information Engineering and Technology (SIET)* (pp. 292-296). IEEE.
- [14] Norton, M., "Attitude toward internet web sites, online information search, and channel choices for purchasing," *Journal of Fashion Marketing and Management*, 2020.
- [15] Tanuwijaya, C., & Tannady, H. (2019, August). Evaluasi Produk dan Pelayanan di Toko Buku Gramedia Emporium Pluit Mall Jakarta Utara Menggunakan Service Quality. In *Seminar Nasional Sains dan Teknologi Informasi (SENSASI)* (Vol. 2, No. 1).
- [16] Rachmad, Y. E. (2022). MediVerse: Challenges And Development Of Digital Health Transformation Towards Metaverse in Medicine. *Journal of Engineering, Electrical and Informatics*, 2(2), 72-90.
- [17] Tannady, H., & Dewi, C. S. (2024). Exploring Role of Technology Performance Expectancy, Application Effort Expectancy, Perceived Risk and Perceived Cost On Digital Behavioral Intention of GoFood Users. *Jurnal Informasi Dan Teknologi*, 80-85.
- [18] Wang, H.-C., "How can online store layout design and atmosphere influence consumer shopping intention on a website," *international journal of retail & distribution management*, 2023.
- [19] Hendy, T., Resdiansyah, R., Johanes, F. A., & Rustono, F. M. (2020). Exploring the role of ICT readiness and information sharing on supply chain performance in coronavirus disruptions. *Technol. Rep. Kansai Univ*, 62, 2581-2588.
- [20] Rini, E. S., Ginting, P., & Sembiring, B. K. F. (2017, November). Impact of eCommerce service quality, recovery service quality, and satisfaction in Indonesia. In *2017 International Conference on Sustainable Information Engineering and Technology (SIET)* (pp. 35-40). IEEE.
- [21] Wu, H.-C., "The effects of customer satisfaction, perceived value, corporate image and service quality on behavioral intentions in gaming establishments," *Asia Pacific Journal of Marketing and Logistics*, pp. 540-565, 2022.