

Utilitarianism, trust, and online purchase intentions on Shopee application user

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ABSTRACT

This study has the aim of analyzing the influence of utilitarianism and trust on online purchase intentions on the Shopee application in meditation by attitudes towards online purchasing. This research has a population of online shopping consumers in Padang City who have never used Shopee to shop. This study used samples taken using the Purposive Sampling technique with a sample of 150 online shopping consumers in 2023. This research was analyzed using SmartPLS 4.0. With the following research results: (1) utilitarianism has a significant and positive effect on attitudes toward online purchases. (2) Trust has a significant and positive effect on attitudes towards online purchases. (3) Attitudes towards online purchases have a significant and positive effect on online purchase intentions. (4) Utilitarian has a significant and positive effect on online purchase intentions through attitudes towards online purchases. (5) Trust has a significant and positive effect on online purchase intentions through attitudes towards online purchases.

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INTRODUCTION

Purchase intention is defined as a step to move or as a mental stage in a decision-making step in which the consumer has developed an actual desire to act towards an object or brand (Wagner Mainardes et al., 2019). Online purchase intention is a factor that predicts consumer behavior for a step to complete a negotiation using the internet (Wagner Mainardes et al., 2019). At this time the advancement of technology and information in the era of globalization is experiencing very rapid development and progress. We can see this from the new innovations that continue to be created and developed to facilitate human work. In the field of technology and information, this can be seen with the advent of the internet network which is now spread all over the world. Total internet usage in Indonesia continues to experience growth from year to year which causes internet technology to progress and develop.

According to Arif & Apji, (2022), which has announced the results of a statistical survey of internet usage in Indonesia from 2021-2022. Based on the latest survey results, the Association of Indonesian Internet Service Providers (APJII) found that the total number of internet users in Indonesia reached 210 million. In the findings of this latest survey, the internet penetration rate in RI grew to 77.02%, or 210,026,769 people out of a total of 272,682,600 Indonesians connected to the internet in 2021.

With the internet, business people can develop their business through online or what is commonly called e-commerce. This is good news, especially for entrepreneurs or owners of online characters because many people are already using the internet, so there are even greater opportunities to increase sales at online characters. Based on DataIndonesia.id the results of the 2022 online shopping survey, show that there are several reasons consumers shop online, one of the biggest reasons consumers shop online is because it saves time and effort (53.8%) besides that it is easy to compare prices (25.1%). With the phenomenon of the increasing number of online shops, it raises people's desire to prefer shopping online. Advances in technology and the ease of accessing online shop websites are the supporting factors that have given rise to the many online shops today.

Besides that, in 2019, the world was shocked by the emergence of COVID-19 in Wuhan, China. Due to the COVID-19 that never ends and spreads throughout the world including Indonesia, this has affected the Indonesian people who change their shopping habits, namely by shopping online through existing platforms and has further strengthened the phenomenon of the emergence of online shops which has led to changes in shopping behavior in society. Indonesia.

Consumer intentions in making online purchases can be influenced by consumer attitudes towards online purchases themselves where attitudes towards online purchases can be said to be good or bad feelings related to fulfillment of online buying behavior, Sugiyono, (2016) which is caused by several supporting factors. the other is utilitarian which will be the reason for consumer purchase intention. Buyers who have a utilitarian nature in purchasing will buy goods with logical reasons (Hanzaee & Rezaeyeh, 2013). In addition, there is also a trust factor which can influence consumer intentions to make purchases online. A person's trust in an online transaction can be regarded as a form of trust in a particular object such as trust in e-commerce or trust in online sellers, Chang & Chen, (2008). Trust is the main thing in building someone's interest in deciding to buy online.

LITERATURE REVIEW

Online purchase intentions

Purchase intention is a step to move or as a mental stage in the decision-making step where the consumer has thought about the actual desire to act towards the object or brand. Online purchase intention can also be defined as a factor that predicts consumer behavior towards a move to complete online negotiations (Wagner Mainardes et al., 2019).

By using question items adopted from previous research, namely Tong, (2010) in (Rahman et al., 2018), it can be understood in the following explanation:

1. Will buy back in the future
2. Recommend to friends
3. Intend to use online shopping

Attitudes toward online purchases

Sugiyono, (2016) Attitudes towards online purchases can be said to be good or bad feelings related to the fulfillment of online buying behavior. Consumer attitudes are an important determinant because, when e-retailers expand their online sales strategy, they focus on consumers with good character towards online shopping, this gives birth to the growth of relationships between consumers and online retailers (Hasan, 2010). By using question items adopted from previous research, namely Tong, (2010) in (Rahman et al., 2018), it can be understood in the following explanation:

1. Will repurchase in the future
2. Suggest to friends
3. Intend to use online shopping

Utilitarian

Utilitarian is a way for consumers to evaluate the products purchased according to the needs of these products (Martínez-López et al., 2014). Utilitarian refers to the functional, instrumental, and practical benefits of product or service auctions (Chitturi et al., 2008).

By using question items adopted from previous research, namely Babin (1994) in Rahman et al., (2018), it can be understood in the following explanation:

1. As you wish
2. Find the item you are looking for
3. Online shopping success

Trusts

Trust or trust is the belief in an agreement that a party is reliable and will fulfill its obligations in a trust relationship (Barnes et al., 2010). Trust can be interpreted as having the belief that the trusted party will not act opportunistically by taking advantage of the existing situation (Melorose et al., 2003).

By using question items adopted from previous research, namely Chen & Barnes, (2007) in Rahman et al., (2018), it can be understood in the following explanation:

1. Trustworthy and honest
2. Keep promises and be responsible
3. Reliable

The value of utilitarian spending is based on rational reasons for spending. Zanjani et al., (2016) stated that the value of utilitarian shopping tends to be stronger with regard to consumer preference for online retailers (e-retailers). Rahman et al., (2018) argue that consumers' utilitarian shopping motivation tends to increase their online purchases. Consumers with utilitarian shopping values find it easier and less cumbersome to shop online. When consumers shop online they will look for convenience, usability and ease of use, so they tend to have a shopping style that is based on utilitarian values. Research Rahman et al., (2018) stated that utilitarian values were found to have a positive and significant effect on attitudes towards online purchases.

H1: Utilitarianism has a significant effect on online buying attitudes to Shopee users.

Trust issues increase as the total number of transactions executed online grows online (Hong, 2015). Consumers are often not interested in shopping online. Online trust involves all processes and systems that consumers go through when making transactions. The tendency to trust is a determining factor in consumer behavior, as a result it will trigger an increase in consumer intentions to shop online. Consumers who feel a high level of trust in e-retailers will still feel comfortable shopping at these online sites. Rahman et al., (2018) stated that there was a positive effect on the level of consumer trust on their attitude in shopping online. There is an imperative need for trust in e-commerce if e-retailers want consumers to purchase their products online.

H2: Trust has a significant effect on Attitude of Online Purchasing of Shopee users.

Consumer attitudes toward online shopping determine an important influence in developing consumer intentions to shop online. If consumers feel satisfied with e-retailer services, then consumers will have a strong intention to shop online (Hsu et al., 2014). Consumer attitudes are an important factor influencing their intention to shop online. Consumer attitudes are a very important determinant, because when e-retailers expand online sales strategies, companies will focus on consumers with good character for online purchases. This will improve the relationship between consumers and retailers through internet media (Rahman et al., 2018). Consumer attitude is an important predictor that determines consumers' online purchase intentions. Research Rahman et al., (2018) stated that attitudes towards online purchases were found to have a positive and significant effect on online purchase intentions.

H3: Attitudes towards online purchases have a significant effect on online purchase intentions for Shopee users.

Based on the findings that have been made by Rahman et al., (2018) shows that Utilitarianism positively influences consumer attitudes towards online purchases which results in consumer attitudes positively influencing online purchase intentions that consumers buy online for goal-oriented reasons.

H4: Utilitarianism has a significant effect on online purchase intentions mediated by attitudes toward online purchases of Shopee users.

Based on the findings that have been made by Rahman et al., (2018) stated that Trust also positively influences consumer attitudes towards online purchases which results in consumer attitudes positively influencing online purchase intentions and they feel insecure buying online because of concerns on trust.

H5: Trust has a significant effect on Online Purchase Intentions mediated by Attitudes Towards Online Purchases of Shopee users.

METHOD

The type of research applied is quantitative research. Quantitative data is a data model that is measured or calculated directly with information as measured by numbers (Sugiyono, 2016). The primary data source in this study is data obtained from questionnaires filled out by research samples from predetermined populations. The total sample used in this study was 150 samples. This research uses non-probability sampling technique. The style of data collection used in this study was in the form of a questionnaire which was measured using a Likert Scale. Data analysis used in this research is SmartPLS 4.0 software.

RESULTS AND DISCUSSION

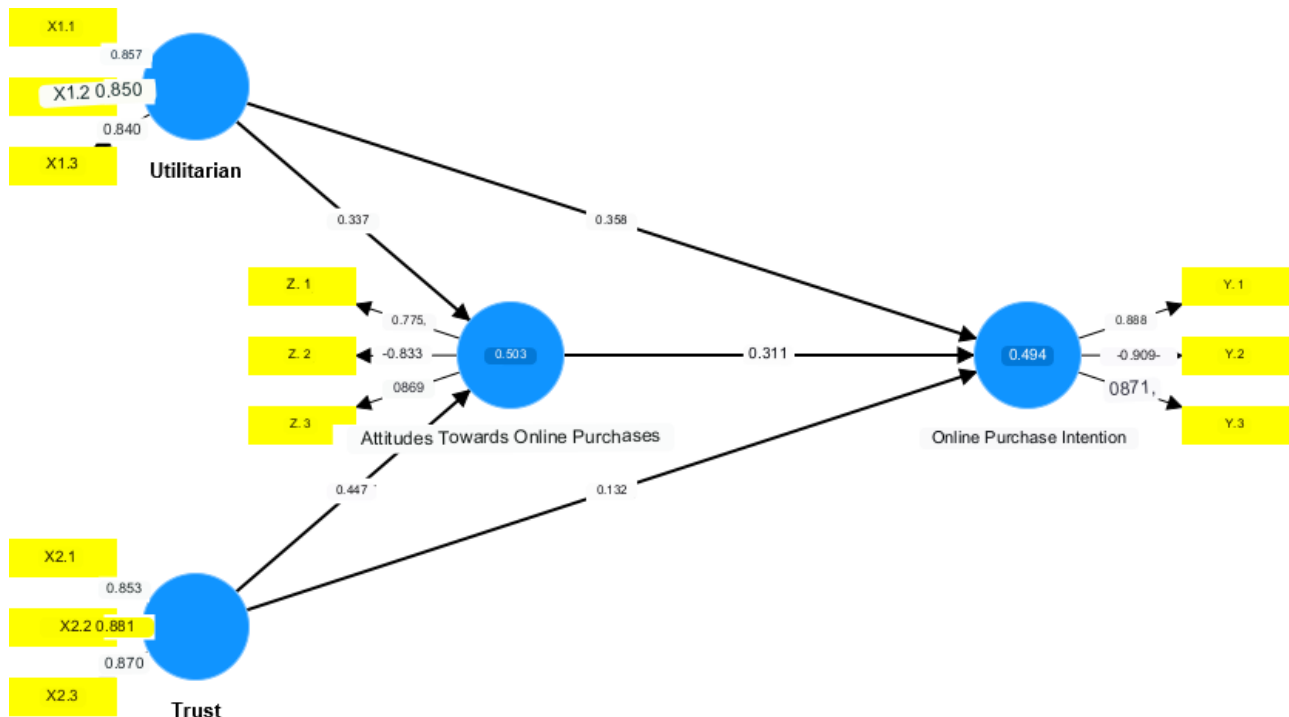


Figure 1. Outer Model

Based on figure 2 above, the form of the inter-construct model is valid because the correlation value has reached >0.5 and the outer loading value for each variable has reached >0.6 .

Table 1. Analysis of Square of Average (AVE)

Variable	utilitarian (X1)	Trusts (X2)	Online Purchase Intention (Y)	Attitudes Towards Online Purchases (Z)
AVE	0.790	0.683	0.754	0.721

Source: Findings obtained from data processing using SmartPLS 4.0, 2023

Based on table 1 above, it can be understood that the average variance extace (AVE) values for all variables, namely Utilitarian (X1), Trust (X2), Intention to Purchase Online (Y), and Attitudes towards Online Purchases (Z) are above 0.5. So that the validity value of the construct gets a good value.

Table 2. Cronbach Alpha and Composite Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Online Purchase Intention	0.867	0.871	0.919	0.790
Attitudes Towards Online Purchases	0.767	0.777	0.866	0.683
Trusts	0.837	0.842	0.902	0.754
Utilitarian	0.807	0.808	0.886	0.721

Source: Findings obtained from data processing using SmartPLS 4.0, 2023

Based on table 2 above, it can be understood that the Cronbach alpha and composite reliability numbers are in accordance with the rule of thumb. The Cronbach reliability number must exceed 0.6, each variable is declared valid because it has reached a score of more than 0.6.

Table 3. R-square value

	R-square	R-square adjusted
Online Purchase Intention	0.494	0.483
Attitudes Towards Online Purchases	0.503	0.496

Source: Findings obtained from data processing using SmartPLS 4.0, 2023

Based on table 3 above, it can be understood that the R - square weight on the variable Intention to Purchase Online (Y) is 0.494 which can be interpreted that 49.4% of the variable Intention to Purchase Online can be influenced by the Utilitarian variable, Trust and Attitudes Towards Online Purchases, Meanwhile the rest is influenced by other variables not examined. Then for the R - square weight of the Attitude Towards Online Purchases (Z) variable of 0.503 which can be interpreted that 50.3% of the Utilitarian and Trust variables affect the Attitudes Towards Online Purchases variable, while the rest are influenced by other variables not examined.

Hypothesis tester is done if all data meets the conditions for rooting by using the bootstrapping function on the SmartPLS 4.0 software. The hypothesis can be accepted if the quality of the significance weight is <0.05 or the t-value is passed the critical number. The t-table weight for a significance quality of 5% is 1.96 (Hair et al, 2014).

Table 4. Path Coefficients Direct effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Attitudes Towards Online Purchases -> Online Purchase Intentions	0.311	0.312	0.098	3.159	0.002
Trust -> Attitude Towards Online Purchases	0.447	0.441	0.084	5,334	0.000
Utilitarian -> Attitudes Towards Online Purchases	0.337	0.344	0.084	3,994	0.000

Source: Research Results, processed using SmartPLS 4.0, 2023

Based on the results of the processed data in the table above, it can be understood that attitudes towards online purchases and online purchase intentions have a t-statistic number of 3,159 so that the result of the number obtained by the t-statistic is greater than the n number t-table, namely 1.96. This result means that there is a significant influence between attitude towards online purchases and online purchase intentions. With this it can be stated that the first hypothesis can be accepted. The results of the analysis of the distribution of attitude variables towards online purchase intentions when viewed from the total variable average score and the total value of respondents' responses to online purchases are in the high category, which means that consumers' attitudes towards online purchases are already in a good category.

The results of the investigation of the attitude variable towards online purchases have a positive significant effect on online purchase intentions of online shopping consumers in the city of Padang. This can be interpreted that there is a significant and positive influence between attitudes towards online purchases and online purchase intentions. So that it can be determined that if the consumer's attitude towards online purchases on the Shopee application is getting better, then this will have a significant impact on consumers' online purchase intentions using the Shopee application. The results of these findings are in line with the findings produced by (Rahman et al., 2018) which determined that attitudes towards online purchases have a positive and significant effect on online purchase intentions.

Based on the findings above, the t-statistic on the trust variable with attitudes towards online purchases is 5,334 with a p-value of 0.000, which can be interpreted as having a significant influence on the trust variable with attitudes towards online purchases. This means that the hypothesis which states that the trust variable has an effect on attitudes towards online purchases is accepted.

The findings of the trust variable have a positive and significant effect on attitudes towards online purchases of online shopping consumers in Padang City. These results mean that there is a positive and significant influence between trust and attitudes towards online purchases. So it can be determined that if the level of trust that the Shopee application has can be met properly, then this will have a significant impact on the good views and ways of consumers in responding to online shopping. If shopee is increasingly trusted and relied on by online shopping consumers, it will significantly improve the good views and ways of consumers in responding to online shopping on the shopee application. The results of these findings are in line with the findings produced by (Rahman et al., 2018) which determined that there is a positive effect on the level of consumer confidence on their attitude in shopping online.

Based on the results of processing the data above, it shows that the utilitarian variable with the attitude variable towards online purchases has a t-statistic value of 3,994. This figure is greater than the t-table weight, which is 1.96. This result means that there is a significant influence between utilitarian variables on attitude towards online purchases. With this it can be stated that the third hypothesis is accepted.

The results of the analysis of utilitarian variables were found to have a positive and significant influence on attitudes towards online purchases of online shopping consumers in Padang City. These results can be assumed that there is a positive and significant influence between utilitarians and attitudes towards

online purchases. So it can be determined that if the utilitarian level of the Shopee application can be fulfilled properly, then this will have a significant impact on the good views and ways of consumers in responding to online shopping. If the better the use value of the products offered by Shopee to online shopping consumers, then it will significantly improve the good views and ways of consumers in responding to online shopping. The results of these findings are in line with the findings produced by (Rahman et al., 2018) which determine that utilitarian values have a positive and significant effect on attitudes towards online purchases.

Table 5. Indirect Influence Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Trust -> Attitude Towards Online Purchasing -> Online Purchase Intention	0.139	0.139	0.055	2,520	0.012
Utilitarian -> Attitudes Towards Online Purchases -> Online Purchase Intentions	0.105	0.107	0.042	2,500	0.012

Source: Research Results, processed using SmartPLS 4.0, 2023

Based on the findings above It can be understood that the table above shows that the t-statistic number has an indirect effect of trust on online purchase intentions through attitudes towards online purchases of 2,520 so that the result of the t -statistic is higher than 1.96. This can be interpreted that trust has a significant effect on online purchase intentions through attitudes towards online purchases of online shopping consumers in the city of Padang, so that H4 is accepted.

Trust has a significant effect on online purchase intentions through attitudes towards online purchases. This result is supported by the results of testing the t-statistic number of 2,520 which has a number greater than 1.96 which means that the standard benchmark is significant. So in that way the model of the indirect effect of the trust variable on online purchase intentions through attitudes towards online purchases can be said to be significant. Indirectly, trust has an effect on online purchase intentions through attitudes towards online purchases. This means that attitudes towards online purchases are suitable as mediators between trust and online purchase intentions. Therefore, if trust in online purchase intentions is mediated by attitudes toward online purchases, the effect will be 0.139, so this finding indicates that using attitudes toward online purchases as mediation trust has a significant effect on online purchase intentions. These findings are in line with the findings produced by (Rahman et al., 2018) which determined that Trust also positively influences consumer attitudes towards online purchases which results in consumer attitudes positively influencing online purchase intentions and they feel insecure buying online because fears over trust.

Based on the findings that can be seen in the table above, it is known that the t-statistic number has an indirect effect of utilitarian on online purchase intentions through attitudes to 2,500 online purchases where the weight of the t-statistic is higher than 1.96. This can be interpreted that utilitarian has a significant effect on online purchase intentions through attitudes towards online purchases of online shopping consumers in the city of Padang, so that H5 is accepted.

Utilitarianism has a positive and significant effect on online purchase intentions through attitudes towards online purchases. This result is supported by the results of a t-statistic test of 2,500 which has a number greater than 1.96, which means that the standard is significant. So in that way the model of the indirect influence of utilitarian variables on online purchase intentions through attitudes towards online purchases can be said to be significant. Indirectly, utilitarian has a significant effect on online purchase intentions through attitudes towards online purchases. This means that attitudes towards online purchases are suitable as mediation between utilitarians and online purchase intentions. Therefore, if it is utilitarian towards online purchase intentions, if it is mediated by attitudes towards online purchases, the effect will be 0.105. These findings are in line with the findings produced by (Rahman et al., 2018) which determined that Utilitarianism

positively influences consumer attitudes towards online purchases resulting in consumer attitudes positively influencing online purchase intentions that consumers buy online for goal-oriented reasons.

CONCLUSION

Based on the findings from the investigation and analysis that has been carried out regarding the influence of utilitarianism and trust on online purchase intentions in the Shopee application, mediated by attitudes towards online purchases in March 2023, the following conclusions are drawn: Utilitarian attitude towards online purchases has a positive and significant direct effect on online shopping consumers who have never used the Shopee application to shop. It can be concluded that the utilitarian level of online shopping consumers in the city of Padang can significantly increase consumer attitudes towards online purchases through e-commerce, especially Shopee. Trust with attitudes towards online purchases has a direct, positive and significant influence effect on online shopping consumers who have never used the Shopee application to shop. It can be concluded that the level of trust that online shopping consumers have in the city of Padang can significantly increase consumer attitudes towards online purchases through e-commerce, especially Shopee. Attitudes towards online purchases with online purchase intentions have a positive and significant direct effect on online shopping consumers who have never used the Shopee application to shop. It can be concluded that the level of attitude towards online purchases owned by online shopping consumers in the city of Padang can significantly increase online purchase intentions through e-commerce, especially Shopee. There is a significant and positive indirect effect between utilitarians and online purchase intentions through attitudes towards online purchases on the Shopee application. It can be concluded that the utilitarian level of e-commerce, especially Shopee, is able to significantly influence attitudes towards online purchases which in turn will significantly increase online purchase intentions towards consumers shopping online through e-commerce, especially Shopee.

There is a significant and positive indirect effect between trust and online purchase intentions through attitudes towards online purchases on the Shopee application. It can be concluded that the level of trust in e-commerce, especially Shopee, is able to significantly influence attitudes towards online purchases which in turn will significantly increase online purchase intentions towards consumers shopping online through e-commerce, especially Shopee.

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