

Trust as a Moderator in Buying Behavior

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ABSTRACT

The increase in e-commerce that has led to the rise of online shopping has attracted researchers in the field of marketing. For two decades, the internet-based e-commerce model has been accepted as a marketing strategy by companies to capture market share even though today the traditional marketing model is still running. Marketers to date continue to make changes to online-based marketing strategies to attract buyers. The purpose of this study was to examine trust as a moderating variable between social influence and buying behavior. The sample is 300 respondents. The analytical method used is structural equation modeling. The results of this study indicate that trust can moderate social influences and buying behavior.

Keywords: *Trust 1, Social Influence 2, Buying Behavior*

1. INTRODUCTION

Based on APJII (Association of Indonesian Internet Service Providers) as many as 196 million people in Indonesia have used the internet out of a total population of about 266 million people. This proves that 73.7% of Indonesians are connected to the internet. With the results of this data, the number of users is quite high, which means that the internet is growing rapidly in Indonesia and is still very likely to increase for the coming year.

The increase in smartphone users is also accompanied by an increase in transactions in online shopping. Before making an online purchase, consumers will look for information through social media friends and close relatives, whether it's shopping for products or choosing where to shop online.

Social influence can also come from the post-purchase comments column. If the comments tend to be negative then trust will decrease. Meanwhile, if the comments are positive, it can increase online buying behaviour. Previous research (Stouthuysen, Teunis, Reusen, & Slabbinck, 2018) states that initial trusts cannot moderate consumers who have a first-time shopping experience compared to those who have experience. Trust can strengthen or weaken the

relationship between social and user behaviour (Davis, Francis Gnanasekar, & Parayitam, 2021)

1.1. Literature Review

1.1.1. Theory Reason Action

Theory Reason Action (TRA) is the theoretical background for this research (Ajzen, I., dan Fishbein, 1980). TRA is a theory that deals with individual considerations of attitudes or actions and behavior in carrying out activities. According to TRA, consumer interest depends on the target, context and action. Research proves that there is a positive influence on social, advertising, search variations, *trust* on user behavior, trust can also positively moderate user behavior (Davis et al., 2021). Research Chen, Shang, & Kao documents that *information overload* can have a negative effect on purchasing *decision behaviour* (Chen, Shang, & Kao, 2009). Information sharing activities formed by a system allow the identification process among service users (Bartle, Avineri, & Chatterjee, 2013).

1.1.2 Social Influence

According to Kotler and Keller, a person's reference group is all groups that have a direct (face-to-face) or indirect influence on the attitude or behavior. Groups that have direct influence are called membership groups. Some of these groups are primary groups, with whom a person interacts continuously and informally, such as family, friends, neighbors, and co-workers (Kottler & Kevin Lane Keller, 2016)

The process of *social influence* is where consumers in a service recommend a product to other users; personal preference, opinion and recommend using the product (Abbas Naqvi, Jiang, Miao, & Naqvi, 2020) *Social influence* has a positive relationship to interest in buying and using products (Umar, 2011). The quality of the service experience has a positive influence on repeated use of health applications (Beldad & Hegner, 2018).

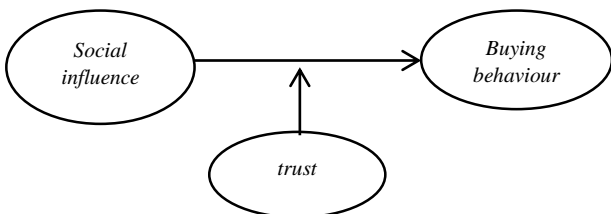
Hypothesis 1: *social influence* has positive relationship on *buying behavior*

1.1.3 Trust

Koller argues that *trust* is a function of the degree of risk inherent in a situation (Kottler & Kevin Lane Keller, 2016) *Trust* is especially critical when two situational factors are present in a transaction: uncertainty (risk) and incomplete product information (information asymmetry) (Ba & Pavlou, 2002) *Trust* is the willingness and desire to depend on other parties in the face of risk (Rahmi & Nizam, 2017). *Trust* has a positive effect on the intention to use the application (Loanata & Tileng, 2016). Social groups have higher trust in purchasing decisions than brand associations (Nicholas, Kamakshi, & Iyer, 2015) *Trust* positively moderates the relationship between *social influence* and *user behaviour* (Davis et al., 2021)

Hypothesis 2: *Trust* positively moderates the relationship between *social influence* and *buying behaviour*

research conceptual framework



2. METHOD

The population of this research is students of the Faculty of Economics, Sriwijaya University who use online shopping applications totaling 7,371. The distribution of questionnaires amounted to 300 with the assumption that

they had met the criteria for analysis. However, only 285 out of 300 respondents could be processed. As for the criteria of the respondents are students who use the Shopee shopping application.

The technique used in this study is hypothesis testing using a structural equation model technique that combines factor analysis and regression analysis. The process of analyzing the structural equation model is carried out by a measurement model that shows how latent variables are measured using observation variables and a structural model that shows the strength of estimates between latent variables or constructs (Latan, 2013) This study also tested moderating variables so that the data was processed using the amos software 24.

3. RESULT AND DISCUSSION

TABLE 1

MODEL FIT

No	Indeks	Result	Model Evaluation
1	Chi Square	87.949	Marginal
2	Probability	0.072	good
3	CMIN/DF	1.256	good
4	GFI	0.958	good
5	RMSEA	0.030	good
6	AGFI	0.937	good
7	TLI	0.989	good
8	CFI	0.991	good

Source 2021

Based on table 1, we know that the overall Goodness of Fit measurement model is good.

TABLE 2

RESULT

		Estimate	P	
Buying behaviour	<--- Social influence	.078	.280	Not supportive
Buying Behaviour	<--- trust	.215	.028	supportive
Buying behaviour	<--- Interaction	.008	.003	supportive

Source 2021

Based on table 2, we know that : social influence has not positive relationship on buying behaviour (H1 not supported). *Trust* positively moderates the relationship between *social influence* and *buying behaviour* (H2 supported). This research is in accordance with research (Davis et al., 2021), but it is contrast with (Stouthuysen et al., 2018)

4. AUTHORS' CONTRIBUTIONS

Social influence has no effect on *buying behaviour* if there is no consumer *trust* in the information received from social media friends, relatives, or in the post-purchase comment column. Trust is an important variable in moderating the relationship between *social influence* and *online buying behaviour*. The higher the trust, the more intense consumers will make purchases on online shopping applications. For this reason, companies must increase social network interactions, especially online shopping, be able to connect online shopping applications with other social media features, and improve post-purchase services so that consumers can make repeat purchases.

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