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The Role of Benefits and Convenience on Consumer Interest in Online Transactions in Bukalapak

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ABSTRACT

The purpose of this study is to investigate how perks and convenience affect consumers' intentions to continue doing business online. Students from several Surabaya tertiary universities who used the Buka Bukalapak website to conduct online transactions made up the research respondents. Multiple regression analysis is utilized to evaluate the presented hypothesis, with benefits and convenience acting as independent variables and interest in continuing online transactions acting as a dependent variable. The findings demonstrated that the advantages and ease had a notable favorable impact on the desire to continue online transactions on the Buka Bukalapak website. This demonstrates that the greater the benefits of conducting business on the Bukalapak website and the greater the consumer's comfort level with conducting business on the Bukalapak website, the greater the consumer's interest in conducting business again

INTRODUCTION

The internet has now permeated many facets of human activity, including the political, social, and cultural spheres as well as the business and economic ones. One of the internet's technologies is e-commerce, that offer tools for information exchange. The advantages obtained with the internet include reduced costs, new capabilities in technology, advantages over competition, communication becomes easier, control over customer service increases.

Due in large part to its contribution to efficiency, the internet has started to become widely employed as a medium for business activities in the realm of trade. Electronic commerce, or e-commerce, is the practice of transferring information through the internet. Business to consumer and business to business transactions (trade between business players) and clients) are the two categories into which e-commerce is separated. Online shopping is now becoming a well-liked e-commerce application, utilized by a variety of enterprises for a variety of purposes, including as a means of exchanging information. By using the online shopping application, purchases can be made without being limited by place. Someone who is able to simply purchase things in another country from one country. The data offered to merchants might affect the way customers behave and make decisions when they shop online (Kotler, 2003). The most crucial thing for online marketers to do is to provide customer testimonials about the company's experience with conducting online business. Only by seeing Customers can believe and feel free to do online business because of the company's strong evidence (Gefen et al., 2003). Online marketers can sway consumer choices by applying conventional marketing strategies.

Today's consumers have access to a variety of offline and online transaction possibilities, and unless they have a compelling reason, they will transfer between those locations (Bhattacharjee, 2001). Despite the significant growth in online sales, it is abundantly obvious Many customers who look up various transaction sites are discouraged from making purchases. In order to attract potential online transaction clients, commercial websites currently make an attempt to provide useful product information. Since gathering Product information is also more important for online shopping, according to Keeney (1999), who suggested that relying just on real purchases to make decisions would be restrictive. E-shopping

combines actions such as looking for product information and making purchases.

The Theory of Reasoned Action (TRA), which demonstrates user acceptance of information systems, is used in Davis' (1989) Technology Acceptance Model (TAM). In addition to being able to evaluate the explanation of the factors influencing user adoption of computer technology is aided by the analysis of large-scale user behavior across many computer technology applications (Davis et al., 1992). Perceived utility and simplicity of use are the primary deciding variables. The development of attitudes is substantially influenced by perceived usefulness (Moon and Kim, 2001). According to Ma and Liu (2004), some factors determine how easy something is to use in terms of acceptance. The impact of ease of use on adoption intention will diminish as user experience increases.

Expectation Confirmation Theory (ECT) on the other hand helps predict consumer behavior, before, during, and after purchase, related to repurchasing products and services (Dabholkar et al., 2000). According to ECT, consumers define repurchase intention by determining whether the product or service meets their initial expectations. Consumer comparison of perceived usefulness with their real expectations of benefits will influence their intention to make further purchases in 2001, Bhattacharjee. Customers will have a pleasant experience if the advantages live up to their initial expectations and leave them feeling happy intention to make repeat purchases.

However, ECT omits the possibility of a change According to Bhattacharjee (2001), there have been changes in both the original customer experience expectations and the ways in which those changes have affected later cognitive processes. Post-purchase expectations are based on actual experiences and are influenced by experience of use, which seems more realistic than pre-purchase expectations, which are often based on what the media or other people think. This means that if customers think a product or service is valuable or exceeds their initial expectations, their expectations will rise. As a result, the transaction site is attempting to foster customer loyalty.

According to Venkatesh et al. (2003), cognitive beliefs about perceived usefulness will determine continuous usage and interest (continuance intentions). According to Gefen et al. (2003), perceived utility will increase consumers' interest in online

transactions since people are more ready to change their routines and put in the time and effort necessary to use new information systems. Customers who are unhappy with their previous use of e-commerce services may still do so if they find it advantageous. TAM is significantly predicted by perceived usefulness, and this relationship persists for continuation intentions when TAM is paired with ECT, according to Premkumar and Bhattacharjee (2008). An essential factor driving sustainable decision-making is perceived utility.

Because numerous online transaction sites provide the same service or good, it is challenging and crucial to keep existing consumers. Site owners and sellers must think about how to draw and keep customers by offering a convenient transaction site. An important aspect of the site's overall use, especially for entertainment purposes, is convenience (enjoyment). According to Moon and Kim (2001), acceptance and sustained attention are intrinsically motivated by comfort and convenience. In addition, Childers et al. (2001) found that convenience, along with usefulness, can predict e-shopping behavior. To better understand personal e-shopping preferences or future visitation intentions, it is necessary to incorporate the notion of convenience.

Given the current A model that represents consumer interest in continuing Given the explosive growth of e-commerce, it is necessary to perform additional research on the best way to conduct online purchases. This study's goal was to investigate how advantages and convenience consumers' interest in continuing to transact online at Buka Stalls

METHODS

This study employs a quantitative methodology with a strong emphasis on hypothesis testing. The data used is quantifiable and will result in findings that may be applied generally. Because it will look at how different variables interact, this study is causal. The research methodology starts with hypotheses and theories, then moves on to the creation of an analytical model, identification of variables, formulation of operational definitions, data collection based on analysis of the data, sample, and population.

The study's target population was college students from Surabaya who made purchases from the internet merchant Buka Bukalapak. The incidental sampling approach, a sampling technique, is used in this study's sample process. procedure that chooses

samples from the individuals or units that are most conveniently located or accessible.

Measurement instruments and Operational definitions

To make it easier to understand and analyze existing problems and avoid misinterpretation or differences in This section will develop operational definitions of study variables in light of various points of view. The following defines the research variables:

1) Benefit variable (X1), which measures an individual's level of optimism that implementing a specific system will enable them to perform at a higher level at work, using the following indicators:

- a. Sites that facilitate online transactions are useful for searching and making purchases.
- b. Online shopping sites improve the effectiveness of searches and transactions.
- c. Online shopping portals make it easier for customers to find and purchase things.
- d. Online marketplaces make searching and purchasing more efficient. Websites used for online transactions make it easier to shop and conduct searches.
- f. Online shopping websites increase the efficiency of searches and purchases.

2) Convenience variable (X2), namely the level of confidence that Despite its technological use, a technological activity is seen as being personally delightful, as evidenced by indications such as namely Online transactions on enjoyable transaction sites (a), online transactions on satisfying transaction sites (b), online transactions on satisfying transaction sites (c), the opposite is also true: online transactions at uninteresting transaction sites involve consumers in the process of the transaction (d), online transactions at transaction sites (f), consumers feel comfortable making purchases on transaction sites (g), online transactions on cumbersome transaction sites (h), and online transactions.

3) Fixed interest variable in online transactions (Y), namely individual judgments about repurchasing a specific product or Indicators include (a) customers praising the websites they use for online transactions to others, (b) customers recommending the websites to people looking for their opinions on these issues, (c) customers urging friends and family to use the websites they use for online transactions, and (d) customers using the websites they use for online transactions. making complimentary comments on the websites they use for these transactions, (e) consumers intending to complete additional

transactions through these websites, and (f) sites used now This.

The measurement scale used to operationalize the variable is the Likert Scale, which has five (five) scale levels: strongly agree (5), agree (4), simply agree (3), disagree (2), and strongly disagree (1), respectively.

RESULTS AND DISCUSSION

Based on 100 surveys distributed at various tertiary institutions in Surabaya, 87 respondents could be identified from the questionnaires that were fully completed and used as study data. The respondents' characteristics were broken down into groups based on gender, age, education, transaction volume, number of transactions, and monthly spending. To clearly understand how each of the 87 respondents' traits was described

Validity Test

Validity tests provide as evidence that the tool, method, or procedure used to gauge a notion accurately captures the target concept. The purpose of the validity test is to evaluate the validity of a statement item. Each indicator is competent to explain the variables in this study, according to the computation findings 0.05 is the 5% threshold of significance for all significance values.

Reability Test

Reliability is an index that shows the extent to which a measuring instrument can be relied upon. Since all of the independent variables utilized in this study have Cronbach's Alpha values below the data for all of the variables can be judged to be reliable if the correlation coefficient is 0.60.

Multiple Regression Analysis

The analysis technique Desire to engage in additional online transactions, the dependent variable, and the independent variables, perceived benefits, perceived social norms, and perceived convenience, are employed in multiple regression. The following lists show the analysis' findings:

Table 1. Regression Analysis Results

Variabel	Koefisien Regresi (B)	Std. Error	Standardized Beta	t hitung	Sig
Manfaat (X ₁)	0,319	0,082	0,280	3,891	0,000
Kenyamanan (X ₂)	0,784	0,085	0,662	9,208	0,000
Constant	=-0,410		F hitung		= 139,434
R Square	= 0,769		Sig		= 0,000
Adjusted R Square	= 0,763				

Source: Appendix Regression Results

Regression analysis findings lead to the following equation for the multiple linear regression model:

$$Y = -0,410 + 0,319 X_1 + 0,784 X_2$$

The following is explained by the regression model:

The regression line's intersection with the Y axis, which measures the degree of interest in conducting online transactions, is constant at -0.410 when all independent variables—benefits and convenience—are equal to 0.

b) Assuming the other independent factors don't change, the benefit variable (X₁) has a positive regression coefficient, which indicates that if the other independent variables advantages are larger, the interest in continuing to trade online increases by the regression coefficient's value, which equals 0.319. c)

The convenience variable (X₂) has a positive regression coefficient, implying that the other independent variables will remain constant as convenience increases, so does interest in continuing to conduct business online. The regression coefficient is equal to 0.784.

The findings of the regression analysis also demonstrate that the adjusted R Square (adj R²) of 0.763, which measures the degree of the independent variables' contributions to the interest in continuing to do business online, is indicative of their importance. This suggests that changes in benefits and convenience account for 76.3% of the amount of interest in continuing to conduct business online. Thus, for the remaining 23.7%, other factors that haven't been

looked at still influence how interested people are in making online purchases.

First Hypothesis Testing

The t-test is used to conduct a test on the first hypothesis, which claims that perceived usefulness significantly increases consumers' interest in making more online purchases. It can be claimed that the independent variable significantly influences the dependent variable if the significant level of (5%) is not reached by the significant value of t. The benefits variable's significance value is 0.000, which is less than the, which has a standardized beta value of 0.280, according to the findings of the t test with a significant level of (5%) and a significance level of 0.05. This demonstrates that the benefit variable significantly increases the propensity to continue making purchases online. Thus, the first hypothesis—that perceived usefulness significantly increases consumers' interest in making more online purchases—is accepted.

Second Hypothesis Testing

According to the second premise, consumer interest in future transactions is significantly influenced by how much they are enjoying themselves online. The results of the The convenience variable's significance value for the t test with a significant level of (5%) is 0.000 has a normalized beta value of 0.662 and is less than the significance cutoff of 0.05. Hence, it can be shown that the convenience factor significantly increases consumer interest in making more online purchases. The second hypothesis, according to which enjoyment has a strong beneficial impact on customers' interest in carrying out further online transactions, is then approved.

CONCLUSION

Following are a few inferences that may be drawn from the findings of the analysis that was done:

a. The benefits have a major beneficial effect on the desire to carry out transactions at the Bukalapak transaction site going forward; if consumers are more satisfied with the benefits, they will be more eager to conduct business online at Buka Stalls.

b. Convenience has a strong beneficial impact on the desire to continue conducting business online at the Bukalapak transaction site; as customer comfort levels rise while conducting business at Buka Stalls, so will consumer desire to carry on with those transactions there.

Considering the findings of the research that was done on how perks and convenience affect interest in continuing to transact online at Buka Stalls, some suggestions can be given as follows:

a. The results of the study show that the primary element driving desire in continuing online transactions at Open Stalls is convenience. Companies should therefore concentrate on improving the ease of transactions at Open Stalls. The ease of navigation must be enhanced, and a quick and simple payment process must be adequately accommodated so that customers experience no problems while completing a purchase. It is important to make the purchasing and payment processes easier because doing so may encourage customers to visit Open Stalls again in the future. Perhaps Open Stalls has to create a breakthrough so that customers can make purchases right away without first creating an account. The only steps required of customers are to locate the goods they desire, confirm its availability, and then submit payment.

b. The Bukalapak party can also think about introducing more transaction capabilities to increase the advantages of online transactions. Buka Stalls can assess the advantages it wishes to provide consumers, such as affordable prices, high-quality goods, the availability of items that are hard to find offline, more information, and so forth. Buka Bukalapak must consider ways to facilitate online transactions on their website, such like speeding transactions or making the site's navigation easy for customers to understand processes while maintaining safety and professionalism. Buka Stalls should stay away from sites with difficult navigation transactional processes, and think about supplying virtual tour facilities for users, in particular to draw in customers who are not accustomed to making purchases online.

In order to more accurately represent the traits or description of the actual population, future study should have the capacity to collect more samples. to gain a deeper comprehension of the demographic status of the respondents, research can be carried out in a number of other significant Indonesian cities, including Jakarta, Bandung, Yogyakarta, Medan, and others. Describe cutting-edge concepts that will be expanded upon in upcoming study or practical development.

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