The Effect OfGoods Prices And Buyer Trust On The E-Commerce Sales System For Purchasing Goods Online

Aloysius Rangga Aditya Nalendra[1], SlametHeri Winarno[2], Agus Priadi[3],Elpa Hermawan[4], MartinusWahyu Purnomo[5], Arman Syah Putra[6*]

[125]Faculty of Economic and Busines, UniversitasBinaSaranaInformatika, Jakarta, Indonesia
[34]Faculty of Communication and Languages, UniversitasBinaSaranaInformatika, Jakarta, Indonesia
[6*]Faculty of Computer, STMIK Insan Pembangunan, Banten, Indonesia
[*]Corresponding author:
Email: armansp892@gmail.com

Abstract.

E-commerce is a payment system that is currently booming with e-commerce, so all sales systems that were offline go online and sales systems that were only in one region can be around the world without time limits and where development is compressed so high that it causes There are many changes from the traditional sales system to the internet. Therefore, this study will determine the effect of goods prices and buyer trust on the e-commerce sales system for purchasing goods online. The method used in this research is quantitative methods using a questionnaire that will be distributed in order to obtain data that can be used as research data so that the data can be used as a reference for current research and future research using the questionnaire method so that we will be able to get real data in the field because it is based on data directly obtained from e-commerce customers. The e-commerce system has begun to be developed in the 2000s but has not been used maximally but after the Covid 19 pandemic, now the e-commerce sales system has been very, very developed because of the limitations of the place and time of the Covid 19 pandemic resulting in the prohibition of physical contact. from sellers and buyers, therefore the e-commerce system speaks to the problems that already exist today with the existence of e-commerce so that sellers and buyers can still transact with online media. In this study will be able to produce data that can answer the problem in this research in this study will answer the problem of how the relationship between low prices and customer trust in the e-commerce sales system based on online shopping with online media, therefore this research will use quantitative methods. as an appropriate research method.

Keyword :*Goods Prices And Buyer Trust, E-commerce, Purchasing Goods Online.*

I. INTRODUCTION

The development of digital technology has developed very much, especially in the era of the Covid 19 pandemic today, with the Covid 19 pandemic, everything is going online so that prevention of the spread of the Covid-19 virus can be avoided with limitations, so the economic system must continue to run many ways that The economy continues to run as usual, one of which is by means of e-commerce, with e-commerce media, buying and selling will continue even though in the midst of the current Covid 19 pandemic[1], with e-commerce, sellers and buyers can be met even though not face to face, e-commerce is a market that is created virtually so that buying and selling can occur even with various limitations[2].

the system that has now been created has greatly helped the development of e-commerce in Indonesia with the presence of marketplaces such as Bukalapak, Tokopedia, Blibli, Lazada and so on, with many emerging marketplaces, transactions in the economic sector will increase every year, especially in 2020 and 2021 now due to mass pandemic covid 19[3], so many transactions will be carried out online because of limited markets that cannot be visited by the public as usual.Therefore e-commerce is growing very rapidly in Indonesia today because almost every community has used smartphone technology which is a medium used for e-commerce

transactions with the number of smartphones used, the technology used will be more and more done online and people will be able to become smart people in a smart city[4].

The problem raised in this research is that those who want to know the effect of price prices and the level of buyer's trust on the commercial sales system for purchasing goods online here we see that whether the price and trust can affect customers in buying goods[5], especially online because That is, from the data that will be obtained later will be processed and results can be obtained. Does this price and trust affect the e-commerce sales system and the purchase of goods online[6].

The method used in this research is a quantitative method that will use a questionnaire tool in obtaining data. The data collection is carried out on a random sample so that the data can be accurate and not picky[7]. The data is taken to 100 buyers with e-commerce media. Therefore the data will be accurate and can be accounted for properly and will also produce good research for future research materials[8].

In this research will produce a research data that can find out whether the price of goods and the level of buyer's trust can affect the purchase of goods online with e-commerce media with the data that will be generated, it can be the result of research and answer all the problems raised in this research this research can be used as a reference for further research[9].

II. METHOD
1. Internet
The internet is one of the media that unites the world with the internet so there are no more boundaries between one country and another with the internet, all open information from all over the world, there are positive and negative sides of the internet depending on the use someone does for positive things such as learning buying and selling and others and there are also negative sides such as the sale of goods that are not allowed to be sold and online transactions are made online, the internet is like two sides of a coin but more positives can be taken from the internet, for example in the field of buying and selling with the internet, the system E-commerce sales are one of the most needed sales systems today because of the limitations of the community to interact directly because of this, with the internet, everything becomes easy and everything is done online[10].
2. E-Commerce
With the covid 19 pandemic, the social interactions that are usually carried out by humans have greatly reduced the transactions that are usually carried out in the market have been reduced and even eliminated.Therefore humans think how to interact without having to infect other humans with the Corona 19 virus. the way to interact in the field of buying and selling is by making an e-commerce system, namely an online sales system and can bring together sellers and buyers in a place, but not directly, this e-commerce system is very effective to be applied during the current Covid 19 pandemic because they help the economy run, especially in Indonesia[11].
3. Website
The beginning of the appearance of the website was to present a company profile or system used by companies that could be used as marketing that could make companies famous throughout the world because websites with internet media could be seen by the whole world, therefore with the company website that was national can become international because changes in website technology will continue to develop and continue to be used in the future because as a very effective medium for promotion carried out by companies with the presence of a company website it will be better know by its customers[12].
4. Goods Prices
Sales will be influenced by the price of the goods.Therefore, the price of goods which are very affordable and the quality of good goods will be able to influence the customer in buying an item. Therefore market research is one way to find out a suitable price applied to an item even though we have to calculate The capital that we take out of an item that we are going to sell, with the price of the item that is in accordance with the market price, the

buyer will be able to glance at the product we are selling and there can be an opportunity for the product we sell to sell well in the market[13].

5. Buyer Trust

Buyer's trust is one of the things that sellers must keep in mind because if the buyer already believes in the products and goods we sell, they will not buy from any party, only buy from our side, therefore the seller must maintain the trust of the buyers by providing the best products to buyers, buyers will believe if the products we offer are of good quality, not only cheap but quality is one of the variables that can be offered to buyers, therefore cheap and quality is one of the variables that can be used to increase buyer's trust[14].

6. Purchase of Goods

In the era of the Covid 19 pandemic, keeping distance is an effective way to prevent the spread of the Covid-19 virus, therefore the media that can be used in a buying and selling system is e-commerce media with many emerging marketplaces, this system is a very effective system. In today's era the market will continue to exist, but buying can be done anywhere and anytime. Therefore, with the e-commerce media, the market was offline to online and this can increase sales because it can be done and from anywhere and anytime and is global in nature, internationally to the rest of the world[15].

7. Research Methods

The description of the research model as in Figure 1 is explaining that the first thing to do is determine the research method, namely the method of determining quantitative research, then the next step is to use a survey as a tool. The third is to conduct data processing research so that the data can be used as a solution to the problems raised in this research and the data can be valid and used as research data[16].

Fig 1. Research Method

8. Data Retrieval

In this study, data collection was carried out on 100 people who have used advertising media as their online shopping media, the selection of people is done randomly so that it is not objective and the answer can answer the problems raised in this research. The explanation will be explained in the next section[17].

III. RESULT AND DISCUSSION

Based on Figure 2 below, it will be explained how the data processing method is carried out based on the X1 variable, namely good price for e-commerce and x2 is the payment of trust for e-commerce and it can be hypothesis 1 and hypothesis 2 after processing it will produce hypothesis 3 against online purchase of Good, therefore the data that is processed will be in table 1 below[18].
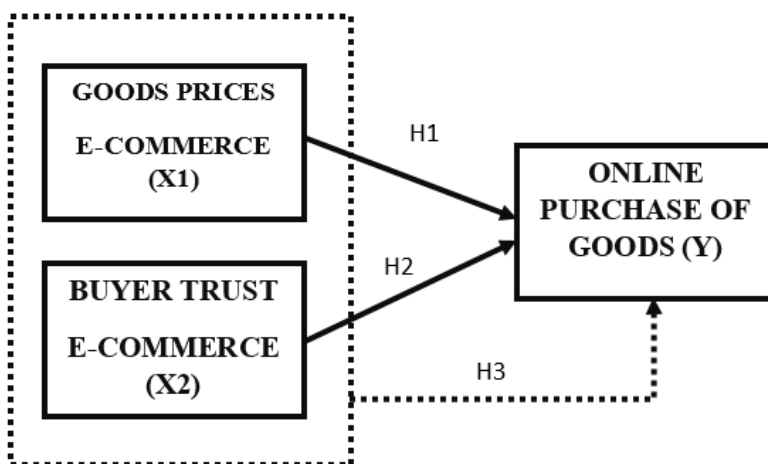
Fig 2. Hipotesis Model

Table 1. Questions on the survey conducted on 100 people

No	Questions	Variable
1	Price determines the sale of the goods	X1
2	With a slight difference in price, customers can move to another seller	X1
3	The price is cheap but the quality of the product is maintained	X1
4	Trust is something that is valuable in buying and selling	X2
5	Customers will make purchases again if they already believe	X2
6	Price and quality are variables of customer trust	X2
7	The shopping must be at a low price	Y
8	The shopping must be with good quality goods	Y
9	I prefer shopping online than offline shopping	Y
10	Online shopping is an effective way during the Covid 19 pandemic	Y

1. Multiple Linear Regression Analysis

a. Regression Equations

Table 2. Recapitulation of the Results of Multiple Linear Regression Analysis

Variable	*Unstandardized Coefficients*
Goods Price	2,654
Buyer Trust	0,324
Purchasing Goods Online	0,672

Source: The Results of Data Processing

Based on the table above, the best price variable has a value of 2.654 and buyer trust has a value of 0.324 and online purchases of goods have a value of 0.672 from the data above, it can be concluded that all of them are positive, which means the sale of goods by e-commerce.

b.KoefisienDeterminasi (R2)

Table 3. Correlation and Determination Coefficients

Dependent Variable	Independent Variable	R	R *Square*	*Adjusted R Square*
Y	X1 & X2	0,831	0,564	0,545

Source: The Results of Data Processing

Based on the determination coefficient table 3, get the results of R X1 0.8 and r X2 = 31 and produce R Square 0.564 and produce adjusted R Square is 0.545, which means that the secondary is 0.564, meaning 56.4% x1 and x2 have an effect on purchasing goods online With this influence, it can be improved or analyzed about how the price of goods is applied and increase the trust of buyers in a marketplace that is in the current e-commerce system.

c. Hypothesis Testing
c.1. Hipotesis I (F test / Serempak)

Table 4. F / Simultaneous Test

Dependent variable	Independent Variable	F Count	F Table 0,05	Sig.F	decision on H0
Y	X1 & X2	54,275	1,643	0,002	Ditolak

Source: The Results of Data Processing

Based on the hypothesis table 4, it can be concluded that F count = 54.275 F table 1 643 is significant F 0.002 and the discussion on h0 is rejected, so in table 3 it is evident that the independent variable has an effect on variables x1 and x2, so it means that the price is cheap and the quality is maintained as well as a high level of trust. Then the purchase of goods online will increase significantly.

c.2 Hipotesis II (t test / Parsial)

Table 5. t / partial test results

Variable	t	Sig.
X1	3,658	0,003
X2	5,561	0,001

Source: The Results of Data Processing

Based on table 5 above, the t-test has been carried out by t-test and partially it gets the result x 1 has a value of 3.658 and x2 has a value of 5.561 and has a significant value of x 1 is 0.003 and x2 is 0.001 Therefore x1 and x2 greatly affect from selling goods online using e-commerce methods.

2. Discussion of Research Results
a. Hypothesis Testing Discussion Goods Price Has a Significant Effect on Online Purchasing Decisions Partially (H1)
Based on the regression results above, hypothesis 1 (H1) can be concluded that the best price or the low price can significantly influence the online sales media and purchase goods online.Therefore, the seller can increase or make the best price for the products they sell for purchase product can go up significantly.
b. Buyer Trust has a significant effect on online purchasing decisions partially (H2)
Based on the regression data above, it can be concluded that hypothesis 2 (H2) which has a variable customer trust is positive, which means that it affects the sales media by advertising and shopping for goods online. Therefore, the level of buyer confidence must be increased so that product sales can increase significantly.
c. Good Price and Buyer Trust Have a Significant Effect on Simultaneous Online Purchasing Decisions (H3)
Based on the regression data above, it can be concluded that hypothesis 3 (H3) has a significant effect on shopping for goods online. Therefore, prices and good prices and customer confidence must be increased so that sales of goods can be done even better so that turnover will continue to increase in the future.
3. Descriptive Analysis
a. Good Price of Using E-commerce Variables (X1)
Based on the conclusion from the results of the data processing data above, it can be concluded that a good price (X1) or the price of goods can determine the purchase of goods online (Y) at a cheap, affordable price and quality, so it can increase sales turnover.

b. Buyer Trust Variable in Using E-commerce (X2)

Based on the conclusion from the results of the data processing data above, it can be concluded that customer trust (X2) can determine the purchase of goods online (Y) at a cheap, affordable price and quality, so it can increase sales turnover.

c. Online Purchasing Decision Variable (Y)

Based on the conclusion from the results of the data processing data above, it can be concluded that the purchase of goods online is influenced by the price of goods and customer trust, with the price of goods that are cheap, affordable and quality, it can increase sales turnover.

IV. CONCLUTION

The conclusions obtained in this research are the price of goods X1 and customer trust X2 and shopping for goods online Y, it can be concluded that shopping for goods online is influenced by the price of goods and customer trust shows that the price of goods produces a positive value and customer trust also has a positive value so meaning that shopping for goods online will be able to increase if the price of the goods is affordable and the level of customer confidence is high.Therefore the sellers must increase their trust and learn more about the price of goods that are in accordance with the price on the market so that sales of goods can increase because it is known that the variables that influence it significant and has a positive value in the future is to replace other variables so that it can be seen which variables affect the sale of goods online in order to increase sales at a later date.

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