



The Influence of Security Perception, Ease of Use on Buying Interest Through Trust as an Intervening Variable (Case Study of E-Commerce Lazada in Makassar City)

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ABSTRACT

This study aims to determine the effect of perceived security and ease of use on buying interest through consumer trust case studies on online buying and selling Lazada. This study uses Structural Equation Model (SEM) data analysis, component based partial least square (PLS) with testing on 100 respondents in the category of students who have done online shopping at Lazada. The testing technique uses the help of the SmartPLS system version 3. The results of hypothesis testing indicate that the security perception variable has a positive and significant effect, then the security perception has a positive and insignificant effect on buying interest. The ease of use variable has a positive and significant effect on trust and buying interest. The trust variable has a positive and significant effect on online buying interest.

Keywords: Security Perception, Ease of Use, Buying Interest, Trust.

INTRODUCTION

Information and communication technology has a very important role for life in this day and age and is experiencing extraordinary developments. The development of information technology is currently starting to change and affect very quickly what is in human life. Starting from the transportation process, business, to the transaction process feels easy because more and more digital innovations are emerging. Such as making a mobile application that can be accessed via a smartphone so that only by relying on one program (application), so that everything can be summarized into one digital application device. Indirectly, this development has influenced our willingness to use technology either because of our own desires or external influences, for example from friends who influence us to use it.

The development of the digital world in Indonesia is very promising, in terms of internet users, social media users, and even smart phone users. This of course offers business opportunities and where the business goals are going in the future. Companies that only use conventional and traditional methods will be eliminated by companies that have implemented information technology in their business operations. Therefore, currently marketing goods based online (e-commerce) is very important for sustainable business development. According to Baum (Alwafi 2016) E-Commerce is a dynamic set of technologies, applications, and business processes that link enterprises, consumers, and communities through electronics transactions and the electronic exchange of goods, services, and information. Currently, one of the problems in online sales in Indonesia is the difficulty of building buyer trust. In the marketplace, there are two types of cooperation on marketplace sites in Indonesia, namely pure marketplaces and consignments. Pure marketplace cooperation, is when the marketplace site only provides stalls for selling and payment facilities. Examples of popular marketplaces in Indonesia with the first type of collaboration are Tokopedia, Bukalapak, Elevenia, Bibli, and Blanja. Some examples of popular overseas marketplaces in Indonesia are Lazada (Singapore), Lazada (Singapore), JD.ID (China), Amazon (United States), and Rakuten (Japan). Then the consignment marketplace cooperation means the deposit of goods. They only need to provide product and detailed information to the marketplace. One example is Zalora and another example of a marketplace that uses this type of collaboration is Berrybenka. The marketplace site will take care of sales from product stores, warehouses, delivery of goods, to payment facilities.

Lazada is a private e-commerce company founded by Rocket Internet and Pierre Poignant in 2012, and owned by Alibaba Group in 2014. Lazada also operates its websites in several countries such as Indonesia, Malaysia, Philippines, Thailand and Vietnam, Lazada Indonesia itself was founded in 2012 and operates until now, Lazada has also been ranked as the fourth best marketplace in Indonesia since 2019. Many factors influence where consumers shop at Lazada including: the prices offered are quite attractive, the number of discounts, the free shipping program , promotions every month, etc.

The results of a survey conducted by Snapcart, as many as 65 percent of e-commerce shoppers are women. The e-commerce shopping consumers are dominated by the millennial generation aged 15-24 years as much as 50 percent, while the other age groups are Generation Z (15-24 years) as much as 31 percent, generation X (35-

44 years) as much as 31 percent and two percent. the rest are baby boomers (over 45 years old) as much as two percent. Meanwhile, a survey on consumer shopping behavior showed that 20 percent answered that they most often used Lazada to shop online in Indonesia. The next rank is Tokopedia, as much as 25 percent, and Lazada as much as 30 percent (litbang.kemendagri.co.id).

The shopping spirit of users or connoisseurs of online shopping is also felt by the people in Makassar City. This can be seen from the high flow of shipments to areas such as the one in Makassar city since 2017. One of the delivery services in Makassar admitted that there was an increase in the delivery of goods packages from online companies, by 20% and this happened during Ramadan. The increase in purchases from online shopping is very visible if there are massive promos (such as free shipping) that are offered, right on the anniversary of the holiday, and the commemoration of the national online shopping day.

No matter how sophisticated and attractive they are offered by all these platforms, whether e-commerce or marketplaces from Indonesia or from outside, of course, it cannot be separated from things in the form of fraud, and this is the negative impact of online shopping. The easier it is to use technology, the more crimes that occur online such as cases of fraud and forgery. When customers receive the ordered goods, sometimes they do not match the selected images listed in the application, this makes customers always feel uncomfortable and hesitate to order again. The shopping experience from online shopping will affect the level of customer shopping in the future.

Then there are also fraudulent motives committed by unscrupulous sellers, such as differences in display items and goods sent to customers. If this happens, of course the customer wants a response from the company / online store concerned through a call center or others, and this assesses how quickly the company / online store responds to customer complaints and does not rule out the possibility that customers are reluctant to choose online shopping or customers prefer shopping at other e-commerce.

The Ministry of Communications and Informatics also explained the number of fraud cases. From this number of cases, the Communications and Information Technology established the "CekRekening.id" site where consumers can check the account number included by the seller. From the results of this transaction, there were 16,678 online shopping reports and 14,000 of them were crimes in the form of online transaction fraud. Not only Kominfo, the police formed a task force to be able to handle online fraud cases. From these various cases, it will certainly affect the level of

consumer confidence in online sites, and the risks of online shopping so that it affects consumer purchasing decisions for online shopping.

Several studies regarding security perceptions conducted by (Alwafi, 2016) show that security perceptions have a positive and significant effect on consumer trust and buying interest. In this study, it has limitations on the variables studied, so in this study the author tries to combine the ease of transaction variables on buying interest through trust. The results of research on ease of use by (Afiyah 2020) show that the ease of use of technology in online shopping has a positive and significant influence on trust and on buying interest, which means the easier it is to use the application, the consumers will put high trust and will increase buying interest as well.

From the results of previous studies above, there are differences with the results of research conducted by (Shomad, 2012) which states that trust has no effect on interest in using e-commerce.

LITERATURE REVIEW

Trust

According to (Pavlou, 2013) defines trust as an assessment of a person's relationship with other people who will carry out certain transactions according to the expectations of their trusted people in an environment full of uncertainty. According to (Pusposari, 2017) has grouped the elements of trust into 4 elements, including:

1. Trust is a growth from actions and experiences in the past which is marked by a repeat purchase of a product or service.
2. Trust is a willingness to put oneself at risk.
3. The characteristics expected of partners, such as being reliable and trustworthy.
4. Trust involves a sense of confidence and security in partners.

Security Perception

According to Casalo (Pambudi., 2014) from a consumer point of view, security is the ability to protect consumer information or data from fraud and theft in the online banking business. According to Lallmahamood (2007) explains that security and privacy are customer confidence in ensuring safe transactions and safeguarding personal information. Security and privacy are important factors that drive customers' interest in using it. Security provides convenience to users (or in this case consumers) and increases consumer trust, which leads to an increase in the number of sales. Security is one of the important problems faced by internet users. Crime in the internet media is very large and takes various forms for several reasons. First, the identity of

individuals, or organizations in the internet world is easy to fake, but difficult to prove legally (Jarvenpaa and Grazioli, 1999). Second, it does not require large economic resources to commit crimes on the internet. Third, the internet provides broad access to users who are potential victims. For the four crimes on the internet, the identity of the perpetrator is unknown and it is legally difficult to catch the perpetrator. The security aspect is important in an information system. Crime on the internet will be a big problem when it comes to the security of company information systems, especially for banking companies, related to highly confidential banking data.

Ease of Use

"According to Hartono (Furi 2020) said that ease of use is defined as the degree to which a person believes that the use of a technology will be free from effort". According to Andryanto, 2016 (Furi 2020) has put forward the elements of ease of use as follows:

1. Easy to operate the system according to what consumers want.
2. The interaction between the individual and the system is clear and easy to understand.
3. It doesn't take much effort to interact with the system.

If the use of the site turns out to be more complicated than the benefits derived from shopping online, then potential buyers will prefer to shop conventionally. However, if the site is easier to use and provides benefits, potential buyers will use the site to shop online. One of the factors that contribute to the complexity of using online buying and selling sites is the length of time to open the site, poor site layout design, and untidy menu placement can make shoppers lose focus in shopping (Ramayah and Joshua, 2005).

Buying Interest

Buying interest is obtained through the learning process and thought processes that form perceptions. Buying interest creates a motivation for consumers' minds, which in the end when consumers have to fulfill their needs will actualize what is in their minds. Buying interest is related to feelings and emotions, if someone is happy and satisfied in buying a product, it will strengthen their buying interest. (Rafsandjani, 2018).

Buying interest is how likely the consumer is to buy a brand or move from one brand to another. Buying interest is measured using 3 indicators, namely: referential interest, preferential interest, transactional interest and exploratory interest. Factors

that influence consumer buying interest include the environment, where the surrounding environment can affect consumer buying interest in the selection of a particular product, then marketing stimulus which seeks to stimulate consumers so as to attract consumer buying interest. (Sustainable & Hanum, 2019).

Conceptual Model

The conceptual model of this research is as follows: Security Perception, Ease of Use, Buying Interest and Trust.

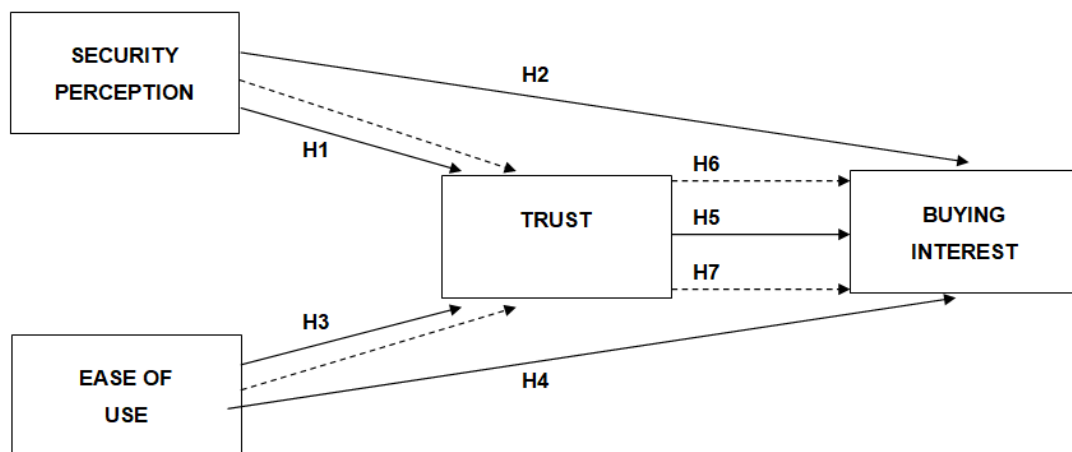


Figure 1. The Conceptual Model

Description: Where the variable of security perception is (X1), the ease of use variable is (X2), the trust variable is the intervening variable (Y1), and the buying interest is the (Y2) variable.

H1 = It is perceived security perception has a positive and significant effect on trust

H2 = It is suspected that the security perception has a positive effect on buying interest

H3 = It is assumed that ease of use has a positive and significant effect on trust

H4 = It is assumed that ease of use has a positive effect on buying interest.

H5 = It is suspected that trust has a positive effect on buying interest.

H6 = It is suspected that the security perception has an indirect negative effect on buying interest through trust.

H7 = It is suspected that ease of use has an indirect effect on buying interest through consumer trust

RESEARCH METHODS METODE

Research Location and Design

This research was conducted in the city of Makassar which takes approximately one month as soon as possible. This study uses a quantitative approach, namely by collecting primary data obtained through the method of distributing questionnaires in the city of Makassar.

Population dan Sample

The population in this study are students who live in the city of Makassar based on data from the Dukcapil Makassar city in 2020 semester 2, namely 1,659,777 and who usually shop on the Lazada platform. The determination of the sample size in this study used the Slovin Formula:

$$n = N / 1 + N\alpha^2$$

$$n = 1.659.777 / 1 + 1.659.777 (10\%)^2 = 99,99 = 100 \text{ responden}$$

Description :

n = sample size required

N = total population

α = the maximum tolerable margin of error of error is 10%.

Data Collection

The types of data based on the source used in this study are:

1. Primary Data

Primary data is data that refers to first-hand information obtained by researchers relating to variables for the specific purpose of the study (Sekaran, 2017). In this study, primary data sourced from questionnaires distributed directly to respondents related to the variables studied.

2. Secondary Data

Secondary data is data that refers to information collected from existing sources (now, 2017). In this study, secondary data came from journals, articles, theses, relevant books and other sources related to the variables studied.

DATA ANALYSIS METHOD

In this study, researchers used a Partial Least Square (PLS) approach. PLS is a component or variant-based SEM (Structural Equation Model) equation model. According to Ghazali (2006), PLS is an alternative approach that shifts from a covariance-based SEM approach to a variance-based approach.

RESULTS AND DISCUSSION

Structural Model

Goodnes Of Fit Model was measured using R-square dependent (endogenous) latent variable with the same interpretation as regression; Q-square predictive relevance for structural models, measuring how well the observed values are generated by the model and also the estimated parameters. The Q-square value > 0 indicates the model has predictive relevance, on the other hand the Q-square value 0 indicates the model lacks predictive relevance.

The magnitude of Q² has a value range of 0 < Q² < 1, where the closer to 1, the better the model. The value of R² is used to measure the level of variation of changes in the independent variable to the dependent variable.

Table 1. Structural Model

	Symbol	R Square
Trust	R ²	0,484
Buying Interest	R ²	0,555

Source: Data processed by researchers, 2021

In this research model, there are only two endogenous latent variables so that the R² value of trust and buying interest is used to evaluate the goodness of the model. Based on the results, the trust R² value is 0.484, meaning that the diversity of the trust variables is explained by the risk and ease of use variables by 48.4%, while the remaining 51.6% is explained by other variables not included in the model. Then based on the results of the R² value of online buying interest of 0.555, it means that the diversity of online buying interest variables is explained by the variables of trust, risk, and ease of use by 55.5% while the remaining 44.5% is explained by other variables not included in the model.

Q-square Calculation :

$$Q^2 = 1 - (1 - R^2_1) (1 - R^2_2) = 1 - (1 - 0,484) (1 - 0,555)$$

$$Q^2 = 1 - (1 - 0,484) (1 - 0,555)$$

$$Q^2 = - 0,7703$$

Based on the results of the above calculation, the Q-square value is 0.8820. Because the Q-square value is close to 1, it can be concluded that the model is good.

Hypothesis Test

Structural model is a model that relates exogenous latent variables to endogenous latent variables or the relationship of endogenous variables to other endogenous variables. In this study, the structural model is related to seven research hypotheses that suggest causality between latent variables.

Hypothesis testing uses t-test statistics with the following decision-making criteria reject H0 if the t-statistic is more than 1.64 (t-value at alpha 0.05). Table 3. shows the results of hypothesis testing. The original sample is the magnitude of the path coefficient value and T Statistics is used for hypothesis testing.

Table 2 . Research Hypothesis Test (mean, STDEV, T-Values)

Variable	Sample mean (M)	Standard deviation (STDEV)	T-statistics (O/STERR)
Security Perception -> Trust	0,335	0.071	1.807
Security Perception -> Buying Interest	0.191	0.100	4.675
Ease of Use -> Trust	0.542	0.068	7.933
Ease of Use -> Buying Interest	0.393	0.131	2.946
Trust -> Buying Interest	0.336	0.128	2.707

Source: Data processed by researchers, 2021

Table 3. Hypothesis Test

No	Var. independent	Var. Intervening	Var. Dependence	p-value	Direct	Indirect	Total	Description
1	Security Perception		Trust	0,000	0,331		0,331	Sig.
2	Security Perception		Trust	0,071	0,181		0,181	Tidak Sig.
3	Ease of Use		Buying Interest	0,003	0,386		0,386	Sig.
4	Ease of Use		Trust	0,000	0,540		0,540	Sig
5	Security Perception	Trust	Buying Interest	0,030	0,114	0,114	0,228	Sig.
6	Ease of Use	Trust	Buying Interest	0,006	0,186	0,179	0,365	Sig.
7	Trust		Buying Interest	0,007	0,345		0,345	Sig.

Source: Data processed by researchers, 2021

Based on tables 2 and 3 above, it can be explained as follows:

1. Hypothesis 1 (direct effect of perceived security on trust)

The results of testing the first hypothesis show that the relationship between the security perception variable and trust shows a path coefficient value of 0.331 with a t-value of 4.675 at a significance level of 0.000 or below 0.05. These coefficients indicate that the security perception variable (X1) has a positive and significant effect on trust (Y1). That is, the more security increases, the more trust will increase and vice versa, if the security factor increases, the level of consumer confidence in online shopping will increase. Hypothesis 1 is accepted.

2. Hypothesis 2 (direct effect of security perception on buying interest)

The results of testing the second hypothesis, show that the relationship between the security perception variable (X1) and buying interest (Y2) shows the path coefficient value of 0.181 with a t-value of 1.807 with a significance level of 0.071 which is greater than 0.05. This result means that the perception of security has a positive and insignificant effect on buying interest which means it is not in accordance with the second hypothesis (H2 is rejected).

3. Hypothesis 3 (direct effect of ease of use has a direct effect on trust)

The results of testing the third hypothesis, show that the relationship between the ease of use variable and trust shows a path coefficient value of 0.540 with a t value of 7.933 at a significance level of 0.000 or below 0.05. This result means that ease of use has a positive and significant effect on trust, which means that according to the third hypothesis, the easier it is to use the online shopping application or site, the consumers have high trust. This means that H3 is accepted.

4. Hypothesis 4 (direct effect of ease of use on buying interest)

The results of testing the fourth hypothesis, indicate that the ease of use variable (X2) with buying interest (Y2) shows the path coefficient value of 0.386 with t of 2.946 at a significance level of 0.003 or below 0.05. These results mean that ease of use has a positive and significant effect on buying interest which means that it is in accordance with the fourth hypothesis where the increasing ease of use will increase online buying interest. this means that H4 is accepted.

5. Hypothesis 5 (direct influence of trust on online buying interest)

The results of testing the fifth hypothesis, indicate that the trust variable (Y1) with buying interest (Y2) shows the path coefficient value of 0.345 with t of 2.707 with a significance level of 0.007 or below 0.05. This result means that trust has a positive and significant influence on buying interest, which means that it is in accordance with

the fifth hypothesis where increasing trust will increase online buying interest. this means that H5 is accepted.

6. Hypothesis 6 (indirect effect of security perception on buying interest through trust)

Based on table 3 above, the indirect effect, the independent variable, is the perception of risk on buying interest as can be seen the results of the indirect and significant effect of risk perception on buying interest through trust is 0.114 This indicates that perceived security can increase buying interest through consumer trust. in online shopping by 0.114. This means that if the safety in shopping is high, the level of consumer confidence will increase and it is followed by a decrease in consumer buying interest caused by security.

7. Hypothesis 7 (indirect effect of ease of use on purchase intention through trust)

Based on the table above, the indirect effect of ease of use on buying interest through trust is 0.186. This indicates that ease of use can increase buying interest through consumer confidence in online shopping by 0.186 the total effect of risk perception and ease of use on buying interest. in table 3 above as follows:

- a) The effect of the score security perception (X1) on buying interest is 0.228. These results indicate that perceived security can increase buying interest through direct or indirect combinations of 0.228.
- b) The score ease of use for buying interest is 0.365. This shows that ease of use can increase buying interest through direct or indirect combinations by 0,365

Discussion

1. The Effect of Security Perception on Trust

Theoretically, consumer security in e-commerce activities affects consumer confidence. According to Park and Kim (2004) defines security as the ability of online stores to control and maintain security for consumer data transactions. Park and Kim (2004) also say that security guarantees play an important role in building trust by reducing consumer concerns about misuse of personal data and transaction data. When security guarantees are obtained and are in accordance with what is expected by consumers, consumers will be willing to disclose their personal information to sellers and will buy with a sense of security. This is in accordance with the results of the study, that consumer security in online transactions at Lazada has a positive and significant effect on trust. In data processing and the first hypothesis, it is concluded that there is a significant influence on consumer security (X1) on consumer trust (Y) in e-commerce activities. consumer safety has a positive and significant influence on consumer confidence. When Lazada consumers feel safe in making transactions, consumer

confidence when shopping online is increasing in this study. This is in accordance with the results of research conducted by Probo and RA Marlien Saleh in (2014) regarding the Effect of Reputation, Privacy, and Security on Trust of Internet Users in Semarang in E-Commerce Systems, where the research results show that security has a positive effect. on the trust of e-commerce users.

2. The Effect of Security Perception on Buying Interest

Based on the results of the second analysis, it was stated that the perception of security had a positive and insignificant effect on buying interest. This was rejected. In this study, the results show that not all respondents feel the security factor when shopping online at Lazada, be it financial security, products, or personal information from Lazada users. This is due to the increasingly competitive online shopping system implemented by every marketplace, where the system offered in Lazada is a feature that can chat directly with the seller, there is an official and trusted marketplace company account, consumers can also return goods, and consumers can explore information about marketplaces such as Lazada with a fast response by choosing a "chat with Lazada" help center, so that consumers can feel safe, trust, and are interested in doing online shopping at Lazada. The results of this study are different from previous results, because the new system is able to reduce the positive impact of online shopping security on Lazada so that the results are not significant, meaning that they do not describe the experiences of all respondents studied. In the theory proposed by Casalo (in Zahid et al., 2010: 47) from the consumer's point of view, security is the ability to protect consumer information or data from fraud and theft in the online banking business. According to Lallmahamood (2007) explains that security and privacy are customer confidence in ensuring safe transactions and safeguarding personal information.

3. The Effect of Ease of Use on Trust

Based on the results of the third analysis, it shows that ease of use has a positive and significant effect on trust. In this study, the results showed various responses, but according to the level of ease of use, according to respondents, Lazada can be used at any time. Lazada has an application that can be downloaded and used by anyone to facilitate access to shopping from their mobile phone, then with the availability of complete features on Lazada, respondents can easily take advantage of all existing features to help smooth the buying process. Lazada also cooperates with financial services parties such as banks, where respondents can pay through the same account

as Lazada's. During the shopping process at Lazada, respondents can control their purchases in the "My Orders" feature where we can see whether the ordered goods have arrived at the delivery party or not. The results of this study are in line with the theory put forward by (Sultan, Urban, Shankar, & Bart, 2005) that says a website is said to be trustworthy if website users only have to make a minimum of clicks to get what they need from the website. The results of this study are in line with the results (Faradila & Soesanto, 2016) which show the results that ease of use has a positive effect on trust.

4. The Effect of Ease of Use on Buying Interest

The results of testing the fourth hypothesis, indicate that the ease of use variable (x2) with buying interest (y2) has a positive and significant effect on buying interest. The ease of use factor relates to whether or not the site is used by potential buyers or Lazada users. In this study, respondents' responses about whether or not it was easy to use Lazada were quite high, which means that Lazada is easy to use based on all the existing features and the laying of menus that can be understood by users. An online buying and selling site can be said to be good if the site provides clear instructions for the flow of transactions, from ordering, paying, filling out forms, until the product reaches the buyer. The results of this study are in line with the results obtained from (Kurniawan, Wardani, & Cho, 2019) and (Nurrahmanto, 2015) which state that ease of use has a positive and significant effect on buying interest. Then the results of research from (Sutoyo & Ariyanti, 2017) stated that ease of use also had a positive and significant effect on online buying interest.

5. The Effect of Trust on Buying Interest

Based on the results of testing the fifth hypothesis, it shows that the trust variable (y1) with buying interest (y2) shows a positive and significant influence on buying interest which means that it is in accordance with the fifth hypothesis where increasing trust will increase online buying interest. In the theory put forward by (Pavlou, 2013) defines trust as an assessment of a person's relationship with other people who will carry out certain transactions according to the expectations of their trusted people in an environment full of uncertainty. Consumer trust can also be concluded as the reliability of the seller in the experience and the fulfillment of consumer expectations and satisfaction. The results of this study are in line with the results obtained by (Khotimah & Febriansyah, 2018) that trust has a positive and significant effect on buying interest. The results of this study indicate the high response of respondents about trust in using Lazada. That's because Lazada's reputation is quite good, and is widely used by many

consumers, then shopping at Lazada is safe, because we pay in one Lazada company account, consumers can claim goods if they are not in accordance with the order, the number of promos held by Lazada which is felt by the community is very useful for him, this is a consideration for consumers to shop at Lazada.

6. Indirect Effect of Security Perception on Buying Interest Through Trust

Based on the results of the study indicate that the perception of risk has an indirect effect on buying interest through trust. This is because trust has a significant influence in mediating security perceptions on buying interest. Because trust is directly proportional to consumer interest, so the influence of high or low security perceived by consumers automatically affects buying interest. This is in line with research conducted by Sutarno (2018). The effect of trust and perceived security using e-commerce on decisions with buying interest as an intervening variable (a case study on Lazada.co.id consumers).

7. Indirect Effect of Ease of Use on Buying Interest Through Trust

Based on the results of the study indicate that the ease of use indirectly affects buying interest through trust. The convenience of technology is one of the factors that form trust in online stores, if consumers believe it, it will lead to shopping interest. One example is that consumers can quickly understand how to use a shopping website, the features that are made are also interesting and understandable so that consumers feel they are directed appropriately, then there is transparency in the shopping process where consumers can control their spending, and there is a guarantee given from the marketplace or seller. to consumers for lost or damaged products by way of returning goods. This is in line with the results of research from (Choon Ling et al., 2011) and (Shomad, 2012) the effect of the ease of use variable on buying interest through trust indicates it has a positive and significant influence.

CONCLUSION

This study aims to analyze the effect of perceived security and ease of use on buying interest through trust in online shopping. Hypothesis testing in this study used SEM (structural equation model) analysis with the help of the SmartPLS program. From the results of testing and analysis of the data it can be concluded that:

1. Security perception has a positive and significant effect on trust, meaning that the higher the risk, the more trust will increase.
2. Security perception on buying interest has a positive and insignificant effect on buying interest. That is, the increased security will increase the interest in buying online.

3. Security perception on consumer buying interest through trust. This means that respondents who believe in the security of high online shopping will have a high impact on buying interest.
4. Ease of using technology in online shopping has a positive and significant effect on trust, which means that the easier the application is to use, the consumers will place high trust as well.
5. Ease of use of technology in online shopping on buying interest has a positive and significant influence on buying interest, which means that the increasing ease of use will increase buying interest.
6. Ease of use has a positive and significant effect on buying interest through trust. This means that the easier it is to use sites/applications to transact online shopping, the respondents will feel more confident and have an impact on the level of consumer buying interest.
7. Trust has a positive and significant influence on buying interest. This means that the higher the level of trust, the consumers will have an interest in buying.

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