Factors Influencing E-Commerce Purchase Decisions in Rural Areas: A Study on User Convenience and Consumer Trust

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Abstract

In the modern era, the advancement of information and communication technology has significantly impacted various aspects of human life, including consumption behavior and business practices. The internet, as a core technological tool, has become an inseparable part of daily activities. E-commerce, particularly platforms like Shopee, has gained immense popularity in Indonesia, providing easy and efficient online shopping experiences. This study examines the influence of two key factors, ease of use and consumer trust, on purchase decisions in e-commerce, specifically in the rural community of RW 07, Desa Sirnasari, Tasikmalaya. Using a quantitative approach, the research employs associative causal methods and data collection through interviews, observations, questionnaires, and literature studies. The findings reveal that both ease of use and consumer trust significantly affect purchase decisions, with trust having a more substantial impact. The study's results highlight that improving user-friendliness and transparency can enhance consumer trust and purchasing behavior. This research contributes to the literature by offering insights into consumer behavior in rural areas and provides practical recommendations for e-commerce platforms to improve services. Future research can explore other influencing factors such as price, social influences, and product quality.

INTRODUCTION

In the modern era, advancements in information and communication technology have significantly impacted various aspects of human life, including consumption behavior and business practices. The internet has become one of the essential technologies inseparable from daily activities. According to data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia during the 2021–2022 period reached 210.03 million, an increase of 6.78% from the previous period (APJII, 2022). This growth has created tremendous opportunities for online businesses or e-commerce to thrive. E-commerce has become an integral part of modern lifestyles, facilitating seamless buying and selling transactions without spatial or temporal constraints.

In this context, Shopee, as one of the largest e-commerce platforms in Indonesia, has become the top choice for online shopping. Based on a survey conducted in RW 07, Sirnasari Village, Tasikmalaya, Shopee ranked first as the platform with the highest number of users. The survey revealed that 92.7% of respondents frequently used ShopeeMarket services, while 7.7% utilized ShopeeFood services. Fashion products emerged as the dominant shopping category, particularly among women. Shopee's success as a leading platform can be attributed to its user-friendly interface and the high level of trust it has earned from consumers (Sim et al., 2023).

However, despite the convenience offered by e-commerce, some consumers experience dissatisfaction when shopping online. This dissatisfaction often stems from negative experiences, such as product quality not meeting expectations or inadequate services. Such dissatisfaction can influence consumers' trust in e-commerce platforms, ultimately affecting their purchasing decisions. Purchasing decisions represent the final stage in the marketing process, determining whether consumers will purchase a particular product (Kotler & Keller, 2016). In the e-commerce context, purchasing decisions are often influenced by two main factors: ease of use and consumer trust.

Ease of use refers to consumers' confidence that the system or technology employed will facilitate their activities without causing difficulties. Latief and Dirwan (2019) stated that ease of use is the consumer's ability to utilize a system efficiently without obstacles. Similarly, Davis et al. (1989) defined ease of use as the degree to which an individual believes that using a particular technology will not be burdensome. In the e-commerce context, this includes intuitive website navigation, a simple purchasing process, and diverse payment options.

On the other hand, consumer trust is a critical element in building long-term relationships between e-commerce platforms and their users. McKnight et al. (2002) defined trust as consumers' confidence in the seller's ability to meet their expectations, including a willingness to accept risks in online transactions. Trust also encompasses consumers' readiness to provide personal information during transactions. Keller (2016) added that trust involves four main indicators: benevolence, ability, integrity, and willingness to depend.

A research gap emerges regarding the lack of comprehensive understanding of how ease of use and consumer trust simultaneously influence purchasing decisions on e-commerce platforms, particularly in rural areas like Sirnasari Village. Most previous studies have focused on urban areas or overlooked the unique dynamics within rural communities (Widodo et al., 2020; Rahmawati, 2021). This research aims to address this gap by exploring the impact of these two factors on purchasing decisions among the residents of RW 07, Sirnasari Village.

This study offers significant contributions to the literature and e-commerce practices. From an academic perspective, it enhances understanding of consumer behavior in rural areas, which is often neglected in e-commerce research. It also provides empirical evidence on the importance of ease of

use and consumer trust in determining purchasing decisions. These findings can serve as a foundation for developing more effective marketing strategies.

From a practical perspective, the results of this research can help Shopee and other e-commerce platforms improve their services. For example, by offering more user-friendly features or enhancing transparency in transactions, companies can strengthen consumer trust. Additionally, this research can serve as a reference for local business actors who wish to utilize e-commerce as their primary distribution channel.

Overall, this study seeks to address critical questions about how ease of use and trust influence purchasing decisions in the e-commerce context. With a focus on RW 07, Sirnasari Village, this research is not only locally relevant but also provides broader implications for the development of e-commerce in Indonesia. The study emphasizes the importance of understanding consumer needs and expectations to create a satisfying and sustainable shopping experience.

Against this background, this research is expected to provide new insights into e-commerce dynamics in rural communities while offering practical solutions for e-commerce platforms to enhance their services. Furthermore, it contributes to the development of more inclusive and effective marketing strategies, enabling e-commerce to serve as a stronger driver of local economic growth.

RESEARCH METHODS

This study employs a quantitative method. Quantitative research is an approach that uses measurement tools to collect data from a population or sample, which is then analyzed using statistical techniques to test research hypotheses (Sugiyono, 2019). The approach adopted is a causal associative approach, aimed at identifying the cause-and-effect relationship between ease of use and consumer trust in purchasing decisions.

Data collection technique

The data collection techniques used in this study include interviews, observations, questionnaires, and literature review. The primary instrument employed is a questionnaire, developed using a Likert Scale to measure respondents' perceptions. The questionnaire was distributed online via WhatsApp in the form of a Google Form.

Validity and Reliability

Before data collection, the research instrument was tested for validity and reliability. Validity was assessed using the Pearson Product Moment correlation to ensure each item in the questionnaire accurately measured the intended variables. Reliability was tested using Cronbach's Alpha, with an alpha value of ≥ 0.7 considered reliable (Ghozali, 2018). These tests were conducted on an initial group of 30 respondents who were not included in the main research sample.

Population and Sample

The population of this study consists of Shopee e-commerce consumers residing in RW 07, Sirnasari Village, Tasikmalaya, totaling 120 individuals. The sample size was determined to be 92 respondents, calculated using Slovin's formula with a 5% margin of error. The sample was selected using a non-probability sampling technique, specifically purposive sampling. This technique was chosen to ensure the sample included individuals meeting specific criteria: (1) Aged 18 years or older; (2) Have conducted transactions on the Shopee app at least three times in the past six months; and (3) Residing in RW 07, Sirnasari Village.

Data Analysis Techniques

The collected data were analyzed using IBM SPSS Version 25. The data analysis techniques included: (1) Instrument Test, namely Validity and reliability tests carried out to ensure data quality; (2) Classical Assumption Tests Include normality, multicollinearity, and heteroscedasticity tests; (3) Multiple Regression Analysis To test the effect of ease of use and consumer trust on purchasing decisions; and (4) Hypothesis Tests: Include t-tests to test partial effects, F-tests to test simultaneous effects, and coefficients of determination (R Square) to measure the contribution of independent variables to dependent variables.

The data processing procedure was conducted systematically to ensure the accuracy of the research findings. The results of this analysis are expected to provide clear insights into the influence of ease of use and consumer trust on purchasing decisions in Sirnasari Village.

RESULTS AND DISCUSSION

a. Research result

To obtain research results that are reliable and accountable, the first step was to conduct validity and reliability tests on the instruments (questionnaires) for ease of use, consumer trust, and purchasing decisions. The results of these tests are presented in Table 1.

Table 1. Instrument Test Results (Questionnaire)

Variables	Statement Items	Validity		Reliability	
		Correlation Coefficient	Information	Cronbach's alpha	Information
User Convenience	No. 1 – 15	>0.30	Valid	0.7824	Reliable
Consumer Trust	No. 16 – 2 4			0.829	
Purchase Decisions	No. 2 5 – 3 3			0, 707	

Based on Table 1, the results of the validity test using the product-moment correlation formula showed that the correlation coefficient for each questionnaire item was greater than 0.30, confirming that all 33 questionnaire items were valid. Subsequently, a reliability test was conducted using the Cronbach's Alpha formula, with a criterion of $r_{calculate} \geq r_{table}$ at a 5% significance level. The results indicated that all questionnaire items for each variable were reliable, making them suitable for research use.

The following are the data processing results using SPSS software version 25.

Table 2. Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	2,206	2,996			7,413	,000
	User Convenience	,395	,123	,331		3,215	,002
	Consumer Trust	,471	,110	,441		4,292	,000

a. Dependent Variable: Purchase Decision

Based on the results of the data analysis displayed in table 2, the regression equation Y is obtained. = 22,206 + 0.395X1 + 0.471X2 can be interpreted as follows:

1) The multiple regression analysis results in Table 2 indicate a constant value of 2.206. The constant (B = 2.206) suggests that if both independent variables have no value or are zero, the average purchasing decision will remain at 2.206. This indicates a baseline level of purchasing decisions that occurs even in the absence of other influencing factors.

2) The regression coefficient for the variable X_1 Ease of Use) is positive at 0.395. This means that if ease of use increases by one unit, the purchasing decision variable increases by 0.3 units. Thus, if the ease of use variable (X1) improves, the purchasing decision variable (Y) also improves, and vice versa.

3) The regression coefficient for the variable X_2 (Consumer Trust) is positive at 0.471. This indicates that if consumer trust increases by one unit, the purchasing decision variable increases by 0.4 units. Therefore, if the consumer trust variable (X_2) improves, the purchasing decision variable (Y) also improves, and vice versa..

Overall, both independent variables have a positive and significant influence on purchasing decisions. However, the second variable (X2) has a greater influence than the first variable (X1), as evidenced by the higher beta coefficient value.

These findings indicate that efforts to enhance the second variable (Consumer Trust) will have a more substantial impact on improving purchasing decisions compared to the first variable (Ease of Use). Consequently, management strategies focused on the second variable will be more effective in increasing consumer purchasing decisions.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,711 a	,505	,494	3,429

a. Predictors: (Constant), Convenience, Consumer trust

Based on Table 3, the R value is 0.711. This figure indicates the degree of relationship between the independent variables (Convenience and Consumer trust) and the dependent variable (Purchase Decision). The value demonstrates a strong relationship between these variables, as the R value is close to 1.

The R Square value of 0.505 indicates that 50.5% of the variation in Purchase Decisions can be explained by the variables Convenience and Consumer trust. Meanwhile, the remaining 49.5% is accounted for by other factors not included in this research model.

The Adjusted R Square value of 0.494 is the R Square value that has been adjusted to account for the number of independent variables and the sample size. This adjustment provides a more realistic representation of the model's explanatory power. The value of 0.494 shows that after adjustment, approximately 49.4% of the variation in Purchase Decisions can still be explained by the variables included in the model. The test results can be described in a path diagram in figure 1.

Based on the data in Figure 1, the following information is obtained:

1) The contribution of User Convenience (X1) directly influencing Purchase Decision (Y) is 7.787.

2) The contribution of Consumer trust (X2) directly influencing Purchase Decision (Y) is 8.538.

3) The simultaneous contribution of User Convenience (X1) and Consumer trust (X2) directly influencing Purchase Decision (Y) is 45.399, with the remaining influence attributed to other factors not explained in this study.
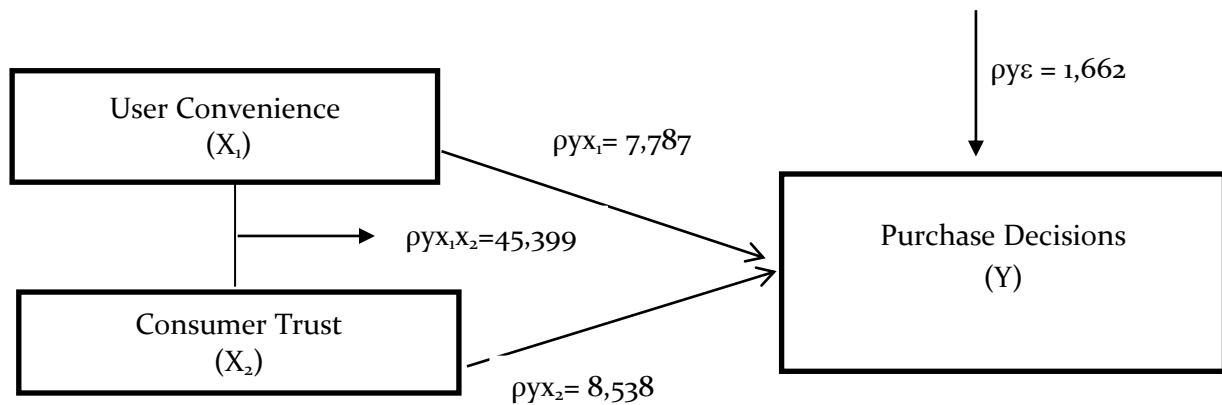
Figure 1. Causal Relationship Structure of X1, X2 on Y

b. Discussion

This study highlights the significant influence of User Convenience and Consumer Trust on Purchase Decisions among consumers in Desa Sirnasari, Tasikmalaya. The findings reveal that User Convenience contributes 0.395 to purchase decisions, while Consumer Trust has a stronger contribution of 0.471, as shown by their respective regression coefficients. Together, these two variables explain 50.5% of the variance in purchase decisions, as indicated by the R Square value of 0.505. The remaining 49.5% is attributed to other factors not included in this research model, emphasizing the multifaceted nature of consumer purchasing behavior.

The validity and reliability of the research instruments were rigorously tested to ensure data quality. All items in the questionnaire were deemed valid, with correlation values exceeding 0.30, indicating their effectiveness in measuring the intended constructs. Additionally, the reliability test results demonstrated Cronbach's alpha values greater than 0.7 for all variables, reflecting good internal consistency. These results confirm that the data collected are robust and suitable for analysis.

The variable User Convenience plays a vital role in influencing purchase decisions. With a regression coefficient of 0.395, it is evident that an increase in perceived convenience by one unit leads to a 0.395-unit rise in purchase decisions. This finding aligns with existing studies, such as Davis et al. (1989), which emphasize the importance of perceived ease of use in technology adoption. In the e-commerce context, convenience encompasses features such as intuitive navigation, seamless payment processes, and accessible services. These aspects simplify the user experience, making it easier for consumers to engage in online transactions. Studies by Latief and Dirwan (2019) also underscore the direct impact of user convenience on consumer behavior in e-commerce.

On the other hand, Consumer Trust emerges as the more dominant factor, with a regression coefficient of 0.471, indicating a stronger impact on purchase decisions. Trust is a critical element in online transactions, as consumers need assurance that the platform will meet their expectations and protect their interests. The findings are consistent with McKnight et al. (2002), who identified trust as a key factor in mitigating perceived risks in digital transactions. In this study, trust was measured through indicators such as benevolence, integrity, ability, and willingness to depend, as described by Keller (2016). These dimensions reflect the extent to which consumers feel confident in the platform's reliability and ethical conduct.

The combined influence of User Convenience and Consumer Trust highlights the importance of these variables in shaping consumer behavior. Together, they account for 50.5% of the variation in purchase decisions. The relative contributions of these variables are also evident from the beta values,

with Consumer Trust (beta = 0.441) having a more substantial effect than User Convenience (beta = 0.331). This suggests that while convenience enhances user engagement, building consumer trust is a more effective strategy for influencing purchase decisions.

These findings contribute to the existing literature by reaffirming the critical role of User Convenience and Consumer Trust in e-commerce. They align with studies such as Sim et al. (2023), which emphasize the importance of a smooth user experience and high trust levels as key pillars of e-commerce success in Southeast Asia. Moreover, this research provides new insights into consumer behavior in rural areas, an often-neglected segment in e-commerce studies.

From a practical perspective, these results offer actionable recommendations for e-commerce platforms, particularly in enhancing user convenience and trust. To improve User Convenience, platforms should focus on optimizing interface design, simplifying transaction processes, and providing clear guides or tutorials for new users. Meanwhile, to build Consumer Trust, platforms should enhance transparency through detailed product descriptions and user reviews, ensure data security with advanced encryption technology, and offer customer-friendly policies such as money-back guarantees and straightforward return processes.

Despite the strong influence of User Convenience and Consumer Trust, the study acknowledges that 49.5% of the variance in purchase decisions remains unexplained by these variables. Other factors, such as Price and Promotions, Social Influence, and Product and Service Quality, likely play significant roles. For example, promotional offers like discounts and cashback can drive purchase decisions (Widodo et al., 2020), while recommendations from friends or family often shape consumer preferences (Rahmawati, 2021). Additionally, product quality and efficient delivery services are crucial in ensuring customer satisfaction and fostering loyalty (Kotler & Keller, 2016). Future research should explore these factors to provide a more comprehensive understanding of consumer behavior in e-commerce.

CONCLUSION

The results of this study demonstrate the significant influence of User Convenience and Consumer Trust on Purchase Decisions when using the Shopee application. These findings reveal important insights into the factors that drive consumer behavior in the context of e-commerce platforms.

First, the analysis indicates that User Convenience plays a pivotal role in shaping purchase decisions. The t-value for this variable is 7.787, which is significantly higher than the critical t-table value of 1.66216, confirming its positive and significant impact. This finding underscores that the easier it is for consumers to navigate and use the Shopee application, the more likely they are to make purchase decisions. Features such as intuitive navigation, streamlined transaction processes, and accessible customer support contribute to this enhanced convenience, making the platform more appealing to users.

Second, the study highlights the importance of Consumer Trust as a key determinant of purchase decisions. With a t-value of 8.538, which surpasses the t-table value of 1.66216, consumer trust is shown to have an even greater influence than user convenience. Trust is a critical factor in reducing perceived risks associated with online transactions. It encompasses elements such as the reliability of product descriptions, the transparency of customer reviews, secure payment systems, and clear refund policies. When consumers have confidence in the platform, they are more inclined to make purchasing decisions.

Furthermore, the combined influence of User Convenience and Consumer Trust on Purchase Decisions is substantial. The analysis shows that these two variables collectively account for 50.5% of the variation in purchase decisions, as reflected by the R Square value. This means that more than half of the decisions made by consumers when using the Shopee application can be attributed to the ease of use and the trustworthiness of the platform. However, the remaining 49.5% of the variation is influenced by other factors not included in this study. These factors may include security measures, pricing strategies, service quality, product variety, and risk perception, among others.

In conclusion, the findings of this study emphasize the critical importance of enhancing both User Convenience and Consumer Trust to improve purchase decisions on e-commerce platforms like Shopee. While these two variables have demonstrated significant impacts, there is a need for further exploration of other factors that may contribute to consumer behavior. Addressing these additional aspects, such as improving security, offering competitive prices, and maintaining high service quality, can provide a more comprehensive understanding of the factors that influence online purchase decisions and further strengthen consumer engagement on the platform.

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