ANALYSIS OF FACTORS AFFECTING PURCHASING BEHAVIOR THROUGH *E-COMMERCE* AMONG BUYERS IN THE EAST WONGKADITI VILLAGE OF GORONTALO CITY

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ABSTRACT

Habibah U. Abuba. NPM. 1320192002. 2021. *Analysis of Factors Affecting Purchasing Behavior through E-commerce among Buyers in the East Wongkaditi Village of Gorontalo City*. **Undergraduate Thesis, Advisor I: Rizal S.E., M.Si., and Advisor II: Ismail Tahir S.Pd., M.Pd. Bachelor of Business Administration, Faculty of Economics and Business of Universitas Bina Mandiri Gorontalo.**

This research aims to analyze factors that influence people's behavior in making purchases online or through E-commerce in the community of Wongkaditi Village East of Gorontalo City.

The method in this study uses a qualitative approach by conducting interviews with 7 people as respondents in the study, with some questions to find out the factors that can influence people's buying behavior online. Data analysis techniques in this study use univariate analysis which is an analysis that is done by analyzing each variable from the research framework.

The results showed that people who choose to make purchases online or through E-commerce because it is influenced by the ease and price of goods offered by online sellers that are different from the price of goods purchased directly at the nearest store. Other factors that also affect online buying behavior in the community are the state of the environment around the community and information provided by online sellers that can attract people to make online purchases.

Keywords: Purchase Behavior, *E-commerce*

INTRODUCTION

Impact of the increase in life that is present in the midst of society, namely the growth of technology which is experiencing rapid development in the community, with a change and improvement in technology and communication such as social media technology, social media technology is a new thing that provides more changes in the community , this has a great influence that occurs in society, social media as a tool for communication and to be needed in various community activities in the education industry, and in the office environment. This social media is connected to various electronics, one of which is computers and smartphones that have developed in the community in conducting communication and business.

This increase can provide various understandings of the information that people want also through the internet or social media, the increase in information technology and social media leads to cultural, economic and social improvements, gradually and rapidly in the community, this internet or social media has changed the way people do business, and communicate, receive information with technology, the growth rate of internet use also exceeds the average with the average user using a smartphone in the community.

Smartphone users have experienced a very rapid increase in society, many new things have happened, this is also supported by the convenience of accessing the internet when and where it is due to the large number of access to internet usage caused by the internet in developments that occur, such as buying and selling *online* or online.
what we know as electronic commerce *(E-commerce)* in society.

Electronic *commerce (E-commerce)* can also be referred to as electronic purchases or purchases carried out by the wider community through internet media that occur in the form of business transactions or by providing information by the public using communication and information as well as technology, trading via *E-commerce. commerce* includes trade in electronic products and services that are needed by almost all people in Gorontalo Province, especially the people of East Wongkaditi Village.

Many merchants of goods products and also the public have the desire to make *online* purchases or purchases of electronic commerce *(E-commerce),* this is done because people feel that there is convenience and provide efficiency in terms of time and from various circumstances to business people and to consumers using *e-commerce. -*

commerce . Especially in Indonesia, it is famous for electronic commerce, or online buying and selling , which can be used by the public such as *online* shops OLX, Kaskus, Berniaga, Blibili, Elevenia, especially those known to the people of Gorontalo Province, especially the Wongkaditi urban community such as Shopee, Lazada, Tokopedia. , which has been widely used by the public for shopping.

The research was conducted on the community to determine the factors that can affect consumer behavior in buying goods *online* compared to buying *offline* . Seeing the condition of the people of the East Wongkaditi Village making transactions using *E-commerce facilities,* it is very different from the situation of *offline purchases . In offline* purchases , people directly see and touch the goods in the store on the spot, then see and compare the products in the store, and prospective buyers immediately feel the services at the store, and can directly hold the goods to be paid for, the buyer community can also provide a price below corresponds to the product. To get goods *online* using social media, buying and selling *online,* prospective buyers directly assess and immediately get employee services except through social media communication in the form of sms and email. With this convenience, people prefer to shop for *fashion products* and necessities such as food and other necessities *online* .

Several things that affect *online buying behavior* in society are psychological, convenience, and also environmental influences. Psychological factors that occur in the consumer as an internal condition of the consumer which shows the response to the goods from the offer that occurs, the convenience factor and the environment around the community can also encourage consumer behavior. Based on several explanations

of the phenomena that occur, there are so many that affect the nature of the community as buyers and traders in the East Wongkaditi community in making decisions to trade *online.*

This behavior is a response that will occur in each individual to something that can affect him, both internally and externally related to his desires and from the environment. Behavior is also driven by several human activities that can provide opinions and thoughts on something desired [1].

Purchasing is something that is done by humans who are directly or indirectly involved, and who act as sellers who will market their products to buyers (consumers), and consumers obtain goods by paying the price of the goods, as material for exchanging goods for money [2].

Purchasing behavior is an activity carried out by someone to get goods and services that are carried out indirectly and directly, also *online* as well as *offline* . Purchasing behavior causes actions to be taken by individuals, buying behavior is carried out by individuals to find the products and services needed, this is also driven by awareness of the needs of each individual [3].

Several factors that influence buying behavior *online* , namely, Psychological Factors, Environmental Circumstances, Environmental factors affect consumer behavior in buying goods and services through social media, Quality of Information, this can also have a profound effect on consumer behavior in every *online purchase,* Price Low, and Ease [4].

Consumers in buying behavior have a major role, this is because of the action, by providing a response from the individual to give more opinions on direct purchases for the goods used, and the action to make decisions in choosing the products to be used. Buying behavior is

also facilitated by the presence of appropriate information, and that is needed by consumers, and sellers often market various products that have a high level of involvement with consumer behavior . can provide a positive response to consumers [5].

Consumer behavior that occurs in a community environment that buys goods to be consumed or used by the community. Consumer buying behavior that occurs in the midst of society is about how individuals or groups choose the goods that will be needed, buy goods that have been selected as needed, use goods to meet the needs of each individual. The existence of individual attitudes in one group about several purchases made alone, or simultaneously or within the scope of the organization. some of these consumer groupings become market opportunities and a consumer market will emerge which is carried out by the local community [6].

E-commerce is a system for disseminating information on goods and services, purchasing goods, and selling goods through electronics that can be utilized by all levels of society, such as through the internet, by using a smartphone or computer that has a network. *E-commerce* can also do all things in electronic commerce, such as electronic data to be exchanged, system management, and data collection systems that are also carried out automatically [7].

E-commerce (electronic commerce) is carried out by various layers of society from teenagers, adults, to the elderly, to fulfill some of the necessary needs, which is carried out using *online transactions* using smartphones and computers that have a network [8] .

The book entitled *E-commerce business, E-commerce* is something that is done with the web and the internet to carry out business transactions, *E-commerce is used by entrepreneurs*

and online traders , in Indonesia some *online* buying and selling are starting to develop and are known by the public by applying the form of *customer to customer* (C2C) such as the shopee application, which implements the purchase of goods and implements a trade market for the community [9].

E-commerce is the process of making sales and purchases in exchange for goods with nominal money, because today's trade is not only through shops directly such as malls and markets, but now many people are starting to use *E-commerce* , because by shopping *online* consumers can feel easy to access via online as well. This is due to easy access to *E-commerce* and buying a lot of necessities by making purchases *online* , then the goods will arrive at the consumer in a while [10].

Many people today have made purchases on social media, with the opinion that if people shop *online they* can feel time more flexible, people can easily compare product prices and can see various kinds of certain products, people can compare product quality even though indirectly, then the public can look for other buyers who can provide opinions about the product even though the distance is across regions with other consumers [11].

The benefits *of E-commerce* that can be felt by the community , namely, Offering high flexibility, meaning that consumers and time are not limited to seeing the prices of other goods and products, Expanding the market place to cross regions, Providing time slack between Acceptance of Services and Products and capital expenditures. , Can increase the volume of profits in the short term, reduce the cost of processed goods, products distributed, goods to be stored and reduce things such as to describe information [12].

The E-commerce business model used in Indonesia, there are five business models carried out by *online merchants,* especially traders who use *E-commerce* , namely, *Listing / Classifieds* and classifieds, *C2C Market place* (*customer to customer*), *Shopping mall* , B2C as a shop. *Online* (*business to consumer*) and social media stores, where the main merchants are Facebook, Instagram, WhatsApp for trading products for *online sellers* [13].

E-commerce also has several things that must be done online, by having products, various kinds of products can be offered by the public on social media, Places to sell products, *E-commerce services* can be used by people who want to promote or sell goods and services *online. ,* Payment Method and how to send goods [14].

The method that can be used by the public to make payments through *E-commerce* is through Credit Cards, *Debit cards* are electronic payments, Paypal, namely payments using the internet, Bank Transfers, *Cash on Delivery* (COD), Electronic Wallets *(E- wallet)* , namely payments which are made through certain *merchants* who cooperate with *online sellers* , and can be done in cash at Retail Outlets, these payments are made by consumers through Indomaret, Alfamart, Post Offices, and JNE [15].

RESEARCH METHODS

The approach in this research is to use a qualitative research approach, which is an approach to explore a situation in the environment that is the object of research and then analyzed by conducting interviews with the object of research to obtain research data, the results of qualitative research can be described in the form of a scientific research, approach This research is to analyze what happens in the environment that is the purpose of the research, and see the phenomena that

occur in the natural object or community, such as environmental influences, actions , and people's behavior.

This research has been carried out for 2 months in Wongkaditi Timur Village, Gorontalo City by analyzing the factors that influence people's buying behavior through *online,* by taking as many as 7 respondents as consumers who are active in using *online purchases* .

1. **Data Types and Sources**

   The types of data and sources of data taken by researchers in the research carried out are from primary and secondary data, namely:

   a. Primary data

   Primary data is obtained from the state of the community directly as respondents at the research site, or by conducting interviews with people who are active users of social media using *online buying and selling* or who have bought on social media or such as in electronics (*E -commerce*) which was carried out in the study. from start to finish.

   b. Secondary Data

   Secondary data is data obtained by researchers indirectly from various sources, secondary data such as data obtained from journals, and also theses, as well as from reference books. This is used as a supporting material for researchers in compiling research.

2. **Method of collecting data**

   Several data collection methods that can be used are:

   a. Observation Method

   At this stage of observation, the researcher will see the object of research directly and visit the research site, in this technique the activities to be carried out include recording various observations, and conditions related to the problems raised by researchers in the community of East Wongkaditi Villages.

   b. Interview Method

   Interview is a process to ask the public and meet face to face with the community as research subjects to obtain information on data and the state of the community as respondents. as many as 7 (seven) active users by buying and selling through social media or people who are already actively using *online purchases* (*E-commerce*) in the East Wongkaditi Village.

   c. Documentation Method

   Documentation is to find data and also information from various sources, such as transcripts, books, previous research, pictures, notes, and other references that can support research, and photos of physical conditions with people in the East Wongkaditi Village.

3. **Data Processing Method**

   Researchers process data with several techniques used, namely:

   a. Examination (*Editing*)

   At this stage of the examination, the researcher will re-examine the data records that have been obtained from observations, documentation and also interviews with respondents at the research location.

   b. Giving Code *(Coding)*

   For the second stage in data processing, researchers used coding techniques or coding in important data records that would be needed in the preparation of research, especially data records

regarding answers from respondents obtained through interviews.

c. Data Input (Data Entry)

The data input stage is used for data transfer, for example the data obtained at the research location is still written on paper, then the data will be typed and will be entered into a Microsoft Word document.

4. Data analysis method

The data analysis method is to compile and find data gradually from the data obtained by the following methods:

a. Data Collection *(Data Collection)*

In collecting this data, the researcher collects data first, the data collected is the data found by the researcher from the results of interviews, documentation, and observations. After the data is collected, the researcher will conduct data analysis. The next step is to select the data

b. Data *Reduction (Data Reduction)*

In this data reduction, researchers will choose data that can be useful for the needs of researchers in compiling research, and the data will be used. After the data is reduced or has been selected by the researcher, the next step is to present the data.

c. Data Display (Data Display)

To present the data, the researcher displays or presents data regarding the analysis of what factors influence buying behavior through *e-commerce* in the people of East Wongkaditi Village, Gorontalo City.

d. Verification and Withdrawal of Conclusions

For making conclusions on the research carried out, it was obtained from the last results of data management which had been compared with other data, and similarities were obtained from the results of the data in previous studies and will provide new theory of findings in accordance with those obtained from the state of the research location.

5. Data Validity

There are four steps that can be taken to provide assurance from the data obtained, namely Standard, Transferability, Credibility, Confirmability and Dependability. The following is an explanation of several methods of data validity, namely:

a. Credibility Standard (trust)

The credibility standard is carried out by researchers to test the trustworthiness of the data obtained from the field so that the results of research conducted by researchers are not in doubt. Researchers in testing credibility, namely, firstly using materials from several references to test the trustworthiness of the data, then secondly researchers conduct credibility tests, triangulation techniques,

b. StandardTransferability (Switchability)

Transferability standards or test the level of ability of the results of qualitative research that has been obtained by researchers whether it can be applied to other situations. For example, we conduct research in the community, whether the results of the research can be applied to other communities and in

different situations. If we can do this, then the transferability value can be accounted for.

c. Dependability Standards (Dependency)

The standard of dependability in research is also called reliability, it is said to be reliability because if other people can do the same research, by producing the same results and doing research that is not different.

d. Confirmability Standards (Certainty)

Confirmability Standards (certainty), namely if the results of the research process carried out by researchers have been agreed upon by many people, for example the results of data from the field have been presented by researchers and have produced definite results, then the research can be said to be objective or it is truly research that is carried out. scientific information that is actually obtained from the field at the research site.

RESEARCH RESULT

The results of the research using the interview method to the community as research respondents, who have been given an *online questionnaire* and also conducted direct interviews by coming to the community directly to find out the answers to these five factors, namely:

1. Psychological Factors

From the results of community interviews as consumers in *online* purchases in the Wongkaditi Timur Village, many people are always influenced by the many benefits and various conveniences felt by consumers, so that people are motivated to make *online purchases* according to the needs of the community to make purchases *online* , so that people have become active consumers *online* . For example, "many people have become consumers who often search for products *online* , and prefer to buy *online* rather than in a shop, directly following to meet the needs of consumers themselves, and many consumers choose to pay for goods with *cash on delivery* (COD) to avoid many frauds via *online* carried out by irresponsible partiesâ€ .

2. Low Price

The results of price interviews offered by sellers via *online* can attract people's desires to make purchases *online* so that many people choose to buy goods according to people's needs *online,* some people who have become consumers who often buy goods *online and have become online* traders . For example "consumers who buy goods *online* and then resell them to the wider community via *online,* this is done by consumers because they want to get income and profit from goods that have been purchased *online* , because many people think that the price of goods as offered through shopee, the price is lower and can be used to resell the goods at different pricesâ€ .

3. Convenience

From the results of interviews with the convenience felt by the public in making purchases *online* so that people have often searched for *online purchases* , because online purchases *attract* people's desire to always make purchases of goods according to their needs, people prefer to buy goods and food needs via *online* compared to by buying it

directly. For example "many people prefer to pay for the cost of shipping goods ordered *online* from a long distance from where the community is rather than coming to the store in person, even though the store only has a close distance to the community as consumers in *online purchases* , this is This happens to the community as consumers because people prioritize the convenience of making *online purchases* compared to having to pay for shipping goods. People think that *online trading is* easy to do and also find goods quickly to further reduce people's work.

4. Information Quality

From the results of interviews, information on the quality of goods provided by *online sellers* to consumers is sometimes not in accordance with the wishes of consumers, so that many consumers complain when the goods arrive not like what is sold to consumers. For example â€œsuch as *online sellers* whose information is mixed with the wishes of sellers who want to attract consumers, many *online sellers* also provide pictures that are *zoomed in* or enlarged by the camera, so that the size of the item looks big but after the item arrives the size of the item is small. This situation can damage trust in making purchases *online* , but there is also information on goods received by consumers in accordance with the goods purchased by consumers, and consumers give confidence in the goods sold by *online sellers* , and many consumers prefer to ask other consumers for determine the quality of goods to be purchased by consumers. These consumers will

also become active consumers in making purchases *online* â€ .

5. Environmental Condition

The results of interviews with people in the East Wongkaditi Village that environmental conditions have always influenced the community as consumers in making decisions up to taking action, especially the influence of the family environment, relatives, and those around consumers. Many consumers make *online purchases* because of the influence of other people or their curiosity to know so they often use *online purchases* . For example â€œif there are neighboring consumers who buy or use new goods, other consumers will also buy these goods, so that many consumers only want to fulfill the desires or tastes of consumers who want to have the same goodsâ€ .

DISCUSSION

The behavior of consumers who make purchases through *E-commerce* is influenced by factors outside of each individual (external), the main external factors are environmental factors, the influence of the community environment as consumers that occurs is coming from around the consumer such as his own family, as well as sources of information from closest relatives, sources of information from various social class groups as consumers of *online buyers* . *While the factors that exist within humans (internal), the main thing is psychological factors, namely things that have an impact on online* shoppers . Internal and external factors of society with the situation where consumers are starting to make and take decisions and actions to provide a response or decision on goods that will be needed

by consumers from several items that are promoted via *online.*

Consumer behavior in responding to *E-commerce or online* purchases is driven by several factors, so that it has become a habit for the people of the East Wongkaditi Village, many people like buying *online,* so they prefer to come to the store directly, with the variety of goods in this *online store,* it provides everything you need. consumers need, by frequently making *online purchases* and consumers shopping because they are motivated by desires and driven by needs and behaviors that arise from each consumer or from the influence of those closest to the consumer.

The following are factors that influence consumer attitudes or behavior when making purchases *online* or *E-commerce* , based on the results of interviews obtained, namely:

1. **Psychological Factors**

Psychological factors can influence buying behavior made by the people of East Wongkaditi Village through *online* or *E-commerce* , psychological factors can also be influenced by trust and security. Trust arising from consumer psychological factors can encourage buying behavior because every *online purchase* , product users and product makers do not meet face to face and do not recognize one another, and consumers often see a lot of fraudulent information *online* or on social media, for this consumer trust that is put forward by sellers or bidders of goods *online* , which can encourage buying behavior, especially in *online transactions* that will be carried out by consumers, and security such as the ability of *online*

sellers to keep consumer data safe, consumers who make purchases *online* , because when making purchases online there *is* personal data of product users who always search for merchants *online,* because many buyers are worried about the data that has been provided and will feel doubtful every time they buy *online.*

Purchasing behavior through *E-commerce* is also a decision-making action taken by the community or consumers which begins with the introduction of community needs, searching for information about products needed by the community, and evaluating alternatives regarding goods to be purchased or to be used according to community needs. as consumers, and the public will make decisions regarding purchases and the results of purchases of products to be purchased *online* . Everything is the same as the attitude of prospective buyers themselves, buying attitudes also start from what they realize or what items they remember and really need and exactly the same quality of goods when purchased by consumers *online.*

2. **Low price**

Prices of goods that are lower than the price of goods favored by prospective buyers can directly influence the community as consumers to purchase products via *online* or *e-commerce. This online* shopping has become an activity of the people of the East Wongkaditi Village as consumers in *online purchases. Some online* sellers of goods offer various kinds of payments directly or via ATM. They will make it easier for prospective buyers to find the goods they like at prices below according to

the goods offered, buying products *online* provides a lot of convenience to consumers such as in determining the price of goods to getting goods that suit consumer needs, if there will always be a lack of taste trust from potential buyers, they will hesitate to pay *online* , so that prospective buyers or consumers prioritize the goods they buy are safe from sellers on social media and they pay directly so that many consumers want the goods to be paid in *cash on delivery* (COD).

Consumers in making purchases *online* always look at the price of goods and few consumers consider the quality of the goods compared to the prices of goods offered by the seller, so that price has become a factor that determines behavior and prospective buyers will provide choices *online* . Prices are also relatively low offered by *online sellers* through *e-commerce* or *online* to consumers, making consumers want to get more than one product when shopping *online* , this is to reduce the cost of sending goods *online* from sellers to consumers.

3. **Convenience**

The interest and convenience of the public as consumers can also influence consumer behavior by easily accessing information on the price of goods, and the quality of goods to information on goods offered by sellers via *online* , so that the level of mastery of information about products and the quality of goods that attract prospective buyers or consumers in make a decision to make an *online* purchase . This convenience is the main thing that greatly influences the behavior of prospective buyers to buy

via *online* or *E-commerce* , with the development of *online purchases* being the reason people are starting to switch from shopping directly in stores to consumers preferring to shop *online* , with the convenience that can be done. by the community in terms of interaction, ease of making payments, ease of getting a variety of products, ease of delivery of consumer ordered goods, ease of getting promo items that will be needed by consumers.

Consumers can feel the ease of accessing many types of products *online* , consumers also don't need to leave the house to shop for some needs, with this *E-commerce* , consumers find it easy to compare product prices *online* and consumers feel shopping *online* can save consumers time, so that consumers can easily use and access *online sites* , and consumers find it easy to interact with the system and *online sellers* , easy to find the products needed that suit their needs, easy to get product information, and easy to make payments by simply choosing between transfer payments via ATM or in cash.

4. **Information Quality**

Consumers in the East Wongkaditi Village who often make purchases *online* hope that the information provided by the seller *online* is the information given to prospective buyers, this is to take the buyer's confidence in the goods we sell *online* continuously, and consumers feel satisfaction to meet consumer needs, the information obtained by consumers should be given the latest product information, complete and in accordance with what is being marketed or offered by *online sellers* , the information

provided must also be specific so that consumers do not feel disappointed if the goods that arrive the buyer does not match the reality given .

The quality of this information is the main thing that influences people's decisions to buy via *E-commerce, the information provided by online* sellers both from product information, product quality, and product size is very useful for people who make purchases *online . Many people complain when online* sellers do not provide clear and honest product information descriptions to *online* consumers .

5. Environmental Condition

Consumers who have behavior that is always influenced by the surrounding environment, namely consumers who are always waiting for new goods and the latest quality from *online sellers* , for that *online sellers* can take advantage of this opportunity by attracting consumer buyers with several promotions of new quality goods, so that consumers like this will be included in the category of consumers who will be ready to buy and use the goods promoted through *online* . Consumer behavior is influenced by the environment both from culture, sub-culture, social life, groups and from family, consumers can take decisions and actions in making purchases *online* to use an item that suits the needs and abilities of consumers to buy goods. The influence of the environment where consumers will be aware of what is happening around consumers, so consumers will try to adapt to their environment, trying to support and show similarities to what is happening around consumers.

The environment is an atmosphere and condition where people need each other and give each other a lot of opinions, this can have an influence and mindset on the community and can encourage people's desires as consumers to determine decisions and actions in choosing products *online* or making purchases *online* . The environment around consumers has a very positive effect on consumers when they want to adjust to the conditions seen by consumers, especially the consumer's desire to have the same goods as goods owned by other consumers.

CONCLUSION

The results of interviews obtained from respondents, factors give more influence on *online purchases* , namely,

1. Psychological factors, from the results of interviews, psychological factors affect consumer behavior so that buyers make decisions to buy the goods they want *online* ,
2. The low price from the interview results greatly affects the buying behavior of consumers when shopping *online* , due to the lower prices of goods offered by *online sellers* compared to the prices of goods in stores, making consumers prefer to make purchases *online* .
3. *The quality of information provided by online* sellers can influence consumer behavior when shopping for goods *online* .
4. Ease greatly affects buying behavior through *E-commerce* , because people easily access *online purchases* only with internet and mobile network facilities.

5. Environmental conditions, consumers who make purchases *online* because there is influence from other people or there is a sense of curiosity so that they always use shopping on social media.

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