

## **Analysis of the Factors Influencing Shopping Decisions in Online Shop Students in the Management Economics Study Program at Graha Nusantara University Padamgsidimpuan**

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### **Abstract**

*The purpose of this study was to find out (1) what factors influenced students in buying at online stores and (2) what factors most dominantly influenced purchasing decisions at online stores by students of the Management Economics Study Program at Graha Nusantara University. This research is a factorial research. The population in this study were all 68 students of the Management Economics Study Program class of 2020 and were analyzed using factor analysis. The results of the study show, (1) there are four factors that influence purchasing decisions at student online shops, namely (1) product quality; (2) convenience; (3) information quality; and (4) consumer trust. The magnitude of the variance explains the successive factors, namely product quality 68.934%, convenience 28.744%, information quality 1.470%, and consumer trust 0.853%. (2) the most dominant factor influencing purchasing decisions at the online shop of 2020 Management Economics Study Program students is product quality with an Explain variance of 68.934%, meaning that the total Explained variance value of product quality is able to explain purchasing decisions at the online shop of students of the Management Economics Study Program batch 2020.*

*Keywords: Online Shop, Shopping, Student, Management*

### **INTRODUCTION**

The decision to buy is a person's decision where he chooses one of several alternative choices that exist in meeting needs in the form of goods or services. According to Swastha and Irawan (2008) that 'Purchasing decisions are consumers' understanding of the wants and needs of a product by assessing existing sources by setting purchasing goals and identifying alternatives so that the decision making to buy is accompanied by behavior after making a purchase". By prioritizing good service, buyers will make it easier for companies to achieve company goals, namely achieving maximum profits through increasing the number of buyers. Consumer purchasing decisions are a process of selecting one of several alternative solutions to problems with real follow-up.

Each decision to buy has a structure of five components, namely: (1) Decisions about product types, in this case consumers can make decisions about what products they will buy to meet and satisfy needs, (2) Decisions about product forms, consumers can make decisions to buy a product with a certain form according to their tastes, (3) Decisions about brands, Consumers must make decisions about which brand to buy because each brand has its own differences, (4) Decisions about the seller, Consumers can make decisions about where the product needed will be purchased, and (5) Decisions about the time of purchase Consumers can make decisions about when he should make a purchase.

At present the purchase or decision to buy a product is not only made by the buyer by visiting the shop or the point of sale directly. The characteristics of current consumers and the

shift in their attitudes about how to shop more easily, cheaply and efficiently, namely by online shopping. The dimensions for measuring purchasing decisions made by consumers are as follows. (1) Benefit Association The criterion of benefit association states that consumers find the benefits of the product to be purchased and relate it to brand characteristics. The criterion of benefits that can be taken is the ease of remembering product names when faced with making a decision to buy a product. (2) Priority in buying is Priority to buy one of the products offered can be done by consumers if the company offers a product that is better than its competitors' products. (3) Purchase frequency is when a consumer buys a particular product and he is satisfied with the product's performance, he will often repurchase the product at any time.

Online shopping (online shopping) is the process of buying goods/services by consumers to realtime sellers, without waiters, and via the internet (Ollie, 2008). This virtual shop changes the paradigm of the process of buying goods/services limited by walls, retailers, or malls Agus Irwantoko (2012). Which means you don't need to meet the seller/buyer in person, you don't need to find a physical 'market', but only by facing a computer monitor screen, with an internet connection connected, you can make buying/selling transactions quickly and comfortably.

The advantages of online shopping over offline shopping are (1) Easy because it can be done anywhere & anytime, via any computer device that is connected to the internet, including from personal mobile devices. It's easy because you just have to enter the web, select a product, read the product description, click buy, select a payment method, and wait for the item to be delivered; (2) Cheap Another reason is that online shopping is cheaper. This is because the costs for selling products on the internet are cheaper so that in fairness consumers are also entitled to lower costs when compared to prices on the offline market; (3) It's practical because you don't have to push a trolley, you don't have to queue at the cashier, and you don't have to get angry with long and unsatisfactory SPG services. Online shopping can be done anywhere, anytime, with a delivery address that you can specify yourself, for example to your own home, to the office or to a friend's or relative's house, for example for gifts. No other shopping model can match the practicality of this shopping model so far; (4) Efficient because consumers do not have to spend time looking for the product they need. Time becomes more efficient than having to spend hours through traffic jams. E-commerce that is currently mushrooming both on a home scale, individual online stores, and large e-commerce, of course, all to serve us so that life is more efficient, and (5) Modern is a solution to shopping via online is a modern human lifestyle that like trust, practicality, efficiency, convenience, and take advantage of advances in information technology and computers.

Online shopping also has weaknesses, namely (1) The quality of the desired goods is sometimes different in quality from what is listed on the website; (2) Vulnerable to Fraud Several types of fraud that often occur in cases of buying or shopping online are as follows; (3) Vulnerable to damage or breakage because the delivery medium is postal; (4) Vulnerable to account breaches because payments are made via the Internet and (5) Spamming is rife because after buyers register, sellers tend to always send online catalogs via email to buyers and this is quite disturbing to privacy. Online shop is one of the increasingly modern, all-sophisticated

technological developments that makes everything faster and instantaneous. Many people today prefer online shops because online shops themselves are perceived as easier, cheaper, more profitable and more efficient. The high public interest in online shops has resulted in many online shops popping up, starting from honest, dishonest online shops, fictitious or real ones, and even fraudulent online shops.

There are 68 students of the Economics and Management Study Program batch 2020. College and female students use the online shop to meet their needs. The needs of female students in using online shop services to buy goods such as: clothes, bags, shoes, and other personal needs. And students use online shop services to meet their needs for fulfilling hobbies such as purchasing sports equipment, clothing, bags needed. From the results of distributing questionnaires to 68 students of the Management Economics Study Program class of 2020, 5 people have never shopped online, 18 people have never been disappointed in online shopping, 45 people have been disappointed in online shopping but they still shop online.

From the background that has been determined, the problem can be formulated as follows:

1. what factors influence the decision to buy at the online shop for students of the Economics and Management Study Program class of 2020 and
2. which factors most dominantly influence buying decisions in the online shop for students of the Management Economics Study Program class of 2020.

## **METHOD**

The population in this research is the 2020 class of Management Economics Study Program Students with a total of 68 students. Given the small population, all 45 students will be taken as samples. Data collection was carried out using a questionnaire or questionnaire method. The questionnaire in this study was distributed to 45 respondents who were all students of the Management Economics Study Program class of 2020. The data used in this research was qualitative data obtained from the respondents. The data source used in this study, namely, primary data, was obtained from the respondents directly through a questionnaire filled out by the respondents who were used as the research sample.

## **RESULTS AND DISCUSSION**

### **Results**

The following are the results of the questionnaires that have been distributed to students as samples in this study, where these data are the results of data processed with SPSS. The total value of Variance Explained is used to determine the percentage of the four factors analyzed. The results of factor analysis through SPSS show the percentage of each factor can be seen in Table 1.

**Tabel.1 Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.757	68.934	68.934	2.757	68.934	68.934	1.982	49.552	49.552
2	1.150	28.744	97.677	1.150	28.744	97.677	1.925	48.125	97.677
3	.059	1.470	99.147						
4	.034	.853	100.000						

Based on table 1 it can be seen that (1) the product quality factor has an eigenvalue of 2.757 with a variance value of 68.934%, (2) the convenience factor has an eigenvalue of 1.150 with a variance value of 28.744%, (3) the information quality factor has an eigenvalue of 0.059 with the variance value is 1.470%, and (4) the consumer trust factor has an eigenvalue of 0.034 with a variant value of 0.853%.

To explain the decision to buy at an online shop from a sample, factor extraction can be done. Factor extraction can be explained by the total percentage of each prime factor. These main factors are product quality and convenience factors which have an eigenvalue parameter value > 1. To find out the distribution of the dimensions that have not been rotated into the factors that have been formed, it can be seen in the SPSS output in Table 2 below:

**Table 2. Factors That Explain Buying at the Online Shop of 2020 Class of Economics and Management Study Program Students**

Faktor	Eigenvalue	Varianced Explained (%)	Faktor Loading
Kualitas Produk	2,757	68,934	.975
Kemudahan	1,150	28,744	.958
Kualitas Informasi	0,059	1,470	.982
Kepercayaan Konsumen	0,034	0,853	.935

Based on Table 2 above, it can be explained that the factors that have an eigenvalue > 1 are the product quality and convenience factors. the two factors formed. Product quality has an explained variance of 68.934%, meaning that product quality can influence buying decisions at online shops by 68.934%. Ease of having an explained variance of 28.744%, meaning that it is easy to influence buying decisions at online shops by 28.744%. Determining the name of the factor that has been formed for each factor is subjective, sometimes the variable that has the highest factor loading value is used to name the factor. To see the value of the loading factor can be seen in Table 3.

**Table 3. Rotated Component Matrix**

	Component	
	1	2
Kepercayaan konsumen	.975	.163
Kualitas Informasi	.958	.245
Kualitas Produk	.115	.982
Kemudahan	.317	.935

Based on Table 3 above, the factors that influence buying decisions at online shops can be grouped into 2 (two) factors. Each of these factor groups has the highest factor loading in each component, namely factor one is formed from factors. Factor 1 (one) is formed from the consumer trust factor with a loading factor of 0.975, and information quality factor with a loading factor of 0.958. Factor 2 (two) is formed from the product quality factor with a loading factor of 0.982, the convenience factor with a loading factor of 0.935. Then to determine the factor dimensions that most dominantly influence buying decisions at the online shop of 2020 class of Economics and Management Study Program Students, the varimax coefficient parameter is used or close to 1 or close to -1. Values close to 1 are preceded by a value of 0.50 while values close to -1 are preceded by -0.50. In more detail, the results of the rotation summary of the factor matrix contain the varimax rotation values, which can be seen in table 4.

**Table 4. Rotation Matrix of Factor Analysis Results**

Dimensi atau faktor keputusan membeli	Varimax Rotation (%)	
	(1)	(2)
Kualitas Produk	68,934	-
Kemudahan	-	28,744

Based on table 4, the most dominant factor influencing the decision to buy at the online shop for students of the Economics and Management Study Program class of 2020 is the product quality factor with a varimax rotation value of 68.934%. This means that the clarity of the dimensions or buying decision factors at the online shop is product quality which dominates at 68.934%.

## DISCUSSION

Based on the results of data analysis the decision to buy at Online The 2020 batch of Management Economics Study Program Student Shops are influenced by product quality, convenience, quality of information, and consumer trust. This is in accordance with the theory stated by Rangkuti in Khotler (2009), that the factors that influence buying decisions in online shop are product quality, convenience, information quality, and consumer trust. Product quality and convenience factors are the dominant factors influencing the decision to buy at an online shop for students of the Management Economics Study Program class of 2020. The product quality factor is the most dominant factor influencing the buying decision of students of the Management Economics Study Program class of 2020. This factor is the most dominant

compared to factors Another factor is because product quality is one of the main factors in consumer choice criteria in making purchases at online shop. Quality makes a company or organization that produces products known and trusted by the wider community. Product quality can be said as the ability of a product to carry out its functions such as suitability, which means that the greater the frequency of consumer use of the product, the greater the product's durability, product shape, product design, and product style or appearance which can affect the long-term performance of a product. business unit. The results of this study are in line with the theory of Rangkuti (2009), product quality includes conformance (suitability), durability (endurance), reliability (reliability), form (shape), design (design), and style (product appearance). These six indicators are important in determining buying decisions at online shops.

Ease of use is one of the considerations for buyers online shop. The trend of buying and selling is currently growing with online activities that don't bother its users. The ease of learning, using, operating according to what is desired and its flexible use are the reasons consumers choose to shop online. The advantages of Online Shop this is what causes business online become a trend. The results of this study are in line with Rangkuti's theory (2009), the reason consumers prefer online shopping is because of the convenience it provides to consumers.

## CONCLUSION

### The knot

Based on the results of data analysis and discussion, it can be concluded that

- (1. the factors that influence the decision to buy at the online shop for 2020 class of Economics and Management Study Program Students are
  - a. product quality factor with a variance value of 68.934%;
  - b. convenience with a variance value of 28,744%;
  - c. information quality with a variance value of 1,470% and
  - d. consumer trust with a variance value of 0.853%.
- (2. the most dominant factor influencing the decision to buy at the online shop for students of the 2020 class of Management Economics Study Program is product quality with a varimax rotation value of 68.934%.

### Suggestion

Based on the conclusions above, several suggestions can be put forward, namely

- (1. For Students of the Management Economics Study Program at Graha Nusantara University, they should reconsider making purchases at online shops so that they are not easily deceived in making purchases;
- (2. For online shop owners to be more creative and innovative in running an online business in order to be able to attract more new customers to increase online shopping motivation, because the concept Ecommerce or electronic commerce via the internet has become the center of attention of many people who provide convenience for shopping systems and

- (3. For other researchers it is hoped that it will become a reference for further research that is broader, in-depth studies and adds knowledge about buying decisions.

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