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The Effect of Ease of use and Information Quality on Online Purchase Decisions at Garnier Men Official Store in Lazada

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ABSTRACT

This study aims to see the effect of ease of use and quality of information on online purchasing decisions at the Garnier men official store at Lazada. The decision to buy online is currently determined by various things, one of which is ease of use. With the ease of use of the website or application, it will make it easier for consumers to buy products. A good quality website will be easy to use and accessible to consumers. The information content on the site includes text, images, graphics, layout, sound, motion and making the right content decisions is very important for the design of related sites to be made as effectively as possible. This study uses quantitative research with the nature of explanatory research. To prove the hypothesis, the writer uses descriptive method and causal method. The results of this method can be used to prove hypotheses and causation between two or more variables in this study. The coefficient of determination between ease of use and quality of information on impulse purchases is 0.512. The regression equation is $Y = 3.661 + 0.473\ X1 + 0.522\ X2$. The results of the descriptive statistics show that the average for hedonic shopping motivation agrees. The results of descriptive statistics show that the average for ease of use, quality of information is agreed and impulse buying is agreed. The conclusion of this study is that ease of use has a positive and significant effect on purchasing decisions. Information Quality has a positive and significant effect on purchasing decisions. Ease of use and quality of information have a positive and significant influence on purchasing decisions.

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INTRODUCTION

People's needs are increasing every day. People as consumers will buy and use goods and services for various reasons of need. Consumer desires in buying and using goods and services have a variety of different motives according to the needs and desires of consumers themselves. This condition is related to the development of the times which makes the wants and needs of consumers increasing. The conditions of the times are also very close to the development of technology currently which is very useful to help consumer needs. With the ease of obtaining information, it will make it easier for people to meet their needs. The development of the times at this time facilitates all the information needed by the public as consumers.

According to Yusran and Usman (2019), E-commerce has different types of classifications, but in Indonesia alone type of e-commerce are often attractive is the online marketplace that has the form of C2C (consumer to consumer) which is defined as a business activity (sales) made by individuals (consumers) to individuals (consumers) more. The decision to buy online at this time is determined by various things, one of

which is the ease of use. With the ease of using the website or application, it will make it easier for consumers to buy products. A good website quality will be easy to use and access by consumers. It is the same as the opinion of Endigalani (2021), with all the availability of the site and the progress of user ability, motivating someone to choose one online site compared to another can be influenced by their impression of the ease of use of the site. If a user finds difficulties in using the site, cannot find what he is looking for in the online store, or is unclear about the site being offered (for sale), the user basically leaves the online site directly because of the constraints. In addition, another thing that can influence online purchasing decisions is information quality. According to Endigalani (2021), an online site must also focus on the reliability of product information so that the intention to end up buying and making repurchases will increase. Information content on the site includes text, images, graphics, layout, sound, motion and to make the right content decisions is very important for the design of a related site made as effective as possible. According to Bahri (2019), the quality of information adds value to stimulate consumers in determining the frequency of purchases directly and quickly. Ease of use is also a superior need to be met so that consumers make purchase decisions directly.

Lazada is a Private Singaporean e-commerce company founded by Rocket Internet in 2011. The Lazada e-commerce website was launched in March 2012 in Indonesia, Malaysia, the Philippines, Thailand, and Vietnam. In Garnier Official Store sales in the Lazada marketplace currently, it is less competitive than other marketplaces. To see respondents' responses about Lazada at this time, the authors conducted a brief interview of 30 respondents. In the problem of selling Garnier product in the marketplace, which is not good because in its appearance, the marketplace of Garnier Official Store has bad appearance and is not user friendly in its use. In its use, the Garnier Official Store and website also tend to be more difficult to use compared to other marketplaces. In the appearance of the application and website of Garnier Official Store in marketplace is considered less attractive. This shows that the dominant respondents stated that the Garnier Official Store application and website have not been attractive to them. Meanwhile, in the display of information displayed by marketplace for Garnier Official Store, it is considered incomplete and does not present product details clearly and concisely so that customers feel that the display of information presented is less able to attract their buying interest in products displayed on Garnier Official Store. The information displayed is not up-to-date and poorly understood by respondents, making them less interested in buying products on Garnier Official Store.

RESEARCH METHODS

Research designs are procedure on way to gather data to be implemented to achieve research objectives. The choice of research design is depending on problem of the research being faced. The research design applied for this research is descriptive design, which allows writer to gather data and portrays central tendency, variation, and correlation of a particular topic subject. There are two kinds of research design, which are quantitative and qualitative. According to Ahmad et al (2019), quantitative research is a kind of study that follows natural science methodologies that results in numerical data and concrete facts. Its objective is to demonstrate causal relationships between two variables through the application of mathematical, computational, and statistical approaches. Empirical research is sometimes used to describe the study because it can be measured very well and accurately. Research design that applied in this research will be quantitative research with survey method by questionnaire as instrument of the research. Questionnaire is a sheet containing several questions with the implementation of standardized structure. According to Sujarweni (2018), defined questionnaire as data collection techniques are done by distributing to respondents a question to be answer. While Sugiyono (2018) also explained questionnaires is method collecting a data by providing respondents with a set of questions through a questionnaire on the object of research according to the variables under study. Furthermore, this skripsi would use both descriptive and causal analysis methods. According to Sujarweni (2018), descriptive quantitative analysis is described as research that describes independent and dependent variables without making distinctions or comparisons between them.

According to Sujarweni (2018), the term population refers to the total number of things and subjects that were evaluated and conclusions were drawn because they had certain features and qualities that related to the writer. The population in this study are Lazada customers in Medan. In this study, the level of accuracy (α) of 5% and the level of confidence of 95% was used so that the Z value = 1.96, the value of e (error rate) was determined at 10%. The probability of the population not being taken or being rejected is 0.5, respectively.

RESULTS

The normality test examines how data are distributed within variables. Any set of data with a normal distribution is suitable and workable for research. The normality test result is shown below.

N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.35807396

Most Extreme Differences	Absolute	.069
	Positive	.068
	Negative	-.069
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
Source: SPSS Processing Result (2024)

From table above, it can be known that data of normality in normal distributed because the significant value is 0.200 which is higher than 0.05.

The heteroscedasticity test looks for disparities in variance between the residuals of different observations in the regression model. Since statistical tests can better ensure the accuracy of the results, it can also be checked using the Glejser test. The Glejser test outcome is below.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.996	1.832		1.090	.279
Ease of Use	.074	.046	.171	1.599	.113
InformationQuality	-.073	.056	-.140	-1.309	.194

a. Dependent Variable: abs_res
Source: SPSS Processing Result (2024)

The test results in the glejser test showed the value of the sig > 0.05 for the variables security perceptions and easy transactions. This shows that there is no heteroscedasticity problem in this test.

The multicollinearity test checks if the correlation between independent variables is included in the regression model. The independent variables in an effective regression model cannot be correlated. The multicolinearity test result is below.

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Ease of Use	.906	1.104
	InformationQuality	.906	1.104

a. Dependent Variable: Online Purchase Decision
Source: SPSS Processing Result (2024)

The tolerance values for the hedonic shopping motivation and shopping lifestyle variables are 0.906 and the VIF values are 1.104. With the criteria > 0.10 for tolerance and VIF values < 10, it can be stated that there is no problem from multicollinearity.

Linear testing is carried out to see the relationship of variables to other variables. The results of the linear test are as follows.

	Unstandardized		Standardized	

Model		B	Std. Error	Coefficients Beta	t	Sig.
		Coefficients		Coefficients	t	Sig.
1	(Constant)	3.664	3.082		1.189	.237
	Ease of Use	.473	.078	.464	6.092	.000
	InformationQuality	.522	.094	.421	5.528	.000

a. Dependent Variable: Online Purchase Decision
Source: SPSS Processing Result (2023)

From the regression test result, it can be obtained the formula for this research:

$$Y = a + bXY$$
$$\text{Ease of Use} = 3.664 + .473\ X1$$
$$X = 0\ Y = 3.664 + .473\ (0) = 3.664$$
$$X = 1\ Y = 3.664 + .473\ (1) = 4.137$$
$$X = 2\ Y = 3.664 + .473\ (2) = 4.610$$
$$X = 3\ Y = 3.664 + .473\ (3) = 5.083$$

The Linear regression shows when X = 1, the Y is 4.137 which increases .473. When X = 2, the Y is 4.610 and when X = 3, the Y is 5.083. It means that increasing of 1-unit ease of use towards online purchase decision increase .473. From the equation, it shows that ease of use has positive equation on online purchase decision which the increase of ease of use is increasing the value of online purchase decision.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.664	3.082		1.189	.237
	Ease of Use	.473	.078	.464	6.092	.000
	InformationQuality	.522	.094	.421	5.528	.000

a. Dependent Variable: Online Purchase Decision
Source: SPSS Processing Result (2023)

$$\text{Information quality} = 3.664 + .522\ X2$$
$$X = 0\ Y = 3.664 + .522\ (0) = 3.664$$
$$X = 1\ Y = 3.664 + .522\ (1) = 4.183$$
$$X = 2\ Y = 3.664 + .522\ (2) = 4.705$$
$$X = 3\ Y = 3.664 + .522\ (3) = 5.227$$

The Linear regression shows when X = 1, the Y is 4.183 which increases .522. When X = 2, the Y is 4.705 and when X = 3, the Y is 5.227. It means that increasing of 1-unit information quality towards online purchase decision increase .473. From the equation, it shows that ease of use has positive equation on online purchase decision which the increase of information quality is increasing the value of online purchase decision.

In multi linear regression analysis, describes the relationship between two or more variables. In this test explains the direction of the relationship of the variables as follows.

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.

Model	B	Std. Error	Beta		
1 (Constant)	3.664	3.082		1.189	.237
Ease of Use	.473	.078	.464	6.092	.000
InformationQuality	.522	.094	.421	5.528	.000

a. Dependent Variable: Online Purchase Decision
Source: SPSS Processing Result (2024)

From the regression test result it can be obtained the formula for this research:

$$Y = 3.661 + 0.473\ X1 + 0.522\ X2$$
$$X = 0\ Y = 3.664 + .473\ (0) + .522\ (0) = 3.664$$
$$X = 1\ Y = 3.664 + .473\ (1) + .522\ (1) = 4.186$$
$$X = 2\ Y = 3.664 + .473\ (2) + .522\ (2) = 5.656$$
$$X = 3\ Y = 3.664 + .473\ (3) + .522\ (3) = 6.649$$

1. The value of the coefficient is 3,664 which is obtained by adding a value of 0 to the variable ease of use and information quality.
2. The value of the coefficient is 4,186 which is obtained by adding a value of 1 to the variable ease of use and information quality.
3. The value of the coefficient is 5,656 which is obtained by adding a value of 2 to the variable ease of use and information quality.
4. The value of the coefficient is 6,649 which is obtained by adding a value of 3 to the variable ease of use and information quality

A correlation coefficient measures the linear strength of the link between two variables. This statistic describes how well changes in the value of one variable predict changes in another. The results of the correlation test are as follows:

		Ease of Use	Information Quality	Online Purchase Decision
Ease of Use	Pearson Correlation	1	.307**	.593**
	Sig. (2-tailed)		.002	.000
	N	96	96	96
Information Quality	Pearson Correlation	.307**	1	.563**
	Sig. (2-tailed)	.002		.000
	N	96	96	96
Online Purchase Decision	Pearson Correlation	.593**	.563**	1
	Sig. (2-tailed)	.000	.000	
	N	96	96	96

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS Processing Result (2024)

Based on the result that is taken from table above, the correlation coefficient is 0.593 and 0.563 which indicates the correlation between variable ease of use and information quality and online purchase decision is strong and positive. Therefore, better ease of use motivation and information quality can increase online purchase decision.

The amount of variance in the dependent variable that a model can explain is expressed as the coefficient of determination (R^2). The following results of the determination test can be seen:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715a	.512	.501	3.39399

a. Predictors: (Constant), Information Quality, Ease of Use

From the determination test, the value of R square is 0.512. R square could be called the coefficient of determination, that in this case means ease of use and information quality has high effect on online purchase decision which in the percentage is 51.2%.

Z test is also a hypothesis test in which the z-statistic follows a normal distribution. The z-test is best used for greater-than-30 samples because, under the central limit theorem, as the number of samples gets larger, the samples are considered to be approximately normally distributed. To test the significance towards the coefficient of correlation, it uses z-test. The confidence level of hypothesis test is 95% with 5% of error degree. The two-tailed hypothesis test will be 0.95/2 = 0.475, so that the Ztable can be obtained 1.96. Then the result of partial test below.

1. Variable Ease of Use with Zcount value obtained is 5.81 that will be compared with Ztable in amount og 1.96. Zcount is higher than the value Ztable in 1.96. Therefore, hypothesis is accepted between ease of use has partial positive effect towards online purchase decision.
2. Variable Information Quality with Zcount value obtained is 5.51 that will be compared with Ztable in amount og 1.96. Zcount is higher than the value Ztable in 1.96. Therefore, hypothesis is accepted between information quality has partial positive effect online purchase decision.

F test is used to show whether all the independent variables included in the model have a joint influence on the dependent variable. The F Test result is below.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1123.676	2	561.838	48.774	.000ᵇ
	Residual	1071.283	93	11.519		
	Total	2194.958	95			

a. Dependent Variable: Online Purchase Decision

b. Predictors: (Constant), Information Quality, Ease of Use
Source: SPSS Processing Result (2023)

F table = t (α / 2 ; n – k – 1) F table = t (0.025 ; 96 – 2 - 1) = 3.09 From sample of 96 respondents to see the value of F with a probability of 0.05. Then it can be determined that the value of with a comparison of Fcount 48.774 > Ftable is 3.09. Then it can be concluded that the variable ease of use and information quality variables tested in this test showed positive results and had simultaneous influence on the online purchase decision at Lazada.

DISCUSSION
According to the findings of the previous study, the findings and analyses in this study can be explained as follows:
The results of the validity test show that the ease of use and information quality and online purchase decision variables have all valid values and in the reliability test, all variables have reliable values.
From testing on classical assumptions, it shows that in normality tests the data is normally distributed, the data does not occur multicollinearity, the data does not occur heteroscedasticity and the data meets the classical assumptions entirely so that it is declared feasible to use.
From mean, median and mode calculation, most of respondents agree for ease of use, agree for information quality and agree for online purchase decision.
From correlation test, the coefficient of correlation value is in 0.593 and 0.563. It means that there is a positive effect between ease of use towards online purchase decision and there is positive effect between information quality towards online purchase decision.
In the determination test, the coefficient of determination value is 51.2%. It means that ease of use and information quality can be affected by online purchase decision with 51.2%.
In linear regression analysis, the regression equation is Y = a + bXY = 3.661 + .473 X. From multiple linear regression analysis, the equation is Y = 3.661 + 0.473 X1 + 0.522 X2.

In partial Z test, Variable ease of use with Zcount value obtained is 5.81 that will be compared with Ztable in amount of 1.96. Zcount is higher than the value Ztable in 1.96. Therefore, the hypothesis is accepted between ease of use has partial positive effect towards online purchase decision. Variable information quality with Zcount value obtained is 5.51 that will be compared with Ztable in amount go 1.96. Zcount is higher than the value Ztable in 1.96. Therefore, hypothesis is accepted between information quality has partial positive effect towards online purchase decision.

In simultaneous F test, the value of Fcount is 48.774. The hypothesis is accepted that ease of use and information quality have simultaneous effect on online purchase decision because Fcount > Ftable (48.774 > 3.09).

CONCLUSION

Ease of use has partial positive effect towards online purchase decision at Garnier Men Official Store in Lazada. From Z Test result, the Zcount > Ztable (5.81 > 1.96). It means the hypothesis of H1 is accepted.

Information quality has partial positive effect towards online purchase decision at Garnier Men Official Store in Lazada. From Z Test result, the Zcount > Ztable (5.51 > 1.96). It means the hypothesis of H2 is accepted.

Ease of use and information quality have simultaneous positive effect towards online purchase decision at Garnier Men Official Store in Lazada. From F Test result, the Fcount > Ftable (48.774 > 3.09). It means the hypothesis of H3 is accepted.

SUGGESTION

Recommendations for the ease-of-use product Garnier acne foam. This can be done by attaching a clear way of using the product to the product description and also explaining the advantages and benefits of the product for one type of Garnier acne foam with another so as to avoid consumers having difficulty using products from Garnier.

Recommendations for information quality variables, Garnier needs to display product information that is easier to understand in explaining product specifications in detail, namely by writing clear product specifications in the information column and explaining the contents of the product and the content in the products sold by Garnier.

The study explored only the effect of ease of use variable, information quality and online purchase decision. For future research, it can also use another variable such as digital marketing, customer satisfaction. Also, can use another marketplace as object of research

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