THE INFLUENCE OF SHOPPING EXPERIENCE AND TRUST ON CONSUMER BUYING INTEREST ON THE SHOPEE ONLINE BUYING AND SELLING SITE IN YOGYAKARTA CITY

R. Suprono Wahyujatmiko*

Prodi D3 Manajemen, STIE IEU, Yogyakarta, Indonesia

suprono2016@gmail.com

Thomas Aquinas Radito

Prodi S1 Manajemen, STIE IEU, Yogyakarta, Indonesia

radith77th@gmail.com

Najamudin Molbang

Prodi S1 Manajemen, STIE IEU, Yogyakarta, Indonesia

Nadjazanazalfa@gmail.com

*Corresponding Author

Abstrak

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Pengalaman Berbelanja (X1) dan Kepercayaan (X2) sebagai variabel independen terhadap Minat Beli (Y) sebagai variabel dependen konsumen di Situs Jual Beli Online Shopee di Kota Yogyakarta. Jenis penelitian dalam penelitian ini adalah kuantitatif. Populasi dalam penelitian ini adalah seluruh konsumen pengguna Shopee di Kota Yogyakarta. Dalam pengambilan sampel peneliti menggunakan metode non probability sampling. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling. Hasil penelitian menyatakan bahwa Pengalaman Berbelanja (X1) berpengaruh positif dan signifikan terhadap Minat Beli (Y) dan kepercayaan (X2) berpengaruh positif signifikan terhadap Minat Beli (Y).

Kata kunci: Pengalaman Berbelanja, Kepercayaan, dan Minat Beli.

Abstract

This study aims to determine and analyze the effect of Shopping Experience (X1) and Trust (X2) as independent variables on Buying Interest (Y) as a dependent variable of consumers on the Shopee Online Buying and Selling Site in Yogyakarta City. The type of research in this study is quantitative. The population in this study is all consumers of Shopee users in Yogyakarta City. In sampling, researchers use the non-probability sampling method. The sampling technique used in this study was purposive sampling. The results stated that Shopping Experience (X1) had a positive and significant effect on Buying Interest (Y) and trust (X2) had a significant positive effect on Buying Interest (Y).

Keywords: Shopping Experience, Trust, and Buying Interest.

INTRODUCTION

Background of the problem

Today the internet is not limited to the use of information that can be accessed through one media but can also be used as a means to make transactions, one of which is shopping online (Adrian, 2019). The phenomenon of shopping online is growing rapidly and is becoming the choice for most people (Servanda, Sari and Ananda, 2019). This shift in shopping behavior from offline to online is because shopping online provides many conveniences offered, both in payment methods, delivery services, can save time without the need to visit shopping locations and is safe (Aftika, Kartika, Widyasari and Sanjaya, 2020). So it is not surprising that in Indonesia many e-commerce / online shopping industry players have emerged (Adrian, 2019). One of the E-commerce market place types in Indonesia that now also has applications that are being widely used is Shopee (Servanda, Sari and Ananda, 2019). Shopee makes it easy for sellers and buyers to interact through its live chat feature (Yanis, 2020). Shopee also makes it easy for users to buy or sell products by providing complete information about the seller's reputation so that consumers are free to compare and choose the desired product (Servanda, Sari and Ananda, 2019). In addition, Shopee provides protection for buyers, such as when there is a purchase between consumers and sellers is not only directly given to the seller, but through the process and intermediaries of Shopee, so that if one day there are rogue sellers who want to deceive customers, the money that has been transferred can be returned to customers (Servanda, Sari and Ananda, 2019). Another advantage of Shopee is that it provides the cheapest price guarantee specifically in Southeast Asia, especially Indonesia, where if consumers find other products at prices cheaper than those offered by Shopee, consumers have the right to claim money back of 2 times the price of the previous item (Servanda, Sari and Ananda, 2019).

According to (Anwar and Adidarma, 2016) buying interest carried out on online media is the desire to buy a product or service offered by sellers to consumers through *online* media. The presence of *online* commerce will make it easier for consumers to make purchasing activities (Sophia, in Darmono and Yulista, 2020). Consumers do not need to come directly to the store, they only need to visit the intended site and determine the goods/services they need (Sophia, in Darmono and Yulista, 2020). Meanwhile, according to Pavlou in Darmono and Yulista, (2020), online buying interest is a situation when a customer is willing and interested to engage in *online transactions*. *Online shopping* aims to increase consumer purchase interest supported by advanced technology so that it can attract consumer attention both from images, colors, sounds, shapes, services and availability sought which ultimately provokes consumer interest to buy products/services from the *online* site (Sophia, in Darmono and Yulista, 2020).

According to Anwar and Adidarma (2016), interest *in online purchases made on* online media is the desire to buy a product or service offered by sellers to consumers through online media. Meanwhile, according to (Setiadi in Rosdiana, Haris, Akhmad and Suwena 2018) *interest in buying online is a consumer who begins to arise his interest will be encouraged to know the quality* of the online store, then consumers will build trust in the results of the information obtained' and consider the risks that can be caused. Slightly different from what is said by (Close and Kinney in Sari and Rodhiah, 2020) defines *online buying interest* as an interest in buying *online* to buy goods and services through the *internet or* virtual *shopping carts*. Meanwhile, according to (Liang and Lai

in Amanah and Harahap, 2018) buying behavior through *internet media (online shopping)* is the process of buying products or services through internet media.

Factors that can affect a person's buying interest *online*, including trust factors (Chan, 2019; Rahardja, 2015; Idris, 2016; Mardiah and Anugrah, 2020, and Faisol 2020); and shopping experience (Rosdiana, Haris and Suwena, 2019; Tilaar, Lapian and Roring, 2018; Adinata and Yasa, 2018; Anwar and Adidarma, 2016; and Rachmawati, Wahyudi and Hariri, 2016).

Consumer shopping experience is a series of memorable personal consumer interactions when consumers interact with a product, company or representative that leads to good or bad reactions (Rizkiawan, 2020). Meanwhile, according to (Schmitt in Asiyah, Hidayati and Furi, 2016) Shopping experience is an interaction that occurs between consumers with a product, company or representative that leads to a reaction. From some of the definitions above, it can be concluded that the shopping experience is an interaction or series of memorable individual interactions when interacting with a product or company that leads to two possibilities, namely good reactions or bad reactions (Rahardja in Ayuningrum and Idrus, 2016). If the shopping experience received by consumers turns out to provide a sense of satisfaction, it will increase consumer buying interest and will make consumers do it again in the future. However, if negative experiences are received then customers will be reluctant to do it again in the future (Shim, Lotz and Warrington in Rizkiawan, 2020). Basically, the shopping experience created by the company has an orientation towards satisfaction. This is a good thing, considering that a person's past experience in *online* purchases can influence buying behavior (Ayuningrum and Idrus, 2016). The experience of *shopping online* has an effect on search intent and purchase intent (Kim, Jae, Lee, dah Kim in Ayuningrum and Idrus, 2016). According to Mardiah and Anugrah (2020), *the* online shopping experience is an important factor to determine consumer interest in repurchasing a product on an online buying and selling site. If the previous shopping experience is not good, then customers tend not to have the intention to shop again, but on the contrary if the previous online shopping experience is good, customers tend to have an interest in making repeat purchases (Foster, 2017).

Research related to shopping experience affects buying interest has been carried out by several experts including Ling (2010) and Mardiah and Anugrah (2020) who stated the results that previous experience in *online shopping* has an influence and is significant on consumer buying interest in online shopping in the days to come. Not much different from the results of research conducted by Ayuningrum and Idris (2016); Asiyah, Hidayati and Furi, 2016; and Darmono and Yulistia, 2020) who found that the shopping experience affects consumer buying interest.

In addition to shopping experience affects buying interest, it turns out that trust can also affect buying interest (Chan, 2019). This is in line with what Pavlou and Geffen stated (in Darmono and Yulistia, 2014), that trust is a very important factor that can influence online purchase interest by consumers. Trust is defined as a belief that parties will find what they want from the other party instead of what is feared from the other party (Mao in Adinata and Yasa, 2018). According to Sunarto in Rosdiana and Haris (2018) Consumer *Beliefs* are all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits. Meanwhile, according to Firdayanti (2012), consumer trust is a perception from a consumer point of view of the reliability of sellers in the experience and the fulfillment of consumer expectations and satisfaction. Slightly different from what was stated by Rosdiana and Haris (2018) which defines consumer

trust as the willingness of one party to accept the risk of the actions of another party based on the expectation that the other party will take important actions for the party who trusts it, regardless of the ability to supervise and control the actions of the trusted party.

In the world *of e-commerce*, trust is the main factor in the emergence of consumer buying interest *online* (Kurniawan, 2011). Consumer trust in a product can be created by providing or delivering products in accordance with advertised specifications, providing guarantees or guarantees. So that when consumers receive the goods or services purchased, it will contribute to the level of consumer confidence (Rosdiana and Haris, 2018). Trust is required when placing an order *online* and when the buyer sends his personal data to the seller (Egger in Ling, 2010). When someone is going to make an online transaction, the first thing they consider is whether the seller and the site he visits are safe and trustworthy or not, because there is no face-to-face, the buyer's trust in sellers and online buying and selling sites is the main thing (Rizkiawan, 2020). Only consumers who have trust are willing to make transactions *online*, without trust it is impossible *for e-commerce* transactions to occur (Mayer in Rahma, 2018). This is in line with the opinion of Harris and Goode (2010) trust is one of the main factors that must be built by online buying and selling businesses, with the trust factor built by business people can attract consumers to shop *online*. From some of the opinions above, it can be concluded that trust is the main factor in triggering consumer interest in making online purchases (Rosdiana, Haris and Suwena, 2019). This is in line with the results of research conducted by Anwar and Afifah (2016) which states that trust affects online buying interest. The results of this research are supported by research conducted by Ikranegara (2017) Adinata and Yasa; (2018) Rosdiana and Haris (2018); and Sarjita (2020); which shows the result that trust has an influence on buying interest.

Based on the background description above, encouraging researchers to examine how important shopping experience and trust in consumer buying interest is necessary, it is necessary to conduct a study entitled "The Influence of Shopping Experience and Trust on Consumer Buying Interest on the Shopee online buying and selling site in Yogyakarta City".

PROBLEM FORMULATION

The problems in this study are:

1. Does the shopping experience have a significant effect on consumer buying interest on the Shopee online buying and selling site in Yogyakarta City?

2. Does trust have a significant effect on consumer buying interest on the Shopee online buying and selling site in Yogyakarta City?

THEORETICAL FOUNDATION

1. Buying Interest.

According to (Anwar and Adidarma, 2016) buying interest carried out on online media is the desire to buy a product or service offered by sellers to consumers through *online media*. Meanwhile, according to Pavlou in Darmono and Yulista, (2020), online buying interest is a situation when a customer is willing and interested to engage in *online transactions*.

According to Ling, Chai, and Piew in (Mulyati and Gesitera 2020), online buying interest is a situation when a customer is willing and intends to engage in online purchase transactions. Meanwhile, according to Setiadi in Yofina and Gesitera (2020) suggests that purchase intention is one of the stages in the adoption process when consumers are interested in finding this information.

According to Anwar and Adidarma (2016), interest *in online purchases made on* online media is the desire to buy a product or service offered by sellers to consumers through online media. Meanwhile, according to Shahnaz and Wahyono (2016), *interest in buying online* is a consumer who begins to arise his interest will be encouraged to know the quality of online stores, then consumers will build trust in the results of the information obtained and consider the risks that can be caused. Slightly different from what was stated by Close and Kinney (In Sari and Rodhiah, 2020) defines *online buying interest* as an interest in buying *online* to buy goods and services through the internet or *virtual* shopping carts. Meanwhile, according to Liang and Lai in (Amanah dan Please 2018), buying behavior through *internet media (online shopping)* is the process of buying products or services through *internet media*.

Some things that need to be considered in increasing consumer buying interest are experience in shopping (Rahardja, 2015). If the experience received by consumers turns out to provide a sense of satisfaction, it will increase their buying interest and will make consumers do it again in the future. However, if negative experiences are received then customers will be reluctant to do so again in the future (Shim in Ling, 2010). Basically, companies must be able to understand the needs and desires of customers in meeting their needs to create a good experience. (Ayuningrum and Idris, 2016). According to Ling in Chan (2019) customers who have previous online buying experience will be more likely to buy *online* than those who do not have.

In addition to the shopping experience, it turns out that another factor that can influence online buying interest is trust (Ayuningrum and Idris, 2016). Consumer buying interest is largely influenced by consumer confidence itself (Chan 2019). In order to attract consumers to visit and transact through their sites, *e-commerce* companies must build high trust in potential buyers (Mulyati and Gesitera 2020). According to (Rosdiana 2019) Trust is a strong foundation to determine the success or failure of *e-commerce* in the future. When someone wants to make transactions online, *the main thing* to pay attention to is the reputation of the online store itself.

2. Shopping experience.

According to Rizkiawan (2020). The consumer shopping experience is a series of memorable personal consumer interactions when consumers interact with a product, company or representative that leads to a good or bad reaction. Meanwhile, according to Schmitt (in Furi, Hidayati and Asiyah, 2016) Shopping experience is an interaction that occurs between consumers with a product, company or representative that leads to a reaction. From some of the definitions above, it can be concluded that the shopping experience is an interaction or series of memorable individual interactions when interacting with a product or company that leads to two possibilities, namely good reactions or bad reactions (Rahardja in Ayuningrum and Idrus, 2016). If the shopping experience received by consumers turns out to provide a sense of satisfaction, it will increase consumer buying interest and will make consumers do it again in the future. However, if negative experiences are received then customers will be reluctant to

do it again in the future (Shim, Lotz and Warrington in Rizkiawan, 2020). Basically, the shopping experience created by the company has an orientation towards satisfaction. This is a good thing, considering that a person's past experience in *online* purchases can influence buying behavior (Ayuningrum and Idrus, 2016). The experience of *shopping online* has an effect on search intent and purchase intent (Kim, Jae, Lee, dah Kim in Ayuningrum and Idrus, 2016). According to Mardiah and Anugrah (2020), *the* online shopping experience is an important factor to determine consumer interest in repurchasing a product on an online buying and selling site. If the previous shopping experience is not good, then customers tend not to have the intention to shop again, but on the contrary if the previous online shopping experience is good, customers tend to have an interest in making repeat purchases (Foster, 2017).

Shim and Drake in Alwafi and Magnadi (2019) argue that consumers with strong online shopping intentions on *online* shopping sites usually have had previous purchase experiences that help them reduce their sense of uncertainty.

This is in line with Mathwick's research in Rahardja (2015) which shows that there is an influence between shopping experience and online buying interest. A similar study was conducted by Ling (2010) who found that shopping experience has a significant effect on online buying interest. In addition, it is not much different from the results of Mardiah and Anugerah's (2020) research which states that there is an influence between shopping experience and online buying interest. This is supported by the results of research conducted by Schmiit in Asiyah, Hidayanti and Furi (2013) which found the result that there is an influence of shopping experience on the level of online buying interest. This is supported by previous research (Rahardja, 2015; Alwafi Magnadi, 2016; Laili, Arifin and Hufron, 2018; Alim and Chan, 2019; Purhusip and Lubis, 2020; Rizkiawan, 2020) from the results of their research shows that the shopping experience greatly influences online buying interest. Based on theoretical studies regarding shopping experience, previous findings, and thinking logic, the hypotheses proposed regarding the influence of shopping experience on online buying interest in this study are as follows:

H$_1$: It is suspected that the shopping experience has a significant effect on consumer buying interest on online buying and selling sites in the city of Yogyakarta.

3. Trust

According to Mayer in Haekal and Widjajanta (2016) trust as the willingness of one party to trust another party to perform certain actions that are important for the party who believes in it. Trust is a complex issue, because an individual does not know for sure the motives and intentions of other individuals towards him (Kramer in Rizkiawan, 2010). Meanwhile, according to Supriono (2010), trust is the trust of certain parties to others in conducting transaction relationships based on a belief that the person they trust will fulfill all their obligations properly as expected.

According to Sunarto in Rosdiana and Haris (2019) consumer trust (*Consumen Beliefs)* is all the knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits. Meanwhile, according to Firdayanti (2012), consumer trust is a perception from a consumer

point of view of the reliability of sellers in the experience and the fulfillment of consumer expectations and satisfaction. Trust is formed through corporate honesty, personal data security, and payment guarantees to business partners (Parastanti, Kumadji and Hidayat, 2014). Trust in a business cannot arise instantly, but must be built from the beginning of a business establishment (Hendrata, Purbandari and Mujilan, 2013).

According to Adinata and Yasa (2018) trust is the most important element *in online marketing, trust is an important foundation for consumers to buy in* online stores. The trust factor built by business people can attract consumers to shop *online* through a website that is built (Harris and Goode, 2010). If the trust that consumers have in online shopping sites is high and exceeds the risk *factors felt by consumers, then consumers will establish relationships and make online transactions through the online* shopping site even though there is still a perceived risk. In other words, trust determines the actions that a consumer will take even though consumers still feel the risk that has a negative impact on the results of the actions that Kim will take in Anwar and Adidarma (2016). According to Iconaru in Anwar and Adidarma (2016), the higher the level of consumer trust in an *online* shopping site, the higher the consumer buying interest through the site.

This is in line with Rizkiawan's research (2020) showing the results that there is an influence between trust and consumer purchase intentions. The results of a similar study were also stated by Sari and Rodhiah (2020) stating the results that there was a significant relationship with trust in online purchase intentions. In line with the results of research conducted by Sarjita (2020) which found that there is an influence of trust on online buying interest. This is supported by previous research conducted by (Sam and Tahir, 2009; Setiawan and Achyar, 2012; Meskaran, Ismail and Shanmugam. 2013; Nusarika and Purnami 2015; Purbayudya 2017; Lapian and Roring, 2018; and Rosdiana, Haris and Suwena, 2019) from the results of their research shows that trust has a significant effect on online buying interest. Based on the study of theories regarding belief, the results of previous findings, and the logic of thinking, the hypothesis proposed is related to the influence of belief.

H_2 : It is suspected that trust has a significant effect on consumer buying interest on online buying and selling sites in the city of Yogyakarta
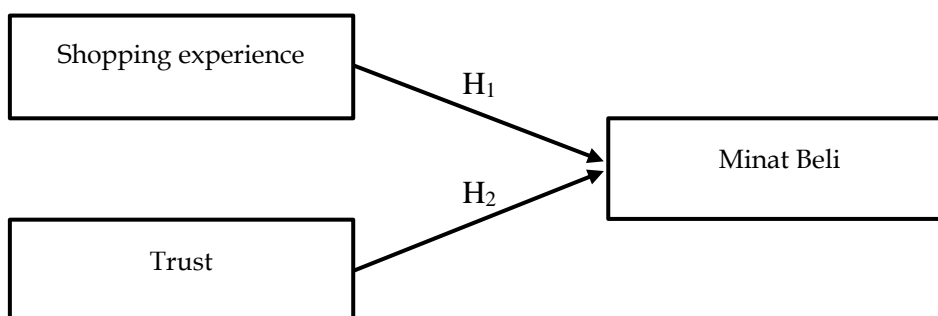
4. Frame of Thought.

Figure 1. Frame of Mind

Based on the design of the above thinking, it can be formulated that the discussion in this study aims to analyze the influence of shopping experience (X1) and trust (X2) on buying interest (Y).

RESEARCH METHODS

A. Research Sites

This research was conducted in. Yogyakarta City, Special Region of Yogyakarta, Indonesia.

B. Research Object

The object of this study is the shopping experience, trust, and buying interest of consumers in Yogyakarta City.

C. Types of Research

The type of research in this study is quantitative, namely research in the form of numbers and data processing analysis, the results of the research used are statistical analysis

D. Population and Sampling

1. The population in this study is all consumers of Shopee users in Yogyakarta City

2. Sample and Sampling Method

In sampling, researchers use *the non-probability sampling* method. The sampling technique used in this study was *purposive sampling*. So to find out the number of samples for regression research, you can use the formula from Green in Subagio and Koentjoro (2013), which is 50 + 8n, where (n) is the number of variables. In this study there are 3 variables, therefore the following calculations can be obtained:

$$\text{Number of Samples} = 50 + 8(n)$$
$$= 50 + 8\ (3)$$
$$= 50 + 24$$

E. Data Collection Methods

The data collection method in this study uses questionnaires or questionnaires to obtain respondents' answers about shopping experience, consumer trust and buying interest, namely from people in the city of Yogyakarta

F. Research Variables

The variables to be analyzed in this study consist of three types, namely:

1. Independent variable.

   Independent variables are variables that affect or cause changes or arise dependent variables (Sugiyono in Dewi 2020). The Independent Variables in this study were Shopping Experience (X1) and Trust (X2).

2. They depend.

   Dependent variables are variables that are influenced or that become a result, because of the existence of dependent independent variables (Sugiyono in Dewi 2020). The dependent variable in this study is Buying Interest (Y).

G. Concept and Operational Definition

1. Conceptual Definition

In this study, what is meant by the concept is an independent variable, namely shopping experience as a variable (X1) and trust as a variable (X2), and buying interest is a dependent variable (Y).

 a. Shopping experience.

  A shopping experience is a series of memorable personal consumer interactions when a consumer interacts with a product, company or representative that leads to a good or bad reaction. If the previous online shopping experience produces satisfactory results, this will cause customers to continue shopping on the Internet for a long time, whereas if the online shopping experience in the past is rated negatively, customers will be reluctant to engage in online shopping in the future (Ling, Chai and Piew, in Wardana and Theresia, 2019)

 b. Trust.

  Consumer trust is an assessment of one's relationship with others who will carry out certain transactions according to the expectations of their confidants in an environment full of uncertainty (Ba and Pavlou in Rahardja, 2015). In making purchases online, trust is very important to determine consumer buying interest in buying or repurchasing a product (Mardiah and Anugrah, 2020).

 c. Buying interest.

  Buying interest is the activities of individuals who are directly involved in obtaining and using goods and services including the decision-making process in the preparation and determination of these activities (Swastha and Handoko, in Darmono and Yulistia). Buying interest arises after an alternative evaluation process and in the evaluation process, someone will make a series of choices about the product to be purchased on the basis of brand and interest (Kotler and Armstrong in Ainil and Hamdi 2020).

2. Operational Definition

The operational definition in this study is:

 a. Shopping experience.

  Shopping experience indicators according to Mardiah and Anugrah (2019); Alwafi and Magnadi (2016) and Aditya and Jatra (2019) include the following:

  1) Experience in making *online purchases*

  2) Easy to make purchases.

  3) Feel comfortable when making a purchase.

  4) The experience of others in transacting.

  5) A feeling of satisfaction from previous transactions.

  6) Suggestions and opinions from others.

  7) Feeling satisfied with the product purchased.

  8) The good feeling of shopping.

  9) Provide recommendations to others.

b. Trust.

According to Mayer, Davis and Schooman (in Listyorini, 2015) confidence indicators are reflected in 3 (three) aspects including the following:

1) Ability aspect, including the seller's ability to provide, serve, and secure transactions from interference from other parties.

2) *Benevolence*, including the seller's willingness to provide the best service, empathy, and mutually beneficial satisfaction between himself and consumers.

3) Integrity, relates to how the behavior or habits of sellers in running their business include commitment in providing *service*, commitment, and providing information provided to consumers.

c. Buying Interest.

According to Durianto and Liana (in Anwar and Afifah, 2016), buying interest can be identified through the following indicators:

1) Transactional interest, that is, the tendency of a person to buy a product.

2) Reference interest, which is a person's tendency to refer products to others.

3) Preferential interests, which are interests that describe the behavior of someone who has a primary preference on the product. This preference can only be changed if something happens to the product of the reference.

4) Exploratory interest, this interest describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

H. Measurement Scale

Because the results of the study will be analyzed quantitatively, the measurement of each variable in this study is using the Likert scale. So researchers use variable measurements with a Likert scale of 5 (five) points, as follows:

1. Strongly Agree (SS)   Given Score 5
2. Agree (S)   Given Score 4
3. Hesitate (RR)   Given Score 3
4. Disagree (TS)   Given Score 2
5. Strongly Disagree (TS)   Given Score 1

Assessment of the variables studied using an average score based on five criteria: Grade (1.00 – 3.50 is not very good); grades (3.51 – 5.55 is not good); value (5.56 - 7.00 is good enough); value (7.01 – 8.70 good); grade (8.70 – 10.0 very good) Supriyatun (2018:5).

I. Research Instruments

1). Test Data Validity

To determine the consistency and accuracy of data collected from the use of instruments, validity tests were carried out using pearson product moment correlation. A measurement scale is valid if it does what it should do and measures what it should measure. When a measurement is invalid then it is of no benefit to

the researcher because it does not measure what it should measure or do what it should do. An item is said to be valid if r-count > r-table (Sugiyono in Paramita, Putra and Handaru 2016). Pearson's product moment formula is as follows:

$$r_{xy=}\frac{N(\sum XY)-(\sum X)(\sum Y)}{\sqrt{\{(N\sum X^2-(\sum X)^2)(N\sum Y^2-(\sum Y)^2)\}}}$$

Information:

rxy   : Simple correlation coefficient between item scores (x)
          With grain score (Y)

N   : Number of Trial Respondents

SX   : Number of Item Scores (X)

ΣY   : Number of Variable Scores (Y)

SX2   : Total Score Item (X) Squared

ΣY2   : Jumlah Skor Variabel (Y) Kuadrat

SXY   : The sum of the multiplication of the grain score (x) and the variable score (y)

Conditions: with a significant level (α) = 0.05%, if r calculate > r table then the questionnaire as a measuring tool is said to be valid or there is a real correlation between the two variables.

2). Test Data Reliability

Reliability is a tool to measure a questionnaire which is an indicator of variables or constructs (Ghozali in Sri and Ayuningtyas 2016). A questionnaire is said to be reliable if a person's answers to statements are consistent or stable over time. Respondents' answers to this question are said to be reliable if each question is answered consistently or the answers should not be random because each wants to measure the same thing. If the answer to this indicator is random, then it can be said that it is not reliable (Ghozali in Mawardi 2019). This can be measured using the Cronbach Alpha formula as follows:

$$r_{11} \;=\; \frac{k}{k-1}\; x\; \left\{1-\frac{\sum S_i}{S_t}\right\}$$

Information:

K   : Number of items or questions

∑ Si2   :Mean squared error

St   : Total variables (Bawono, 2006: 64)

J. Analyzes Data

1.   Regresi Linier Berganda (Multiple Linier Regression).

In this study using multiple linear analysis to test the hypothesis in the study, namely on H1, and H2. Multiple linear regression is a regression or prediction model involving more than one independent variable or predictor.

The multiple linear regression can be formulated as follows:

$$Y = a + b1. X1 + b2. X2 + ... + \varepsilon$$

Information:

Y : Value of the dependent variable (dependent variable)

a : Constant coefficient

b1 : Value of the first independent verifiable

X2 : Value of the second independent variable

ε : Error

a. Test t.

The t-test is basically used to determine the significant level of regression coefficient. If a significant regression coefficient shows how far the influence of one individual *explanatory* variable in explaining the dependent variable. To test the coefficient of hypothesis: Ho = 0. shows whether the independent variable is a good estimator or not for the dependent variable, in this case the t test is used (Sugiyono in Sherlin 2011) with the formula:

$$t = \frac{\sqrt{n-2}}{\sqrt{1-r^2}}$$

Where:

r   = korelasi product moment

n   = The number of samples

t   =t which Targeted

With the hypothesis:

th < tt Ho accepted Ha rejected

th > tt Ho rejected Ha accepted

Table values of the distribution t by using a significant level of 5%

b. Test F.

The F test is known as the Concurrent Test or Model test/TestAnova, which is a test to see how it affects allvariabletheir freedom together against the dependent variable. Or to test whether the regression model we made is good / significant or not good / non significant.

In this case, the F test is used (Sugiyono in Ekhsan and Mariyono 2020) with the formula:

$$\text{Fcalculate} = \frac{R^2 / (K-1)}{(1-R^2)(n-k)}$$

Where:

R2   = Coefficient of Determination

k   = Number of Independent Variables

n   = Many Samples

With Hypothesis

Fh < Ft then Ho is accepted and Ha is rejected

Fh > Ft then Ho was rejected and Ha was accepted

The table value of the F distribution by using a significant level of 5% or 0.05.

c. Test Coefficient of Determination (R2)

Conducted to determine how much the influence of variable X (independent variable) on variable Y (dependent variable) in the form of a percentage (%), using the following formula (Sugiyono in Alisa, Tumble and Djembli 2021).

$$Ry(1, y) = \frac{b_1 \sum x_1 y + b_2 \sum x_2 y}{\sum y^2}$$

Where:

R = Correlation Coefficient.

b = Regression coefficient.

$\sum xy$ = The sum of the scores of variable X by variable Y.

$\sum y^2$ = Jumlah Kuadrat Skor Variabel.

RESULTS AND DISCUSSION

A. Respond

The description of research respondents is a description or identification of respondents who filled out questionnaires in this study. Identification includes gender, age, occupation, last education, marital status, income, use of Shopee within 6 months. The results of the identification of respondents in this study are as follows:

1. Characteristics of respondents by gender

   Based on the results of the questionnaire answers, the researcher presents data on the characteristics of the number of respondents based on gender as follows:

   By using SPSS 16.0 that it can be known from the 150 respondents studied, there were 88 respondents or 58.7% male and 62 respondents or 41.3% female. So in this study there were more male respondents than women. So the majority of respondents studied were men, namely 88 respondents or 58.7%.

2. Characteristics of respondents by age

   Based on the results of the questionnaire answers, the researcher presents data on the characteristics of the number of respondents based on age as follows:

   Using SPSS 16.0 that it can be seen from the 150 respondents studied, there were 124 respondents or 82.7% aged 17-27 years, there were 18 respondents or 12% aged 28-38 years, there were 4 respondents or 2.7% aged 39-49 years, and there were 4 respondents or 2.7% aged over 49 years. So the majority of respondents studied were respondents aged 17-27 years with a total of 124 respondents or 82.7%.

3. Characteristics of respondents by occupation

   Based on the results of the questionnaire answers, the researcher presents data on the characteristics of the number of respondents based on occupation as follows:

By using SPSS 16.0, it can be seen from the 150 respondents studied, there were 107 respondents or 71.3% with jobs as students, there were 14 respondents or 9.3% with jobs as private employees, there were 7 respondents or 4.7 with jobs as civil servants, there were 8 respondents or 5.3% with jobs as entrepreneurs and there were 14 respondents or 9.3% with other jobs. So the majority of respondents studied were respondents with student work with a total of 107 respondents or 71.3%.

4. Characteristics of Respondents Based on Recent Education

    Based on the results of the questionnaire answers, the researcher presents data on the characteristics of the number of respondents based on the last education as follows:

    By using SPSS 16.0 that it can be known that from the 150 respondents studied, there were 37 respondents or 24.7% with the last high school education, there were 24 respondents or 16.0% with the last education D3 (Diploma III), there were 61 respondents or 40.7% with the last education as S1 (Bachelor I), there were 9 respondents or 6.0% with jobs as entrepreneurs and there were 14 respondents or 9.3% with the last education S2 (Bachelor II), There were 19 respondents or 12.7% with other recent education. So the majority of respondents studied were respondents with the last education S1 (Bachelor I) with a total of 61 respondents or 40.7%.

5. Characteristics of respondents based on marital status

    Based on the results of the questionnaire answers, the researcher presents data on the characteristics of the number of respondents based on marital status as follows:

    By using SPSS 16.0 that it can be known that from the 150 respondents studied, there were 17 respondents or 11.3% with married marital status, there were 133 respondents or 88.7% with unmarried marital status. So the majority of respondents studied were respondents with unmarried marital status with a total of 133 respondents or 88.7%.

6. Characteristics of respondents based on income

    Based on the results of the questionnaire answers, the researcher presents data on the characteristics of the number of respondents based on income as follows:

    Using SPSS 16.0 that it can be seen that from the 150 respondents studied, there were 99 respondents or 66.0% with income below Rp.2,000,000, there were 31 respondents or 20.7% with income Rp.2,000,000-Rp.4,000,000, there were 8 respondents or 5.3% with income Rp.4,000,000-Rp.6,000,000, there were 6 respondents or 4.0% with income Rp.6,000,000-Rp.8,000,000 and there were 6 respondents or 4.0% with income more than Rp.8,000,000, exist. So the majority of respondents studied were respondents with income below Rp.2,000,000 with 99 respondents or 66.0%.

7. Characteristics of respondents based on the use of Shopee in 6 months

    Based on the results of the questionnaire answers, the researcher presents data on the characteristics of the number of respondents based on the use of Shopee in 6 months as follows:

    By using SPSS 16.0 that it can be known from the 150 respondents studied, there were 57 respondents or 38.0% with the use of shopee in 6 months 2 times, there were 41 respondents or 27.3% with the use of shopee in 6 months as much as 3 to 5 times, there were 21 respondents or 14.0% with the use of shopee in 6 months as many as 6 to 8 times, There were 31 respondents or 20.7% with more than 8

times the use of Shopee in 6 months. So the majority of respondents studied were respondents with the use of shopee in 6 months as many as 57 respondents or 38.0%.

B. Research Instrument Test

1. Test Validity

The results of validity testing conducted using the help of the SPSS program version 16.0 can be seen in the Table

The instrument test conducted in this study was shown to 150 respondents with a significance level of 5%. This test uses the Pearson product moment correlation and is known to have a rtable of 0.1603 (N = 148) obtained from the degree of freedom (df) = N-2 = 150-2 with (α) = 0.05%. The results of the validity test that have been carried out are as follows:

a. Test the validity of shopping experience variables.

Table 1. Test the Validity of the Shopping Experience

Variable	Items	rcalculate	rtabel	Information
Shopping Experience	1	0,865	0,1603	Valid
	2	0,823	0,1603	Valid
	3	0,844	0,1603	Valid
	4	0,837	0,1603	Valid
	5	0,824	0,1603	Valid
	6	0,837	0,1603	Valid
	7	0,797	0,1603	Valid
	8	0,800	0,1603	Valid
	9	0,803	0,1603	Valid

Source: Primary Data processed 2021

Based on the Shopping Experience variable table, there are nine statement items with calculated values, all of which are positive and greater than the table, it can be concluded that all nine items of the Shopping Experience variable statement are valid.

b. Trust Variable Validity Test

Table 2. Trust Validity Test

Variable	Item	rcalculate	Tableable	Information
Trust	1	0,818	0,1603	Valid
	2	0,803	0,1603	Valid
	3	0,823	0,1603	Valid
	4	0,814	0,1603	Valid
	5	0,784	0,1603	Valid

	6	0,808	0,1603	Valid
	7	0,813	0,1603	Valid
	8	0,827	0,1603	Valid
	9	0,862	0,1603	Valid
	10	0,854	0,1603	Valid

Source: Primary Data processed 2021

Based on the Trust variable table, there are ten statement items with rcount values, all of which are positive and greater than the rtable, it can be concluded that all ten items of the Trust variable statement are valid.

c. Test the Validity of Buying Interest Variables

Table 3. Test the validity of buying interest

Variable	Item	rcalculate	Tableable	Information
Buying Interest	1	0,703	0,1603	Valid
	2	0,797	0,1603	Valid
	3	0,770	0,1603	Valid
	4	0,757	0,1603	Valid
	5	0,796	0,1603	Valid
	6	0,810	0,1603	Valid
	7	0,838	0,1603	Valid
	8	0,831	0,1603	Valid
	9	0,763	0,1603	Valid
	10	0,812	0,1603	Valid
	11	0,807	0,1603	Valid
	12	0,835	0,1603	Valid

Source: Primary Data processed 2021

Based on the Table of Buying Interest variables, there are twelve statement items with calculated values, all of which are positive and greater than the table, it can be concluded that all twelve items of the Buying Interest variable statements are valid.

2. Reliability Test

Reliability is an instrument used as a data collection tool, where a reliable instrument even though it is used several times to measure the same object will produce the same data as well. A questionnaire is said to be reliable if a person's answers to statements are consistent or stable over time. A variable is said to be reliable if the Cronbach Alpha value ≥ 0.60. This can be seen in the table as follows:

Table 4. Reliability Test Results

Variable	*N Of Item*	*Cronbach's Alpha*	*Alpha Standard*	Information
Shopping Experience	9	0,942	≥ 0.60	Reliable
Trust	10	0,946	≥ 0.60	Reliable
Buying Interest	12	0,946	≥ 0.60	Reliable

Source: Primary Data processed 2021

Based on the table showing the results of reliability tests processed using SPSS version 16.0, it can be seen that the Cronbach Alpha value for each variable is the Shopping Experience variable (X1) with a Cronbach Alpha value of 0.942. Trust variable (X2) with Cronbach Alpha value of 0.946 and Buy Interest variable (Y) with Cronbach value

Alpha of 0.946. The Cronbach Alpha value of each variable shows a value greater than 0.60 with a sample number of 150 respondents, so it can be concluded that 3 (three) variables meet the reliability criteria.

C. Analyzes Data

   1. Regresi Linear Berganda

Multiple linear regression analysis is used to examine the effect of more than one independent variable on the dependent variable, with the number of independent variables more than one, so multiple linear regression analysis is often called multivariate analysis. The results of multiple linear regression tests performed using the help of SPSS software program version 16.0, can be seen in the table:

Table 5. Multiple Linear Regression Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Say.
	B	Std. Error	Beta		
1 (Constant)	.479	.132		3.625	.000
X1	.229	.056	.256	4.076	.000
X2	.670	.060	.696	11.098	.000

   a. Dependent Variable: Y

Source: Primary Data, processed 2021

Based on the calculation results of the multiple linear regression analysis above, the multiple linear regression equation is obtained as follows:

Y = a + b1X1 + b2X2 + e

Y= 0.479 + 0.229X1 + 0.670X2 + e

In the multiple linear regression equation can be interpreted as follows:

a. Constanta

The constant value obtained from the regression equation above is 0.479, meaning that the variables Shopping Experience (X1), Trust (X2) are 0.479.

b. Shopping Experience Regression Coefficient

The Shopping Experience variable (X1) has a regression coefficient of 0.229 with a positive value and a significant level of 0.000 whose value is above the significance value of 0.05. This means that the Shopping Experience variable (X1) has a positive and significant value for Consumer Buying Interest on the Shopee online buying and selling site in Yogyakarta City.

c. Trust Regression Coefficient

The confidence variable (X2) has a regression coefficient of 0.670 with a significant level of 0.000 whose value is below 0.05. This means that the Trust variable has a positive and significant effect on Consumer Buying Interest on the Shopee online buying and selling site in Yogyakarta City.

2. Uji t (Uji Hipotesis)

a. Test t

This test is carried out to determine whether or not there is an influence of Shopping Experience (X1), and Trust (X2) variables on Buying Interest (Y). It is said to have an effect, when t-count > t-table or t-count < t-table. While it is declared significant if it is smaller than 5% (0.05).

The t test is used to see whether or not there is an influence on Consumer Buying Interest on the Shopee online buying and selling site in Yogyakarta City, can be done using the following criteria:

1) t-count < t-table (a = 0.05), then Ho is accepted so that Ha is rejected

2) t-count > t-table (a = 0.05), then Ho is rejected so Ha is accepted

3) To determine the magnitude of t-table using the level of a = 5% and using a two-way test, then a/2 = 5% = 2.5% with degrees of freedom or dk = n-k-1 (150-2-1 = 147), then obtained t table (2.5%; 147) = 1.97623

The results of the test (t) performed using the help of the SPSS software program version 16.0 can be seen in the table

Table 6. Hypothesis Test Results (t)

Coefficientsa

Model	Unstandardized Coefficients			Standardized Coefficients	T	Say.
	B	Std. Error		Beta		
1 (Constant)	.479	.132			3.625	.000
X1	.229	.056		.256	4.076	.000
X2	.670	.060		.696	11.098	.000

a. Dependent Variable: Y

Source: Primary Data, processed 2021

Based on the table, it can be known.

1) Test t for the Shopping Experience variable (X1) against Buying Interest (Y).

   a) Determining the Zero Hypothesis (H0) and the Alternative Hypothesis (Ha)

   H0: means that the Shopping Experience variable (X1) has an effect on Buying Interest (Y).

   Ha : means that the Shopping Experience variable (X1) has no effect on Buying Interest (Y).

   Significant grade using α= 5% or 0.05.

   b) Determine the intention of a t-table

   The value of ttable is obtained from the degree of freedom, that is, df = n-2 or df = 150-2 = 148 (n is the number of samples), α=5%, because it is a 2-sided test then = 0.05, so ttable = $1.97623\frac{\alpha}{2} = \frac{n}{2}$

   c) Basis for decision making in the t-test

   H0 is accepted and Ha is rejected if the calculated value ≤ ttable or if the value of Sig. > 0.05

   H0 is rejected and Ha is accepted if the calculated value ≥ ttable or if the value of Sig. < 0.05

   d) It can be known that tcount (4.079) < ttable (1.97623) and column coefficients value Sig. (0.000) > 0.05. This means that H0 is accepted and Ha is rejected. So it can be concluded that the Shopping Experience variable (X1) has an effect on Buying Interest (Y).

2) Test t for variables Trust (X2) against Buying Interest (Y)

   a) Determining the Zero Hypothesis (H0) and the Alternative Hypothesis (Ha)

   H0: means that the Trust variable (X2) has no effect on Buying Interest (Y).

   Ha: meaning that the variable Trust (X2) affects Buying Interest (Y).

   b) Significant grade using α= 5% or 0.05.

   c) Determine the value of ttable

   The value of ttable is obtained from the degree of freedom, that is, df = n-2 or df = 150-2 = 148 (n is the number of samples), α=5%, because it is a 2-sided test then = 0.05, so ttable = $1.97623.\frac{\alpha}{2} = \frac{n}{2}$

   d) Basis of decision making in t-test

   H0 is rejected and Ha is accepted if the calculated value ≥ ttable or if the value of Sig. < 0.05

   H0 is accepted and Ha is rejected if the calculated value ≤ ttable or if the value of Sig. > 0.05

   e) It can be known that tcount (11.098) > ttable (1.97623) and column coefficients value Sig. (0.000) < 0.05. This means that H0 is rejected and Ha is accepted. So it can be concluded that the Trust variable (X2) has an effect on Buying Interest (Y).

b. Model Test (F)

The F test is a tool used to test the quality of the significance of the regression between each independent variable (X) against the dependent variable (Y). Or to test whether the regression model is significant, the regression model can be used for forecasting. Conversely, if the regression model is not significant, then the regression model cannot be used for forecasting. According to Sugiyono (2010: 12) this F test was carried out to describe how far the influence of the independent variable or independent variable (X) in explaining the dependent dependent variable or veriabel (Y). The following is the calculation result of the F test, as follows:

1) The Effect of Shopping Experience (X1) and Trust (X2) on Purchase Interest (Y)

The following is the F test:

F Test Results and Significance of the Effect of Shopping Experience (X1) and Trust (X2) on Buying Interest (Y)

Table 7. ANOVA

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	44.154	2	22.077	446.761	.000a
	Residual	7.264	147	.049		
	Total	51.419	149			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Primary Data processed 2021

The first hypothesis test using a simple linear regression analysis namely Shopping Experience (X1) and Trust (X2) in Buying Interest (Y) was carried out by comparing the F-count obtained from table 5.14 in column F with the F-table obtained from df = n-k where n is the number of samples and k is the number of independent variables. In this study the number of samples (n) = 150, then df = 150-2= 148 with a = 5%, so that the F-tab is 3.06 (F-table attached). If F-count > F-table then H0 is rejected and Ha is accepted or vice versa if F-count < F-table then H0 is accepted and Ha is rejected.

The statistical results of the F test for the hypothesis, namely Shopping Experience (X1) and Trust (X2), obtained a calculated F value of 446.761 with an F table of 3.06. It can be known that F-count (446.761) > F-table (3.06) with a significance level of 0.000 (p<0.05) then the conclusion H0 is rejected and Ha is accepted. So that the F test can illustrate that Shopping Experience (X1) and Trust (X2) are good predictors of Consumer Buying Interest (Y) on the Shopee online buying and selling site in Yogyakarta City. So the hypothesis of the Effect of Shopping Experience (X1) and Trust (X2) on Buying Interest (Y) is accepted.

c. Coefficient of Determination (R)

The coefficient of determination (R) is used to measure the presentation of variable variation (Y) that can be explained by independent variables (X) in the model (Ghozali, 2001: 42). The following are presented the results of testing the coefficient of determination of research:

1) The Effect of Shopping Experience (X1) and Trust (X2) on Buying Interest (Y)

Here is the table of coefficients of determination (R)

The value of the coefficient of determination (R2) of shopping experience (X1) and trust

Table 8. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927a	.859	.857	.22230

a. Predictors: (Constant), X2, X1

Source : Primary Data, processed 2021

Based on Table 8, the results of simple linear regression obtained the value (R2) with an R2 value of 0.857 or 85.7%. This means that the independent variables, namely Shopping Experience (X1) and Trust (X2), can explain the dependent variable, namely Buying Interest (Y) by 85.7%. While the remaining 15.3% was explained by other variables that were not studied.

D. Discussion

This study was conducted to examine the extent of the Influence of Shopping Experience and Trust on Consumer Buying Interest on the Shopee online buying and selling site in Yogyakarta City. The 150 respondents in this study were grouped into several categories such as gender, age, occupation, last education, marital status, income, and use of Shopee for 6 (six) months. First, the characteristics of respondents based on gender studied in this study were mostly male, namely as many as 88 respondents or 58.7%. Second, the characteristics of respondents based on age studied in this study were the majority aged 17-27 years, namely as many as 124 respondents or 82.7%. Third, the characteristics of respondents based on the work studied in this study were the majority of respondents with student employment status, which was 107 respondents or 71.3%. Fourth, the characteristics of respondents based on the last education studied in this study were the majority of respondents with the last education of S1 (Bachelor I), which was 61 respondents or 40.7%. Fifth, the characteristics of respondents based on marital status studied in this study were the majority of respondents with unmarried status, namely 133 respondents or 88.7%. Sixth, the characteristics of respondents based on the income studied in the study of the majority of respondents with income below Rp.2,000,000 were 99 respondents or 66.0%. Seventh, the characteristics of respondents based on the use of Shopee during the last 6 (six) boasts, the majority of respondents using Shopee during the last 6 (six) boasts, namely 57 respondents or 38.0%.

In testing the validity of 150 respondents using product moment pearson to test each statement item on each variable (Independent and Dependent). The results of the Validity test can be stated that the

statements used in the assessment of Shopping Experience and Consumer Buying Interest Trust on the Shopee online buying and selling site in Yogyakarta City with Shopping Experience as a Variable (X1) consisting of 9 points of statements then Trust as a variable (X2) consisting of 10 questions and Buying Interest (Y) consisting of 12 questions after a process of testing all items valid question.

In the reliability test of 150 respondents, the Cronbach alpha value ≥ 0.60 for each variable. In the reliability test, the Cronbach alpha value of Shopping Experience (X1) is 0.942, the Cronbach alpha value of Trust (X2) is 0.946, and the Cronbach alpha value is Buying Interest (Y) of 0.946. So it can be concluded that each variable has a Cronbach alpha value of ≥ 0.60 so that it is declared reliable.

From the results of hypothesis testing using the help of the SPSS program version 16.0 obtained the following results:

1. The effect of shopping experience (X1) on purchase interest (Y)

   Shopping Experience (X1) has a positive and significant effect on Purchase Interest (Y). This can be seen from the t test testing. The t-test is indicated by the value of t-count (0.479) > t-table (1.97623). So it can be said that the shopping experience variable (X1) has a positive and significant influence on consumer buying interest.

2. The effect of trust (X2) on buying interest (Y)

   Trust (X2) has a significant effect on Buying Interest (Y). This can be seen from the t-test testing. The t test is shown by a calculated t-value (11.098) > t-table (1.97623) with a significant level of 0.000 (p<0.05).). So it can be said that the shopping experience variable (X1) has a positive and significant influence on consumer buying interest.

3. Model Test (F)

   The model test (F) is used to determine how far the independent variable (concurrent) affects the dependent variable. The F test is also used to test the meaningfulness of the regression model used. In this study it can be seen that F-count (446.761) > (3.06) with a significance level of 0.000 (p<0.05). So it can be concluded that this research model can be used to test the effect of Shopping Experience (X1) and Trust (X2) on Consumer Buying Interest (Y) on the Shopee online buying and selling site in Yogyakarta City. Thus, the model used in this study is acceptable.

4. Detemination coefficient

   From the results of regression calculations, it is known that the coefficient of determination (R) of 0.927 shows that the variables Shopping Experience (X1) and Trust (X2) have a contributing influence of 92.7% to Consumer Buying Interest (Y) on the Shopee online buying and selling site in Yogyakarta City (92.7%) influenced by other variables that are not included in the research model.

CONCLUSION AND RECOMMENDATION

A. Conclusion

   1. The first hypothesis is that Shopping Experience has a significant effect on Consumer Buying Interest on the Shopee Online Buying and Selling Site in Yogyakarta City, supported by research results.

2. The second hypothesis is that Trust has a significant effect on Consumer Buying Interest on the Shopee Online Buying and Selling Site in Yogyakarta City, supported by research results.

B. Recommendation

A. **Research Limitations and Suggestions for Further Research**

1. This study uses a *non-probability sampling* method, so there are weaknesses, among others, that the results of the study may be less representative because of the subjectivity of researchers in choosing the target sample of research and the analysis used is only limited to descriptive analysis so that the research conclusions only describe the characteristics of the collection of individuals who are sampled, not to represent the entire population and cannot be used as a reason Strong to justify that all populations have the same attitudes or opinions as the sample. The researcher suggested that researchers can then consider the use of *probability sampling techniques* so that sampling techniques can provide equal opportunities for each element (member) of the population to be selected as a member of the sample.

2. Furthermore, researchers are expected to provide other variables that can also affect Buying Interest such as Price and Product Quality variables as in research conducted by Utami and Saputra (2017) Product Price and Quality can explain the Buying Interest variable of (94.1%) while the remaining 6.9% is explained by other variables that are not studied. The results of the study are expected to be useful for the Next Researcher as a contribution specifically to the themes of Buying Interest.

B. **Managerial Advice**

1. Advice related to Trust

   The Coefficients results showed that *the Unstandardized Coefficients* B value of the variable (X2) Trust amounted to (0.670). It can be explained that the trust variable has a significant effect on consumer buying interest on the *shopee online* buying and selling site in the city of Yogyakarta.

   Based on the results of this study, researchers suggest the need for sellers or *vendors* to improve and maintain increased security in shopping and provide shopping hours to customers by maximizing *customer care* so that consumers can easily submit when the ordered goods are not in accordance with what is sold in the store so that trust is getting better and can increase consumer buying interest in shopee online buying and selling site in the city of Yogyakarta.

2. Suggestions related to the Shopping Experience

   The Coefficients showed that the Unstandardized Coefficients value B of the variable (X1) Shopping Experience amounted to (0.229). It can be explained that the variable of shopping experience has a significant effect on consumer buying interest on the shopee online buying and selling site in the city of Yogyakarta.

   Based on the results of this study, researchers suggest the need for sellers or vendors to increase the number of testimonials from consumers in the seller's account so that potential customers can find out what kind of product they will buy and improve services such as ease of shopping such as making Shopee display easier to operate so that the shopping process is more instant.

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