Level of Consumer Confidence in Banda Aceh against Online Buying and Selling

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Abstract — The purpose of writing this mini research is to find out the level of consumers in online shopping called daring. Shopping online is very popular with students and students in Banda Aceh. Not spared for traders who have the soul of business and entrepreneurs. They really want to advance or sell their product merchandise. That online business makes it easy on all sides in terms of selling or buying an item, with an online business consumers no longer bother to go shopping to traditional markets only need a gadget to order the items they want to buy on the online site. The type of data used is descriptive quantitative through primary research obtained from 50 respondents using a random sampling method using a questionnaire. Furthermore, the results are then tabulated, in-putted and interpreted in the elaboration of data through E-views10. The results showed that of 4 influencers (exogenous) variables describing that honesty and satisfaction variables played a positive and significant role in the level of consumer confidence in Banda Aceh for online buying and selling. While the partial variables of excellent service and openness have a negative and not significant role in the level of consumer confidence in Banda Aceh for online buying and selling. At the same time, in the simultaneous test all variables have a positive and significant influence on the level of consumer confidence in Banda Aceh for online trading.

Keywords - Consumer confidence, Online Business, Honesty, Openness

1. INTRODUCTION

Online Business is a way of doing business by using electronics to sell or buy a product by using the internet by creating online buying and selling sites so people know the products we sell. The problem that occurs in consumers online shopping is the incompatibility of goods or products that are purchased in the picture that is displayed with reality so that makes consumers become less confident in online shopping. The regional consumers are still dissatisfied with the conditions of the shipment because they have to wait for a week for the order to arrive, even though the shopping site promises delivery will not exceed 2 or 3 days (www.indotelk.com, 5 July 2013). Research on consumer confidence becomes important to do to consider that the level of consumer confidence in buying and selling online in Banda Aceh, therefore in-depth discussion that specifically discusses the level of consumer confidence in buying and selling online needs to be done, in the stage of for Example what is the level of consumer confidence in buying and selling online in Banda Aceh? And How do online sellers provide services to buyers? Furthermore, does the seller introduce the product in a transparent way? Finally, Is there any buyer satisfaction with the item or the Online Seller?

2. LITERATURE REVIEW

Online business

Marketing is one of the social processes in which individuals and groups get what they need and what they want by creating, offering and freely exchanging valuable products and services with others (Kotler 2012: 5). Based on that we can infer that daring business needed the person to person or society to group vice versa in doing in the marketing merit the necessity between supply and demand without meeting up physically.
Honesty
Honesty show one's feelings for their feelings and behavior that the reality that what they do is not made up or deceptive. The meaning of honesty is closely related to goodness (benefit). Benefit is prioritizing the common interests rather than personal or group interests (Kesuma, 2012: 16). Being honest in the online transaction is more awesome due to the gap and the distance barriers so buyers and seller trust is stick up together mandatory.

Excellent Service
Excellent service is something that is done as a direct interaction between individuals with individuals or with groups in order to provide comfort to each consumer (Sinambela, 2011: 5). In other words, premium and best services are as tools consumers level confident to understand the services of daring transaction services.

Openness
Openness is like with self-transparency that we have the benefit of all prospective customers, name-ly by developing and maintaining communication relationships between two or more people so that the creation of a close relationship to be able to maintain the psychological well-being of individuals (Collins & Miller in Pathak, 2012: 2).

Satisfaction
Satisfaction is something we feel beyond expectation, Kotler (2014: 150) Feelings of Satisfaction are states of happiness or disappointment that occur after comparing the product thought to the product obtained or imagined before buying the product (Kotler 2014: 150)

Price
Price is subject to the value to be bought in a limited amount, weight, or other size of goods or services. As a consideration given in exchange for ownership transfers, prices form an important basis for commercial transactions. This may have been determined by the contract, will be determined and agreed upon in the future, or discovered or negotiated during the transaction between the parties involved. In trading, the price is determined by what the buyer is willing to pay, the seller is willing to accept, and competition. With product, promotion, and marketing mix, it is one of the business variables in which the organization can exercise some degree of control.

According to Kotler Price is the amount of money billed for a product or service, or the amount of value exchanged by customers to get the benefits of owning or using a product or service. Price is the only element in the marketing mix that generates income; all other elements symbolize costs (Kotler, 2008).

3. RESEARCH METHODS
The research method is a tool to organize comprehend steps in order to make the research better off and good structured, the research conducted the descriptive quantitative analysis and regarding the scope and sample used for this study is people who live in Banda Aceh who often buy and sell online, and the sample size used in this study is 50 respondents. The data collection technique used consisted of distributing questionnaires to obtain primary data. Collecting of data with a questionnaire that aims to obtain data about the level of consumer confidence in Banda Aceh for buying and selling online. The questionnaire is intended to help strengthen primary data in detail. Distribution of questionnaires containing questions and statements relating to the level of consumer confidence in Banda Aceh for buying and selling online using the help of Google forms. The frame of mini research of work as follows;
Definition of Variables

The definition of variable in multiple linear regression can be formulated:

\[ Y = a + bX1 + b2X2 + b3X3 + b4X4 + e \]

Where:
- \( Y \) = Increase consumer confidence
- \( a \) = Constant
- \( X1 \) = Honesty (in Indonesian language is called as KEJUJURAN)
- \( X2 \) = Excellent Service (in Indonesia Language is called as PELAYANAN)
- \( X3 \) = Openness (in Indonesia Language is called as KETERBUKAAN)
- \( X4 \) = Satisfaction (in Indonesia Language is called as KEPUASAN)
- \( e \) = Error

from above variables can be inferred that for example, once honesty is going up meaning certain applied in online transaction then the increasing consumers’ confidence level will go up. It apply to other variables as well for instance the satisfaction of online transaction go up it tend to stimulate and higher confidence level of consumers either products and services.

4. RESULTS AND DISCUSSION

The following of table is the result of the mini research Level of Consumer Confidence in Banda Aceh against Online Buying and Selling.
The partial test of honesty has a positive and significant effect on the level of consumer confidence in Banda Aceh on buying and selling online with a probability value of 0.0004 at a significant value of 5% (0.05). While the partial test of excellent service has a negative and not significant effect on the level of consumer confidence in Banda Aceh on online trading. With a probability value of 0.3996 at a significant value of 5% (0.05). Moreover, the partial test of openness has a negative and not significant effect on the level of consumer confidence in Banda Aceh on online buying and selling. With a probability value of 0.5689 at a significant value of 5% (0.05). In addition to that the partial test of satisfaction has a positive and significant effect on the level of consumer confidence in Banda Aceh on buying and selling online with a probability value of 0.0372 at a significant value of 5% (0.05).

5. CONCLUSION

Based on the results of the study showed that the things that most affected the level of consumer confidence in Banda Aceh against online trading was honesty and satisfaction, those two instruments can be multiple leverages as good custom and habit in future daring transaction for every entrepreneurs and start up unicorns in doing online business. The instruments can be as public policy brief for mayor Banda Aceh municipality in enhancing wise business climates so that more confidence of consumer level become increasing in daring transaction to get mutual benefit many parties as well which is consumers as end users, producers as sellers and government as policy maker.

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