

## Conference Paper

# The Influence of Perceived Trust on the Relationship Between Image Interactive Technology and Behavioral Intention Associated with Online Purchase of Goods in Malang City

Syarif Hidayatullah<sup>1</sup>, Harianto Respati<sup>1</sup>, Ahmad Farhan<sup>2</sup>, Ike Kusdyah Rachmawati<sup>3</sup>, and Eko Aristanto<sup>1</sup>

<sup>1</sup>University Merdeka of Malang, Indonesia

<sup>2</sup>University of Pasantren Tinggi Darul Ulum of Jombang, Indonesia

<sup>3</sup>Institute Technology and Business of Asia Malang, Indonesia

**ORCID:**

Syarif Hidayatullah: <http://orcid.org/0000-0002-6085-0993>

**Abstract**

The high potential for growth in the digital economy through e-commerce has penetrated various aspects of business life. This research focused on image interactive technology because using animation and image design through social media can provide an attractive nuance to the viewer and generate more trust. The sale of goods online requires an active and attractive nuance of content so that customers are happy and choose online sales media as a convenient online shopping medium. This research was conducted in Malang City, East Java, with a sample of 190 respondents, all of whom have transacted online or bought their necessities online. The data were analysed through path analysis and hypothesis testing. The results demonstrate that image interactive technology influences perceived trust and behavioral intention, either directly or indirectly.

**Keywords:** (IIT) Image Interactive Technology, behavioral intention, perceived trust, online

Corresponding Author:

Syarif Hidayatullah

syarif\_ok@yahoo.com

Published: 2 June 2021

Publishing services provided by  
Knowledge E

© Syarif Hidayatullah et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the ICADECS Conference Committee.

## 1. Introduction

Current technological developments are increasingly sophisticated and have entered various aspects of life including the sales system. Purchasing goods is no longer difficult and you have to come to the store, but with your cellphone in your hand, everything can be done. In the context of competition to get sympathy from consumers, all companies

 OPEN ACCESS

that sell goods digitally always provide something interesting and interactive in marketing their products. There is a positive influence from technological developments such as the fast flow of information and updates, photo storage in online media, long-distance communication and correspondence that continues to be intertwined that does not consider space and time and others as well as negative impacts such as social media abuse which is used not wisely such as the spread false information (hoax), crimes in online sales and other fraud. These changes also have an effect on people's spending patterns that are more towards online shopping.

The potential of the digital economy through digital sales in all areas of life and trade provides opportunities and contributes to the improvement of the economy in Indonesia, Indonesian online transaction data has reached 25.1 trillion (2014) and then increased to Rp. 69.8 trillion (2016) and continues to increase until it reaches 144.1 trillion (2017) ([www.emarketer.com](http://www.emarketer.com)). In doing online transactions, you need tricks and tips that are accurate in attracting consumer interest such as interactive and attractive images, built trust and how to make online consumers satisfied so that the negative aspects that exist in online sales can be removed and replaced with real and convincing trust. that what is done in the transaction is something that is comfortable and safe and in accordance with what is expected if possible to provide something more for consumers such as delivery which should be 1 week but 3 or 4 days the goods have been sent.

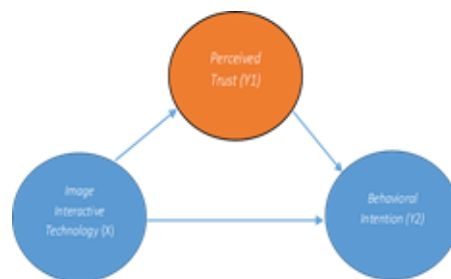
Manually, we as customers or consumers can see how the existing content has provided something good by looking at the opinions of consumers who have bought before (review) so that we can minimize if the content is criminal or not. Reviews of an online content provide an overview of the condition of the content and can see how much online consumers experience satisfaction in buying or using the products offered or already purchased.

Consumer confidence, especially in online sales, is more focused on the suitability of the goods offered with the goods sent, on time delivery, all of which are covered by attractive media promotions in interactive form and good photos so that consumers really feel what is being offered is in accordance with what will be sent after buying later. These factors can form a positive value and are examined in this study. In another assessment, the factors of easy benefit and ease of use are also very much needed in conducting online transactions because convoluted and unfocused information makes consumers bored of opening content so that it will leave it on the other side of the content that is simple and focused and not convoluted will make consumers feel comfortable and safe (Molla & Licker, 2001). (Levin, 2011) said that someone will buy

goods via the internet is obtained from various factors that exist or factors that make it appear, such as friend recommendations, massive advertisements and others.

In a situation of increasingly complex business competition, all companies or business ventures engaged in online business must always study and conduct studies and need to deepen the understanding that makes a consumer happy to shop online as a whole because of the high risk for both the company and the existing buyers.(I. Rachmawati et al., 2019). Efforts to attract consumer interest in online purchases continue to be carried out by making various efforts in the same or different ways from one company to another, especially in the field of website display or social media offered. Choices of attractive colors, designs and content can make consumers more interested in what is being offered.

## 1.1. Research Framework



**Figure 1:** Research Pathway Model (Source: Article, compiled (2020))

## 2. Research Methods

This study examines the phenomenon by determining predetermined variables, by focusing on online sales or using internet media with a focus on assessment of existing displays (IIT) which is associated with consumer confidence in transactions and ultimately expectations of existing satisfaction. Everyone who has transacted or made purchases online is the population in this study while the sample size is quoted [3] 5 - 10 times the question item was asked (19 questions). On this basis, the sample size was determined by determining the maximum limit, namely  $10 \times 19 = 190$ . After distributing the questionnaire, tabulating the data, the next step is to analyze by testing existing hypotheses such as the t test f test.

## 3. Results and Discussion

### 3.1. Results from model 1

The first model=  $Y1 = PY1X + e$

TABLE 1: Results of SPSS Model I

Description	Un standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error	Beta		
Image Interaktif Technology (X1)	0,510	0,049	0,603	10,373	0,000
Dependent Variabel	Perceived Trust (Y1)				
R	0,603				
R2 value	0,364				
R2 Adjusted Value	0,361				
F count	107,605				
Prob	0,000				
Line Result	$Y1 = 0,603X + e$				

Source: SPSS processed products, processed (2020)

Referring to the output of the SPSS results from the analysis of the first model, it is known that the significant value of the IIT variable value (X1) is 0.000 smaller than alpha (5%), so that the results can be drawn where model I, namely Variable X1 has an influence with the Perceived Trust variable.. The value of R determination found in the table of SPSS Model 1 results is 0.602, meaning that the effect of X1 on Y is 60.2%, while the remaining 39.8% is the influence of other variables not examined in this study. The amount of contribution or contribution of the variable is  $e1 = \sqrt{(1-0.602)} = \sqrt{(0.398)} = 0.631$ .

### 3.2. Results from model 2

Regression model 2  $Y2 = PY2X + PY2Y1 + e$

Referring to the output of the regression Model II equation, it is known that the sig value of the variable IIT (X) = 0.060 is greater than alpha (5%). This means that regression model II, namely Image Interactive Technology (X), has no significant effect on Behavioral Intention (Y2). The magnitude of the R2 or R Square value found in the Model Summary table is 0.850, this shows that the contribution or contribution of X1's influence on Y2 is 85 percent, then the rest (100-85 = 15%) is the influence of other contributing variables. affect but were not investigated in this study. The value is obtained by calculating  $e1 = \sqrt{(1-0.850)} = \sqrt{(0.150)} = 0.388$ .

TABLE 2: SPSS Model 2 Regression Test

Description	Un standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error			
Image Interaktif Technology (X)	0,078	0,041	0,091	1,895	0,060
Perceived Trusst (Y1)	0,795	0,049	0,792	16,401	0,000
DependentVariabel	<b>Behavioral Intention (Y2)</b>				
R Score	0,850				
R <sub>2</sub> Score	0,723				
Score R <sub>2Adjusted</sub>	0,720				
F Score	243,786				
Prob	0,000				
Result Equation	Y2 = 0,091X + 0,0,792Y1+ e				

Source: SPSS results from primary data, processed (2020)

### 3.3. Hypothesis test

TABLE 3: Calculation of the research path analysis

Hipotesis	Direct Influence	Prob	Indirect Effect	Total Effect	Remarks
X → Y1	0,603	0,00			Sig
X → Y2	0,091	0,06			Not Sig
Y1 → Y2	0,792	0,00			Sig
X → Y1 → Y2			0,478		Sig

Source: Processed products of SPSS (2020)

Based on the test results in Table 3, it is known that the value of the coefficient of Image Interactive Technology (IIT) on Perceived Trust is 0.603 which has a significant effect, then Image Interactive Technology on Behavioral Intention is 0.091 which is not significant, while the coefficient of indirect effect of Image Interactive Technology on Behavioral Intention through Perceived Trust of 0.478 has a sig.effect.

## 4. Discussion

### 4.1. Effect of (IIT) Image Interactive Technology on (PT) Perceived of Trust

The results of the analysis show the significant effect (IIT) of Image interactive Technology on (PT) Perceived of Trust, because the current online sales system is an information

system and an attractive and quality display is needed and is a competition in the adaptive business that puts forward other variables instead of only the image and appearance that makes consumers believe, but it also needs to be considered other causes so that online customers become interested and trusting (Stephanie et al., 2019) (Rakhmadian et al., 2017). What is no less important is the era of the internet which is dominated by groups or millennials, so the online trading system must also always adjust to the conditions of these consumers. (Syarif Hidayatulloh, 2018)

#### **4.2. The Effect of (IIT) Image Interactive Technology on (BI) Behavioral Intention**

The results of the analysis obtained by (IIT) Image interactive Technology on (BI) Behavioral Intention are significant, this can be seen because today's online business systems prioritize online information systems that are integrated between displays and existing content, especially if we do promotion on social media so that the marketing information system must be more communicative (Hidayatullah et al., 2019). In addition, interactive media also emphasizes the quality of information that is easily digested and understood by all ages so that decisions to make transactions can be done quickly (I. K. Rachmawati, Bukhori, et al., 2020)(I. K. Rachmawati, Hidayatullah, et al., 2020).

#### **4.3. Effect of (PT) Perceived of Trust on (BI) Behavioral Intention**

With the significance value of Perceived of Trust greater than the standardized significance value, it is concluded that Perceived of Trust has an effect on BI (behavioral intention). This supports research (Aditya & Wardhana, 2016) where the Perceived Ease of Use variable has a significant effect on Behavioral Intention in LINE application users in Indonesia, this study is also in line with the research. (Amelia, 2020) Social media, especially Instagram, has an effect on intention and satisfaction.

#### **4.4. The Influence of (IIT) Image Interactive Technology on (BI) Behavioral Intention through (PT) Perceived of Trust**

From Table 3 it can be concluded that the results (IIT) of Image interactive Technology on Behavioral Intention through (PT) Perceived of Trust have a positive and significant effect. This research supports the research conducted by (Amoako-Gyampah, 2007)

(Roca et al., 2009) The results of his research enterprise resource planning (ERP) resulted in Perceived usefulness having an influence on Behavioral Intention.

## 5. Conclusion

This research can be concluded 1). Image interactive Technology (IIT) has a significant effect on Perceived of Trust, 2). Image interactive technology has no significant effect on Behavioral Intention, 3). Perceived of Trust (PT) has a significant influence on Behavioral Intention, 4). Image interactive Technology has a significant effect on Behavioral Intention through Perceived of Trust. Information technology can influence the development and introduction of goods and services in the market as stated [9, 10], In addition, to measure behavior not only in terms of good and bad or interactive web design, but also price and good quality of service as conveyed [11, 12]. And last but not least, the convenience, trust and quality of the information conveyed must also be considered in marketing products online [13–15]. This study provides information about people's behavior in online shopping, this behavior can form loyalty and repurchase if consumers are satisfied [16, 17].

## References

- [1] Rachmawati, I.K. (2020). Collaboration Technology Acceptance Model, subjective norms and personal innovations on buying interest online. *International Journal of Innovative Science and Research Technology*, 5(11).
- [2] Molla, A., & Licker, P. (2001). E-commerce systems success: An attempt to partially extend and respecify the Delone and Mclean model of IS success. *Journal of Electronic Commerce Research*.
- [3] Hair Jr, J. F. (2015). *Essentials of business research methods*.
- [4] Stephanie, A., Hidayatullah, S., & Ardianto, Y. T. (2019). An emperical study of website quality on hotel booking online. 4(2), 10–14.
- [5] Rakhmadian, M., Hidayatullah, S., Respati, H., & Malang, U. M. (2017). Analisis kualitas sistem dan kualitas informasi terhadap kepuasan pemakai sistem informasi akademik dosen. *Semin. Nas. Sist. Inf.*, (September), 665–675.
- [6] Aditya, R., & Wardhana, A. (2016). Pengaruh perceived usefulness dan perceived ease of use terhadap behavioral intention dengan pendekatan Technology Acceptance Model (TAM) pada pengguna instant messaging LINE di Indonesia. *J. Siasat Bisnis.*, doi: 10.20885/jsb.vol20.iss1.art3

- [7] Amoako-Gyampah, K. (2007). Perceived usefulness, user involvement and behavioral intention: An empirical study of ERP implementation. *Computers in Human Behavior*. doi: 10.1016/j.chb.2004.12.002
- [8] Roca, J. C., García, J. J., & de la Vega, J. J. (2009). The importance of perceived trust, security and privacy in online trading systems. *Information Management and Computer Security*. doi: 10.1108/09685220910963983
- [9] Hidayatullah, S., Malang, U. M., Khourouh, U., Malang, U. M., Windhyastiti, I., & Malang, U. M. (2018). Development of tourist village model through 'Pokdarwis' empowerment and information technology utilization. *European Journal of Business Management*, (January). doi: 10.7176/ejbm-10-23-12
- [10] Rachmawati, I. K., Hidayatullah, S., Nuryanti, F., & Wulan, M. (2020). The effect of consumer confidence on the relationship between ease of use and quality of information on online purchasing decisions. *International Journal of Scientific & Technology Research*, 9(4), 774–778.
- [11] Alvianna, S., & Hidayatullah, S. (2020). Pengaruh kualitas harga layanan dan kepuasan terhadap kesetiaan usia millennial berkunjung ke tempat wisata. *Media Wisata*.
- [12] Shodiq, A. F., Hidayatullah, S., & Ardianto, Y. T. (2018) Influence of design, information quality and customer services website on customer satisfaction. 9(12), 746–750.
- [13] Rachmawati, I. K., Handoko, Y. Nuryanti, F. Wulan, M., & Hidayatullah, S. (2019). Pengaruh kemudahan, kepercayaan pelanggan dan kualitas informasi terhadap keputusan pembelian online. *Semin. Nas. Sist. Inf.*, 3(September), 1617–1625.
- [14] Sandrio, L., Hidayatullah, S., Supriadi, B., & Patalo, R. G. (2020). Effect of tourism satisfaction as a mediator variable of images of destination and facilities to loyalties on millennial generation to visit Bromo Tengger Semeru. 9(5), 183–187.
- [15] Amelia, S., Rizka, Hidayatullah (2020). The effect of Instagram engagement to purchase intention and consumers' luxury value perception as the mediator in the Skylounge restaurant. 5(4), 958–966.
- [16] Hidayatullah, S. Rachmawati, I. K., Aristanto, E., Waris, A., & Patalo, R. G. (2020). Peran sistem informasi pemasaran, kualitas pelayanan dan entrepreneurial marketing serta kepuasan terhadap loyalitas generasi milenial berkunjung ke tempat wisata. *J. Ilm. Bisnis Dan Ekon*. doi: 10.32812/jibeka.v14i1.184
- [17] Hidayatullah, S., Windhyastiti, I., Patalo, R. G., & Rachmawati, I. K. (2020). Citra destinasi: Pengaruhnya terhadap kepuasan dan loyalitas wisatawan yang berkunjung ke Gunung Bromo. 96–108.