
EFFECT OF EASY, QUALITY OF SERVICE, AND TRUST IN *ONLINE* PURCHASE DECISIONS ON INSTAGRAM APPLICATIONS IN EAST JAKARTA (Study on Instagram Users in East Jakarta)

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Abstract

This study aimed to determine the effect of Convenience, Quality of Service, and Trust in Purchase Decision on Instagram app in East Jakarta. This study was conducted using a sampling technique Non-Probability Sampling types of purposive namely the technique of determining the sample with consideration certain . Considerations that select is user application instagram in East Jakarta who do decision buying it online as many as 100 respondents . The results if the data show that the ease of direct influence on the decision of buying it online on the application instagram , quality of service affects directly to the decision of buying it online on the application instagram , and trust affects directly to the decision of buying it online on the application Instagram.

Keyword : Ease , Service Quality, Trust and Purchase Decision.

I. INTRODUCTION

Life human in the digital age technology that is extremely sophisticated in today's , allows humans are not able to be separated by the Internet. Internet becomes very important even be a requirement that facilitate man in running the activities of the day-a day to meet any that desired by the user him . The increase in the number of users the Internet from year to year increases triggered by the increasingly widespread and the development of technology that is significant . Progress internet sparked many forms Business to consumer (online shop) to do business in electronics , for example in doing the activity promotion because of more effective and efficient than media conventional and can influence consumers to decide purchase it online . Business Online also began to spread , spread , break down and provide a benefit and convenience of their own for the users , so that the case is actually made increasingly tight competition of business that memanfaatkan network internet. Here , then many companies and peseorangan who utilize the Internet in the activities of the business , which is known by the term e-commerce. E-commerce is a business transaction that is carried out electronically by utilizing the internet. E-commerce is a channel line that is used by businesses to perform activities of his business and used the consumer to obtain information about the products that are offered by using a support network of the Internet in the process begins by giving information to the consumer in determining the choice . When it needs to develop innovative products in order

KFC to results from the development of the internet which is very significant that trigger many emerging social media as a communication medium of interaction for people around the world, which indirectly mem p engaruhi culture and customs of the people in the life of a day - day . One of them is social media such as Facebook, Twitter, Instagram, and others. Of the several forms of social media, Instagram is one of the social media that is currently trending. By utilizing the Instagram application to promote products to the wider community , through promotional media media social is indeed being rife - the rise in the favorite among the businessmen online , they trooped to market products business they through media promotions online . When people use Instagram to sell it online , the products that they are selling to attract the interest of the consumer to buy . In fact one of the features that are used to introduce the product they are , only through a photograph or a video short that in - upload and get responses s that positive of the prospective consumers . Even when this , many once stores online who chose i nstagram to be used as a media marketing .

II. LITERATURE REVIEW

2.1 Review Of Previous Research Results

The first research conducted by Yuliawan et al (2018: 47) , in the Journal of Economics and Entrepreneurship Vol. 12 No.2 2018, ISSN: 1978-2586. Researched analysis of the influence of factors of trust , convenience , and quality of service of the decision of purchase in the online shop Zalora Indonesia, based on the results of testing the hypothesis is simultaneously where the value of F amounted to 16 401> tt abel at 0.000. Variable trust , convenience and quality service is an effect of the decision of purchase of the students in e-commerce Zalora premises . This is in line with the results of research by Khairani (2017: 34) where the results of his research show that the variables of trust , information quality and service have a simultaneous effect on buying decisions through social media . The results of these provide information that the variables of trust , convenience , and quality of service is an aspect important that needs to be guarded by Zalora Indonesia, the trust a consumer needs to be managed as well as the trust a consumer will give the advantage in material and non- material for the company . Trust a consumer is one of the forms of capital beginning when deciding to buy it online , especially in e-commerce Zalora Indonesia. Variable ease an aspect that is always considered by a consumer good where ease of this can be seen from the angle of view of ease of transaction , ease of payment , and the ease in finding a product that wants bought , so Zalora Indonesia should be able to provide fiturfitur that is easy to use by the consumer . Quality of service is an aspect important that needs to be managed by Zalora Indonesia, Indonesia Zalora needs to be sustained to keep maintaining the quality of services that already exist and continue to improve the quality of service that is deemed necessary to increase the purchasing consumer .

The second research conducted by Elondri (2017: 159-160), in the Journal of Economic Appreciation Vol. 5 No. 3, 2017, ISSN: 2337-3997 examines Influence of Ease, promotion, and transaction Satisfaction Online Shopping to Purchase Decision Online , b erdasarkan p ara respondents give a statement that pretty well against the indicators that are used are , easy to learn , easy to operate the system in accordance with what the desirable and easy to operate . The

respondents give the perception that well demonstrated by the results of the analysis of regression which states that a variable ease (X1) has a direction relationship that is positive to the decision of buying online (Y), in other words the ease affect significantly to the decision of purchase online at the consumer Shopee.co.id. Received . Their influences are significant shows that with further increasing ease in using e-commerce then the decision of buying it online also will experience an increase . Ease of that given by Shopee.co.id sites and provide views are clear . And berdasarkan results of research that has been done by using a sample of 100 users Shopee, obtained the conclusion that , Ease of promotion and satisfaction of transactions online influence positively and significantly to the decision of purchasing online . From uji- t are shown in Table Coefficient seen that the value of alpha to variable ease of 0,535 significantly , the effect of the promotion of 0.448 significant and influence the satisfaction of transactions online by 0,348 significant . Besarnya influence Ease , Promotion and Satisfaction transaction with Online on Decision Purchase Online (R²) is 0.728 equal to 72.8, showing that the effect of variable ease , promotion and satisfaction . And transactions on purchasing decisions amounted to 72.8% and the remaining 27.2% is influenced by other variables not included in this study .

The third research conducted by Wahyuni et al (2017: 14 1 1), in the Journal of Management Proceedings Vol. 4 No. 2, 2017, ISSN: 2355-9357 examines Effect of trust , convenience , and quality of information on the decision of buying online profiles on online fashion zalora.co.id, based on the results of research and analysis that has been discussed so can be pulled conclusion Results of respondents as a customer online sites Zalora .co.id that the variable trust (X 1), convenience (X 2) and quality of information (X 3) as a whole in the category is quite good in the eyes of the respondent, which can be seen from the average percentage value of 65.44%. This is indicated by the results of the average score obtained from the dimensions of Trust, Ease and Quality of Information. Of the three dimensions, the dimension of trust (X 1) received the highest response with a percentage of 65.8% while the lowest response was Information Quality (X 3) of 65.1% but still in the fairly good category. These results indicate that Zalora.co.id consumers prioritize trust in making purchasing decisions. Data processing is obtained simultaneously. Ease, Trust and Quality of Information have a positive and significant effect on online purchasing decisions. With an influence of 70.6% and the remaining 29.4% influenced by other factors not examined. And data processing was obtained partially. Trust contributed 37.3% influence, Ease contributed 19.3% and Information Quality contributed 19.3% influence.

The fourth research conducted by Nasution (2018: 37-38), in the Journal of Management Science and Islamic Business Vol. 4 No. 1 2018, ISSN: 2356-4924 examines Effect of convenience and price of the product purchase decision clothing line Rated R Square or the coefficient of determination (KD), which indicates how well a regression model that is formed by the interaction of independent variables and the dependent variable. The KD value obtained is 0.397 which can be interpreted that convenience and price have a contribution effect of 39.7% on the online purchasing decision variable and 60.3% are influenced by other factors outside the convenience and price variables. Obtained tcount value for the convenience variable is 3,180. For t table, it is obtained 1.684. It means

that t count (3,180) > t table (1,684) then H_0 is rejected. This means that there is an effect of convenience on purchasing decisions for clothing products online. Case studies of online shopping students at FEBI IAIN Padangsidimpuan.

The fifth research conducted by Istiqomah et al (2019: 561), in the Journal of Economics Vol. 2, ISSN: 2622-3031 examines the analysis of the effect of trust, advertising, and risk perception on purchasing decisions on shopee sites in the city of Lumajang. Based on the discussion of the results of testing the first hypothesis which states that there is an effect of trust on purchasing decisions on the Shopee site in Lumajang City, it shows that trust has a significant effect on purchasing decisions on the Shopee site in Lumajang City. Stores that use Shopee as an intermediary for their sales, the products that are sold are always of quality according to the price offered, so that consumers always feel guaranteed satisfaction. The seller or shop listed on the Shopee site is always candid about the criteria for the products they sell. The seller on the Shopee site always fulfills the promise of the products they sell, where if the product ordered by the buyer is not delivered, the seller fulfills the promise of a refund. Stores listed on the Shopee website sell products with the criteria that buyers expect by including the criteria in the product description. Trust is the main thing a person considers when shopping online. High trust certainly affects consumers to make purchases online. The discussion of the results of testing the fourth hypothesis which states that there is an influence of trust, advertising and risk perception on purchasing decisions on the Shopee website in Lumajang City, indicating that trust, advertising and risk perception have a significant effect on purchasing decisions on the Shopee site in Lumajang City. The higher the trust, the higher the consumer's buying interest to increase the size for making purchases online, the higher the trust, the higher the purchasing decision. Advertising is part of an indirect promotion that aims to provide information and persuade, so that it can give rise to a need and desire to make a purchase. Information that is often done will make consumers know the products offered faster, which stimulates consumers to make purchasing decisions faster. Whereas risk perception is based on more experience about online transactions, it will be able to reduce the risk and cost of losses that you have, thereby increasing purchasing decisions because you are able to know when to make transactions online.

The sixth study conducted by Setiawan et al (2012), Vol. 4 ISSN 2356-2242 examines the effect of perceived trust and perceived price on costumers purchase decision online stores in Indonesia. This research was conducted using a survey method. A structured questionnaire was developed and distributed among 250 respondents to collect data. The questionnaire contains both close ended and open ended questionnaire. The results of this study indicate that the perception of trust has a stronger influence on purchasing decisions than the perception of price. It was also found that although trust has a positive effect on purchasing decisions, price has a negative effect on the value obtained by customers and the desire to buy online.

The seventh research conducted by Kusumah (2015), in the Scientific Journal of Repeat Vol. 15 No. 5 2015, ISSN: 2085-7044 examines Analyze The Effect Of Trust Price, Quality And Perceived Risk On Customer Buying Decisions In Instagram Online Shops. The purpose of this study was to find the impact of trust, price, quality and risk perception on consumer purchasing

decisions at the Instagram online store . The analysis method used is multiple regression analysis method. The statistical population used is using multiple regression analysis method. The population statistics used in this study are online shop consumers who use Instagram as a medium to find the products they want by visiting several online stores on Instagram. The samples collected were 107 sample data through questionnaires. Multiple regression analysis is used in SPSS software. The results show that trust (X 1), price (X 2), quality (X 3) and the perception of risk (X 4) have a significant impact on purchasing decisions (Y). Price (X 2), Quality (X 3) and the perception of risk (X 4) on consumer purchasing decisions (Y) have a partially significant outcome impact.

The eighth research conducted by Limpo (2015), in the International Journal of Science and Research ISSN : 2319-7064 examined the Effect of trust and Easy on Decision Online Purchase toward specific Fashion Products . The variables used are trust (X 1), and Ease (X 2) as the independent variable, while the purchase decision (Y) as the dependent variable. Data analysis tools used are Multiple Linear Regression and F test. From the results of the F calculation using SPSS Version 22, the significance value is $0.000 < 0.05$, so H_0 is rejected. This means that there is a significant mutual trust and convenience effect for online purchasing decisions on Fashion products. The t-test results show that trust has a T value of $7,771 > 1,98472$ and a significance level of $0,000 < 0.05$, so that H_0 is rejected. Thus, it can be concluded that the independent variable trust (X 1) has a statistically significant effect on the dependent variable on online purchasing decisions. Ease of having T $4.030 > 1.98472$ and has a significance level of $0.000 < 0.05$ so that H_0 is rejected. Thus, it can be concluded that the Easiness variable (X 2) statistically has a significant effect on the dependent variable online purchasing decision .

2.2 Definition of Convenience

Andryanto (2016) argued ease as a person believes that using the technology will be free from the business which means convenience (ease) have the sense not no trouble or do not require effort loud when using technology such . Similarly, the perception of the ease of the technology of information that is used is not required effort are great at time of use . Ease of transactions online , namely in the form of procedure bookings are simple , the procedure of payment are varied and easy to do , the process of purchasing the informative and fun as well as the delivery of a product that is fast and precise (Trisnawati 2012).

2.3 Definition of Service Quality

According Yuliawan et al (2018: 39) k Quality of p elayanan is an activity that can be seen but can be felt and taken its benefits both for the individual and the organization . Services are defined as the belief that allows individuals to volunteer to be a customer of the provider of services e-commerce after considering the characteristics of a provider of services e-commerce (Nangi and Sukaatmadja , 2015).

2.4 Definition Trust

Kotler and Keller (2013: 221) states that , the confidence of consumers to the internet on -line shop occurs because consumers who started to be interested by the needs and taste want to know more and many in search of information to

get the desired . Which becomes the attention of major marketers are sources of information that becomes a reference of consumers and influence are stronger every source that there is a decision of purchase . According Sangadji (2014: 92), trust in a relationship of cooperation has the meaning as the belief the company , that the partner will perform the actions that bring the company at a profit a particular , and otherwise not even commit acts that harm the company.

2.5 Definition of Purchasing Decisions

According to Kotler and Amstrong (2012: 157), "*Consumer buyer behavior refreshes to the buying behavior of final consumers - individuals and households that buy goods and services of final consumption*". This definition implies that the behavior of purchasing decisions leads to the final purchasing behavior of consumers, both individuals and households who buy goods and services for personal consumption.

2.6 Indicators of Ease

Ease indicators according to Davis Prasetyo and Rahardja (2015) are as follows:

1. Technology information is very easy to learn (easy to use)
2. Technology information work with easily what that is desired by user (easy to get the system to do what user want to do)
3. Technology takes a lot of effort to interact with technology information (doesn't require a lot mental effort).
4. Technology information is very clear and easy to operate (clear and understandable).

2.7 Indicators of Service Quality

Service Quality Indicators according to Tjiptono (2014) are as follows :

1. Tangible , namely in the form of physical appearance , equipment and various material that looks that can be in the value of both .
2. Reliability, namely the ability to provide services with prompt , accurate , consistent , and satisfying .
3. Responsiveness, is the willingness and ability of employees give pelayanan is fast and responsive
4. Assurance, which includes knowledge , competence , courtesy, and nature can be trusted that owned the staff on the promise that granted , free of the dangers of risk or hesitations .
5. Assurance, which includes knowledge , competence , courtesy, and nature can be trusted that owned the staff on the promise that granted , free of the dangers of risk or hesitations .

2.8 Indicators of Trust

The indicators of trust according to Sangadji (2014) are as follows :

1. Confidence in product quality, that is, believe in the product that will be purchased, both in terms of quality and benefits.
2. Confidence or trust in the company or owner, namely trust in the seller who will not disappoint consumers.
3. The intensity of the owner's attitude towards consumers leaves the best impression that makes consumers give good feedback to the owner.

2.9 Indicators of Purchasing Decision

Purchasing Decision Indicators according to Kotler and Keller (2012) as follows:

1. Selection of products , consumers determine the products which will be in the purchase, consumers will buy products that have the value for him. Companies must know the products of what are desired by consumers.
2. Selection of brands, consumers must specify the brand which will be purchased, each brand has a difference- the difference of its own. In this case the company must know how consumers choose a brand.
3. Choosing a purchase , consumers must make decisions about which dealer to visit . Every consumer is different in terms of menentukann dealer , can be due to factors location that is close , prices are cheap , supplies of goods were complete , the convenience of shopping , and the vastness of space.
4. Determining the time of purchase , the decision of consumers in election time purchases may vary.
5. The number of purchases , consumers can make decisions about how much many products he will buy at one time . Purchase that made possible more than one type of product . In this case the company must prepare a number of products in accordance with the wishes that Different from the buyer.

2.10 Relationship Between Research Variables

2.10.1 Effect of Ease to Decision Purchases are online at Instagram in East Jakarta

According to Yuliawan et al (2018: 47) convenience affects online purchasing decisions. Ease is a situation in which individuals believe that the use of a certain technology will improve their performance. This convenience factor is related to how online transactions are operated. Ease to obtain information about the product that is desired also contribute positively to the decision of buying it online. Cyr (2008) says that the customer may be to undo the intention to shop online when the information that is desired hard to find.

2.10.2 Effect of Service Quality on Decision Purchase at Online on Instagram in East Jakarta

According to Saputra (2017: 55) who specifically examines e-commerce services , he finds that the quality of e-commerce services has a positive effect on purchasing decisions . This means that service will increase customer satisfaction. A company e c ommerce can survive not only rely on the strength of the product, but with their management team, timely delivery, good service, good business organizational structure, network infrastructure and security, good web site design.

2.10.3 Effect of trust toward Decision Buying in Online at Instagram in East Jakarta

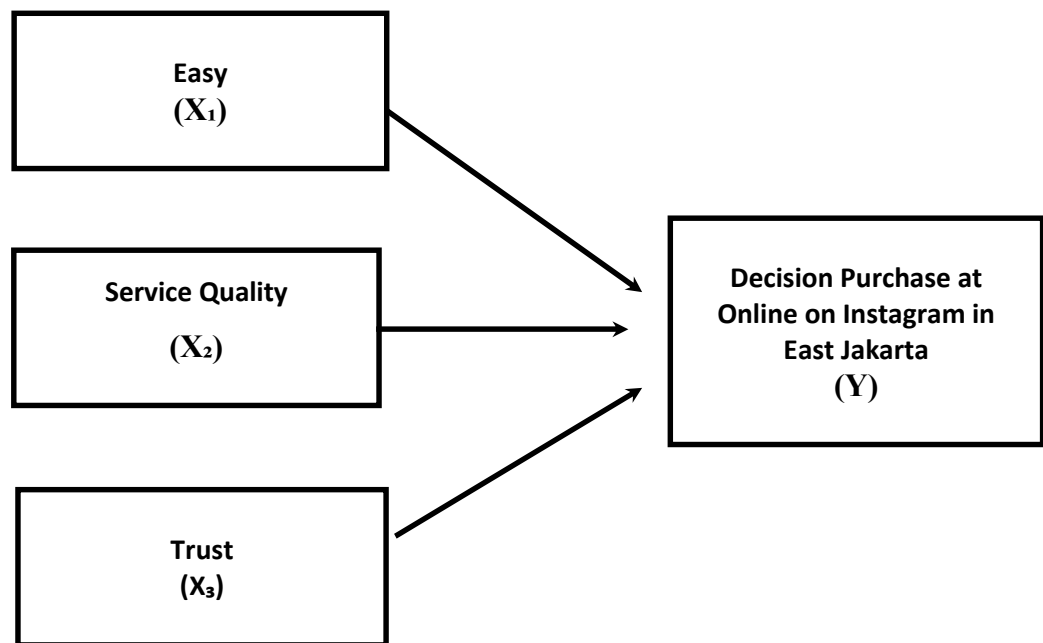
According to Yuliawan *et al* (2018: 4 7) trust is very important to build and foster long-term business relationships. Trust is believed to have an important role in influencing commitment. The more popular the *online shopping* website is,

the higher the level of buyer's trust in the *online shopping* website . Buyers will be increasingly convinced and believe in the reliability of the website, that the website is real and really exists.

2.10.4 Effect of trust toward Decision Buying in Online at Instagram in East Jakarta

The research framework underlying this study can be described as the following :

Figure 2.1.
Research Conceptual Framework



III. RESEARCH METHODS

Sukmadinata (2016: 61) suggests a research strategy is a way to collect data that is the object , subject , variable, and problem being studied so that the data is directed at the goals to be achieved . Based on the purpose of research which has been in charge , then the research is to use the approach a *sosiatif kuantitatif* , which is a formulation of the problem of research which is asking the relationship between two variables or more (Sugiyono , 2017: 37). Approach a *sosiatif* are used in research this is causal , ie research that aims to determine the relationship between two variables or more that have a relationship because due to the variable other . In research it aims to determine the effect of four variables independent (variable which influences) is Ease (X 1), Services (X 2), Trust (X 3) and v ariabel dependent (variable which influences) is Decision Purchase In Online on Application Instagram (Y). In doing research , the authors use the method of study associative where the data obtained in *kuanitatif* to know the influence between variables and *dkiuraikan* what their.

3.3.1. Data and Data Collection Methods

The type of data used in this research is primary data. Hartono (2013) primary data is data that is collected without intermediaries or done by researchers themselves. Data obtained directly by researchers is the main source of data obtained in the field based on existing opinions. Hartono (2013) also states that interviews, observations, surveys, and experiments are ways of collecting primary data. Primary data were collected by researchers to answer research questions. Primary data collection is an internal part of the research process and is often required for decision making purposes. To be able to obtain data from individual respondents, the researcher chooses a questionnaire as the tool used, obtained from going directly to the field with the object of research.

3.3.2 Data Collection Techniques

The data collection technique in primary research is to use a questionnaire, which is to provide several question points and be accompanied by several answer choices. The questionnaire contains questions that are in accordance with the problem being researched, namely the Effect of Ease, Service Quality, and Trust on Purchasing Decisions on the Instagram Application in East Jakarta . Measurements on each variable were carried out using a Likert scale with the PLS (Partial Least Square) application. According to Sugiyono (2017), it is a measuring tool used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena.

3.3.3 Data Analysis Methods

Processing of the data is done in the research is to use an application computer SmartPLS version 3.2.8 of things are done with the hope does not happen levels of errors are large

3.3.4 Statistical Data Methods

The analysis on PLS was carried out in three stages:

1. Outer Model Analysis
2. Inner Model Analysis
3. Hypothesis testing

VI. RESULTS AND DISCUSSION

4.1 Instrument Testing Results

A. Convergent Validity

Processing of the data is done in the research is to use an application computer SmartPLS version 3.2.8 of things are done with the hope does not happen levels of errors are large.

Table 4.1. Outer Loading

Correlation of Indicators with Variables	Loading Factor	T-statistic	Information
Convenience.1 <- Convenience	0.686	12.598	Valid
Convenience. 2 <- Convenience	0.794	17.516	Valid
Convenience. 3 <- Convenience	0.674	6.408	Valid
Convenience. 4 <- Convenience	0.786	16.488	Valid

Convenience.5 <- Convenience	0.753	13.995	Valid
Convenience. 6 <- Convenience	0.577	8.902	Valid
Service Quality1 <- Service Quality	0.757	19.232	Valid
Service Quality2 <- Service Quality	0.792	17.637	Valid
Service Quality3 <- Service Quality	0.784	14.819	Valid
Service Quality4 <- Service Quality	0.629	6.233	Valid
Service Quality5 <- Service Quality	0.615	5.741	Valid
Trust.1 <- Trust	0.818	20.595	Valid
Trust. 2 <- Trust	0.672	6.182	Valid
Trust. 3 <- Trust	0.782	9.285	Valid
Trust. 4 <- Trust	0.869	22.788	Valid
Trust.5 <- Trust	0.796	13.798	Valid
Decision Purchase.1 <- DP	0.753	16.264	Valid
Decision Purchase.2 <- DP	0.759	16.112	Valid
Decision Purchase.3 <- DP	0.697	11.151	Valid
Decision Purchase.4 <- DP	0.712	12.903	Valid
Decision Purchase.5 <- DP	0.766	15.968	Valid
Decision Purchase.6 <- DP	0.698	12.952	Valid
Decision Purchase.7 <- DP	0.707	10.748	Valid
Decision Purchase.8 <- DP	0.673	9.970	Valid
Decision Purchase.9 <- DP	0.670	6.884	Valid
Decision Purchase.10 <- DP	0.646	9.011	Valid

Based on Table 4. 1 can be seen that some of the value of validity for each indicator of each variable latency which is good because it has value loading factor is more than 0.50.

B. Discriminant Validity

Discriminant validity done to ensure that every concept of each variable latent differ by variables other . The model has discriminant validity, which is good if every value of loading of each indicator of a variable latency has a value of loading most big with value loading another against variable latent others . The results of discriminant validity testing were obtained as follows :

Table. 4.2. Discriminant Validity

	Ease	Service Quality	Trust	Decision Purchase
Ease.1	0.686	0.518	0.425	0.542
Ease.2	0.794	0.456	0.539	0.534
Ease3.	0.674	0.358	0.524	0.448
Ease.4	0.786	0.413	0.508	0.521
Ease.5	0.753	0.488	0.424	0.618
Ease.6	0.577	0.536	0.409	0.532
Service Quality1	0.605	0.757	0.495	0.679
Service Quality2	0.489	0.792	0.525	0.571
Service Quality3	0.491	0.784	0.571	0.517

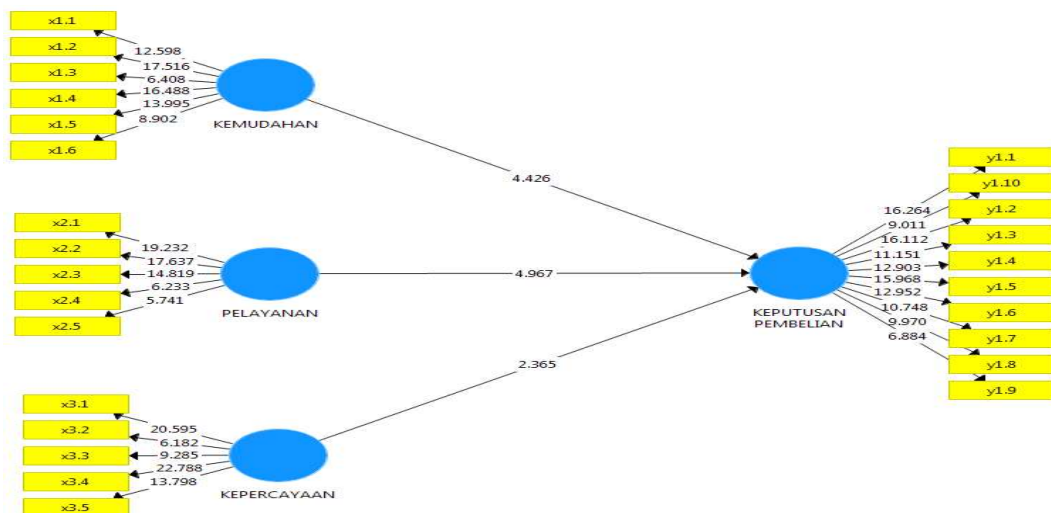
Service Quality4	0.362	0.629	0.578	0.490
Service Quality5	0.337	0.615	0.374	0.403
Trust.1	0.645	0.669	0.818	0.664
Trust.2	0.478	0.543	0.672	0.476
Trust.3	0.512	0.483	0.782	0.509
Trust.4	0.515	0.578	0.869	0.645
Trust.5	0.428	0.506	0.796	0.560
Decision Purchase1	0.548	0.597	0.560	0.753
Decision Purchase2	0.645	0.579	0.689	0.759
Decision Purchase3	0.608	0.591	0.602	0.697
Decision Purchase4	0.447	0.647	0.437	0.712
Decision Purchase5	0.626	0.532	0.516	0.766
Decision Purchase6	0.459	0.498	0.491	0.698
Decision Purchase7	0.465	0.473	0.456	0.707
Decision Purchase8	0.473	0.501	0.407	0.673
Decision Purchase9	0.500	0.484	0.469	0.670
Decision Purchase10	0.515	0.421	0.488	0.646

Sumber: Output PLS

1.2. Structural Model Testing (*Inner Model*)

Model structural in PLS was evaluated by using the R² for the variable dependent and the value of the coefficient of the path to the variable independent are then rated their significance based on the value of t-statistic of each path . The structural model of this research can be seen in the following figure :

Figure 4.1
Display of PLS *Boothstrapping* Results



Sumber: Tampilan Output PLS

In assessing the model with PLS, it starts by looking at the R-square for each dependent latent variable . Table 4. 3 is the result of the estimated R-square by using SmartPLS.

Table 4.3
R-Square Value

Variabel	<i>R-Square</i>	<i>Adjusted R-Square</i>
Purchase Decision	0,715	0,706

Sumber: Output PLS

Table 4.3 shows the value of the R-square for the variable -making purchases obtained by 0.706. It is meant as a simultaneous variables convenience , service , and confidence can explain the effect of the decision of the purchase amounted to 70.6% and the remaining 29.4% is influenced by variables other.

1.3. Hypothesis Testing

The significance of the parameters estimated provide information that is very useful regarding the relationship between the variables of the study . Base used in testing the hypothesis is a value that is contained in the output result for inner weight . Table 4. 4 provides the estimated output for testing the structural model.

Table 4.4
Path Coefficients

	Original Sample	T Statistik	P Values
(X₁) Convenience → Purchase Decision	0.369	4.426	0.000
(X₂) Service → Purchase Decision	0.339	4.967	0.000
(X₃) Trust → Purchase Decision	0.248	2.365	0.018

Sumber: Output PLS

Hypothesis Test 1

From table 4. 4 above, it can be seen that the *original sample value of the ease estimation* is 0.369 with a significance below 5%, which is indicated by the t-statistic *value* of 4.426 and the *p-value* of 0.000 less than 0.05. Based on these results it can be concluded that the convenience variable has a significant effect on purchasing decisions (**the first hypothesis is accepted**).

Hypothesis Test 2

The second test is conducted to see whether service quality has a significant effect on purchasing decisions . The test results can be seen from table 4.7 above , with a significance below 5% which is indicated by the t- statistical value of 4.967 and a p-value of 0.000, which is smaller than 0.05. Based on these results it can be concluded that the service variable has a significant effect on purchasing decisions (**the second hypothesis is accepted**).

Hypothesis Test 3

The third test is carried out to see whether the trust variable has an effect on purchasing decisions. The test results can be seen from table 4.7 above, with a significance below 5% which is indicated by the t-statistic *value* of 2.365 and a *p-value* of 0.018 which is smaller than 0.05. Based on these results it can be concluded that the trust variable has a significant effect on purchasing decisions (**the third hypothesis is accepted**).

Discussion Effect of Ease Against Decision purchases

The results if the data in the study have shown that there is influence between the ease of the decision of buying it partially with the value of the significance of $0.000 < 0.05$ (level of significance). The value of the original sample estimate convenience is at 0.369 which means the ease of an effect on the decision of purchase with a value of 36.9%. The results have showed that if getting a lot of convenience that is given, then the decision of shopping online will be even higher. The results of the study are in accordance with research this is a study that is conducted by Beautiful tri sustainable (2019) where ease of influence is significant to the decision of purchase of online research is to explain that the obtained results which prove that there is influence significant variables ease against the decision of shopping online.

Results of the study is to prove the theory of Turban (2018: 187) ease of use that succeed should be used as easily as possible without the process that could incriminate the users. The user system information is believed to be the system of information that is easy to understand, more flexible, and easy operation (Turban et al. 2018: 18). Ease is a sacrifice of the customer in order to get a service that is efficient, relatively easy, efficient, and comfortable or get a product that is quality (Irawan, 2010: 39).

Discussion Effect of Quality of Services Against Decision purchases

The results if the data in the study have shown that there is influence significantly between the ministry against the decision of purchase are partial to value the significance of $0.015 < 0.05$ (level of significance). The value of the original sample estimate the quality of service is at 0,339 which means the quality of service influence on the decision of purchase with a value of 33.9%. The results have showed that if more and better on the service that is given, then the decision of shopping online will be even higher. Results of the study is in accordance with the research that is done by Baskara (2017: 66), thunder storm, Haryadi, SEE, M.Kom (2018) which indicates that the service shows the results of the positive and significant to the decision of purchase.

Lovelock in Tjiptono (2011: 58), suggests that the quality of service is the level of condition either bad dish which is given by the seller in order to satisfy the consumer by giving or convey the wishes or demands of consumers beyond what the expected consumer. Parasuraman, Zeithaml and Berry in Lupiyoadi (2010: 148) says there are five factors prime which is used in assessing the quality of services, namely, reliability (reliability), tangible (tangible), responsibility (power responsiveness), assurance (assurance), and empathy (empathy).

Discussion Effect of Faith Against Decision Purchase

The results if the data in the study have shown that there is influence between the trust against the decision of purchase are partial to value the significance of $0.000 < 0.05$ (level of significance). The value of the original sample estimate confidence is at 0.248 which means the confidence effect on the decision of purchase with a value of 24.8%. The results have showed that if more and better will be the guarantee of security that is given , then the decision of shopping online will be even higher . The study is in line with research that is conducted by Wahyu (2017). The results have showed that if confidence increases , then the decision of shopping online also will experience an increase , because about major that should be considered in shopping online one of them is confidence . Trust became one of the factors important when doing transactions of shopping online, as shoppers trust on the ability of sellers online to ensure safety when buyers do transactions online Kristianto (2011).

IV. CONCLUSIONS AND SUGGESTIONS

4.1 CONCLUSION

Based on the results of testing the hypothesis in the research of this can be concluded that there is influence between convenience , service and trust to the decision of purchase online are as follows :

1. From the results of the study showed the value of the original sample estimate ease of 0.369 which means that the effect of the ease of the decision of buying online is by 36.9%. The results of this show that the ease of an effect on the decision of buying it online on the application instagram.
2. From the results of the study showed the value of the original sample estimate quality of service of 0,339 which means that the influence of the quality of service of the decision of buying online is by 33.9%. The results have demonstrated that the quality of service influence on decision-purchase it online at the application instagram.
3. From the results of the study showed the value of the original sample estimate trust of 0.248 which means that the influence of trust against the decision of purchase online is by 24.8%. The results have showed that the confidence effect of the decision of purchase it online at the application instagram.

4.2 ADVICE

Based on the results of the research were obtained , the researcher can give advice that can be used as a material consideration of the management in taking the policy, in particular about convenience, service, and confidence to the decision of purchase online.

1. Manufacturers should be consistent in increasing the ease through the process of ordering goods are more convenient and secure.
2. Manufacturers should display a clear contact person in order to improve online purchasing decisions
3. Manufacturers should remain consistent in improving trust through products and services that are offered to consumers with honest and sincere.

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4. Manufacturers should provide information about the products that will be sold in full , for example regarding the price , contact person who can be contacted , and the guarantee on the purchase of a product such . So that consumers will shop according to their needs and desires.

4.3 LIMITATIONS

1. The samples in the study is only limited to the majority of consumers who ever bought a product / goods through media instagram in East Jakarta, which totaled 100 respondents , would be better if the samples were taken covering the whole of consumers who do purchase online is not limited on instagram alone , so that the results of the research can be generalized within the scope of the more widely.
2. Research is just covering the influence of convenience , service , and confidence to the decision of purchase only . Still there are factors other that may affect the decision of purchase , eg factor the benefits and perceived risks.

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