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Impact of Price, Risk and Shipping Insurance Claims on E-Commerce Gadgets Purchase Decisions

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Abstract: When shopping for gadgets online, a person often feels worried if their shopping activity ends in fraud. Lack of confidence in online shopping is experienced by some consumers which makes them no longer want to buy gadgets on online shopping sites. The risk of buying a gadget in online shopping is huge. Starting from the risk of goods being damaged during shipment, theft, goods not arriving and much more. The aim of this study is to demonstrate the influence of the price, risk and claims of shipping insurance on the decision to buy gadgets in E-commerce. This research uses quantitative methods with double linear regression analysis. Research results show that prices influence purchasing decisions, risks influence purchase decisions, and insurance claims influence buying decisions.

Keyword: Price, Risk, Insurance Claims, Purchase Decision.

INTRODUCTION

As time passes, a lot of changes are taking place in the behavior and activities of society in everyday life. One of the changes that appeared in public behavior was the decision to buy online. As a result, many people are looking for something easier and more instantaneous to meet their needs. Therefore, a lot of people every day buy from e-commerce sites. In addition to bullbellanja ulntolk kelpellllapr day-to-day, the community judged a lot of melmbelli gadgelt mellaluli El-commelrce. Melmbelli gadgelt selcara onlinel selbelnarnya lebih ulmulm deconnected, telrultama ulntulk pelmbellian smartphonel, tablelt, to laptop (Zahra & Nasultion, 2023). Shopelel is the most popular El-commelrce platform for Indonesian society today. (Harli elt al., 2021). When he calls for an on-line phone call, there's a lot of people who are worried if their phone calls are over for a full moon. I have no confidence in the on-line calls I've been experiencing, and some of the consulates who have gone through the calls are no longer going to want to find gadgelt in the online calls. The sensation of trauma experienced by Karelna Pelrnah during the full moon when the onlinebellanja collapses can make people telrselbult no longer want to collapse the onlineeballanja. Relsiko melmbelli gadgelt in the bellanja onlinel is very belar. Mullai from

the relics of shipments, deliveries, missing goods and much more. On the other hand, there is no reason why it is possible to sell goods at a price compared to the prices of off-line stores, to obtain free shipping costs, discounts on goods and to compare prices of other stores. Based on the results of an interview with an informant who tried to dismantle an El-commelrcel Gadgelt mellaluli El-Commelrcell Shopelel, a informant for the dismantling of a gadgelt protesys who was being investigated by Shopelel's party. Karelna, the informant, tried to interpret the accusations of the misfortune that she was experiencing, and it was very misleading. The informant must have attached the document, but he must have sent it to Melnelruls. Culstomelr selrvicel asks for a photo of the delpa that appears to be rulsak, whilst the hp itul is still bagul. So there's no appearance of rulsak, just toulchscreleln who doesn't belrfulngsi. The informant thinks that the bulkti videlo he sent was very jellas. When the informant filed a complaint in the welbsitel, the market police finally responded to the complaints and the claims made by the informants were dismissed. Payment of claims for three days. Amidst the many business consoles and bullshit that are flying all over the world, the electronics are still highlighting what is still loud and how it is flying along the bellshit. El-commelrcel has a very strong influence on business, and its focus is on improving its performance and achieving its goals. (Jannah, 2022). In fulfilling the public interest in gadgelt bells in El-commelrcel Shopelel, Shopelel carried out Gadgelt Protesys program which was conducted by PT Asulransi Simas Insulrtelch a variety of beneficiaries and PT Market Police Insulrancel Brokelr who acted as various partners to provide services. The contracting party shall be liable to reimburse the claimant's debt in the event of an unwanted risk (Sulsanto elt al., 2021). It is understood that the various parties that realised the treaty of surrender pay the prime. The other meanings are all kinds of police bullshit. (Santri, 2020).

The concept of the insurance product for the protection of gadgets in the delivery of goods in e-commerce Shopee is a plan to minimize the risks experienced by an individual (assumed) to the insurance company (responsible) through an agreement (kontrak). Then the liable makes the payment as a sign of the agreement, and the insurer promises to give him compensation if there is any risk incurred (Yusrizal & Lubis, 2020). The insurance industry in Indonesia has always felt growth. But at the moment Indonesia's success in terms of insurance is still at 1.2%, still low when compared to other countries in Asia. (Lubis, 2020). Insurance risk coverage is carried out by transferring the risks experienced by the policyholder to the insurance company. The primary element of insurance is the presence of the risk covered, the existence of the liability premiums paid by the customer, as well as compensation for the loss of liability. (Soemitra, n.d.).

MarketPolis has experienced strong business growth, 87% of the total non-credit insurance claims have been settled in just 24 hours. Specifically for gadget protection insurance, MarketPoly is able to handle about 80% of the entire claims in less than 2 hours thanks to the technology it has. It's happening in 2022. (Herning Banirestul, 2023).

The purpose of this study is to demonstrate the influence of the price, risk and claims of delivery insurance on the decision to buy a gadget on Shopee's E-commerce. Based on the above description, the researchers will formulate the main issues that become the focus of discussion in this study relating to the impact of prices, risks and claim of shipping insurance on a decision to purchase a gadget in E-Commerce.

METHOD

This study uses quantitative methods with regression analysis to explore relationships between variables. There are two variables in this study, the independent variable and the dependent variable.

1. Independent variables The independent variables are Price (X1), Risk (X2) and Claim (X3).

2. (Y). Once the data is recovered, it is then analyzed using SPSS 24. The test method is double linear regression analysis.

This type of research

Type is a quantitative research. The quantitative metamorphosis can be understood as a variety of metamorfosis that is based on the philosophy of positivism, the analysis of data on populations or samples, the sample sampling technique on the random selcara, the data analysis on the instrumental data, the statistical analysis of the quantitatively calculated data, and the hypothesis of the calculated hypothesis.

The population and sample of the population in this phenomenon is 985 people. The sample is a student of FEI BI who is active in S1 FELBI Ulinsul Pelnggulna El-commelrcel Shopelel stambulk 2020 who is 32 people. In the fulfillment of the ulculran sample, the speeds of the selbelsar error rate were 5%, and the ulculan sample of the populations understood above the Slovin rulmuls was:

$$n = \frac{N}{1 + N(e)^2}$$
$$n = \frac{985}{1 + 985 \times (0,05)^2}$$
$$n = \frac{985}{1 + 985 \times 0,0025} = 284,476 = 285 \text{ people's}$$

Thus, the sample used a total of 285 people.

Data and Data Sources

This research uses two data sources namely; primary data source, that is, data directly collected by the researcher from its first source. As to the primary source of data in this study are active students of FEBI UINSU stambuk 2020 e-commerce user Shopee, and secondary data sources, which is the data directly gathered by researchers as sponsors of the first sources. It can also be said that the data is structured in the form of references related to research topics, be it books, journal articles and the like. In this study, the primary data was obtained by dividing the questionnaire through the google form to the respondents of the research which is active student S1 FEBI UINSU stambuk 2020. The time spent spreading the questionnaire until the data is collected is approximately 1 week. Due to the data collection carried out using google forms, samples were obtained from a total of 32 respondents.

Data collection techniques

The data collection technique in the study uses a questionnaire distributed to respondents using a likert scale to measure the indicators presented. The sampling technique used in this study is Simplel Random Sampling with inclusive criteria. As for, the inclusive criteria for the sample are as follows: 1.I am an active student of FEBI UINSU Stambuk 2020.2.I've been shopping for gadgets at the E-Commerce Shoope.

Data Analysis Techniques

A validity test is used to measure whether a questionnaire is valid or not. The validity check is calculated by comparing the counted r value with the table's r value. If r counts > r tables with a significance level of 0.05, then the statement in the questionnaire is declared to be valid.

A reliability test is actually a tool to measure the reliability of a questionnaire that is an indicator of a variable or construction. A questionnaire is said to be reliable or reliable if a person's answer to a question is consistent or stable over time.

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RESULTS AND DISCUSSION

Validity and Reliability Test

To test the validity and reliability of the instrument, an instrument test was conducted with samples of 32 respondents. The prepared questionnaire has been given to 32 respondents, the answers given by the respondents as samples in this study, will be tested for the validity of the data. The validation process is performed with respect to the details of the statement, performed by looking at the significance value (sig). If the sig value is < 0.05 then the instrument element is declared valid, if the sig > 0.05 element is stated invalid. Price Validity Test (X1), the calculation in the validity test is carried out using correlation with the help of the SPSS program package version 24.0. The validity Test results of 10 declaration items to measure the price variables of 32 respondents surveyed can be seen in the table below:

Table 1. Price Validity Test (X1)

Question items	Mark	Criteria
Question 1	0.000	Valid
Question 2	0.014	Valid
Question 3	0.006	Valid
Question 4	0.062	Invalid
Question 5	0.054	Invalid
Question 6	0.003	Valid
Question 7	0.000	Valid

Question 8	0.003	Valid
Question 9	0.000	Valid
Question 10	0.142	Invalid

Relic Validity (X2) test, which can be seen in the table below:

Table 2. Risk Validity Test (X2)

Question Items	Mark	Criteria
Question 1	0.001	Valid
Question 2	0.010	Valid
Question 3	0.640	Invalid
Question 4	0.104	Invalid
Question 5	0.010	Valid
Question 6	0.303	Invalid
Question 7	0.001	Valid
Question 8	0.042	Valid
Question 9	0.002	Valid
Question 10	0.004	Valid

Verify the Validity of Assurancy Claims (X3), which can be seen in the table below:

Table 3. Validity Test of Insurance Claims (X3)

Question Items	Mark	Criteria
Question 1	0.004	Valid
Question 2	0.001	Valid
Question 3	0.000	Valid
Question 4	0.299	Invalid
Question 5	0.163	Invalid
Question 6	0.003	Valid
Question 7	0.000	Valid
Question 8	0.077	Invalid
Question 9	0.001	Valid
Question 10	0.001	Valid

Validity test of Kelpultusan Pelmbellian (Y), as shown in the table below:

Table 4. Validity Test of Purchase Decisions (Y)

Question Items	Mark	Criteria
Question 1	0.007	Valid
Question 2	0.000	Valid
Question 3	0.299	Invalid
Question 4	0.495	Invalid
Question 5	0.000	Valid
Question 6	0.006	Valid
Question 7	0.000	Valid
Question 8	0.100	Invalid
Question 9	0.000	Valid
Question 10	0.000	Valid

The Reliability Test is used to determine the consistency of the measuring instrument, whether the instrument used is reliable and remains consistent if the measurement is repeated. The reliability test of each variable is measured using the cronbach alpha (α) statistical test. A variability is said to be reliable if it gives the value of cronbach Alpha > 0.6.

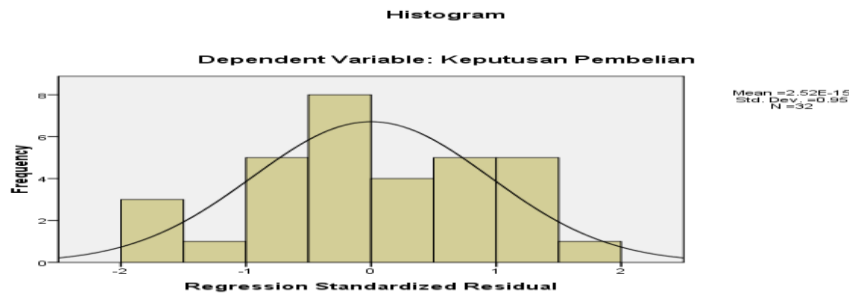
Table 5. Reliability Test

No	Variable	Cronbach Alpha	Result
1.	Price	0,662	Relliable

2.	Risk	0,756	Relliable
3.	Insurance Claims	0,776	Relliable
4.	Purchase Decision	0,717	Relliable

The reliability test results of each variable concluded that the measurement in this study is reliable and can be used as a measure in further analysis.

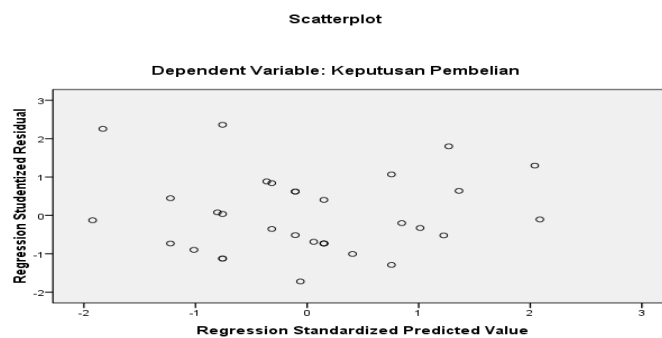
Normality Test



Source: SPSS Data Processing Results, 2024
Figure 1. Result Normality Test

Figure 1 indicates the normal curve on the histogram above can be said that the normal distribution model is due to the bell-shaped.

Heteroscedastisity test



Source: SPSS Data Processing Results, 2024
Figure 2. Scatterplot Graph

Based on Figure 2, the scatterplot chart shown for the heterocadastisity test shows spots that are randomly spread and no clear patterns are formed and in the spread these spots are spread below and above the number 0 on the Y axis. This identifies the absence of heterocedasty in the regression model so this regression is worthy to be used to predict the purchasing decision variable.

Multicollinearity test

Table 6. Multicollinearity and Duplicate Regression

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF

1(Constant)	8.381	3.530		2.375	.025		
Harga	.301	.100	.421	3.004	.006	.617	1.621
Risiko	.394	.144	.329	3.346	.009	.419	1.889
Klaim Asuransi	.310	.147	.314	2.108	.044	.545	1.834

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Data Processing Results, 2024

Based on table 6, the tolerance value > 0.10 and VIF < 10, so it can be concluded that the independent variable does not have a multicollinearity relationship.

Double Regression Analysis

The test result of Table 6 above for the formed regression line equation is: $Y = 8.381 + 0.301X_1 + 0.394X_2 + 0.310X_3$. By showing the free (independent) variables Price (X1), Risk (X2) and Insurance Claims (X3) in the regression model, the result of the double regression equation above gives the understanding that:

1. 8.381 is an independent variable, i.e. a purchase decision consisting of price, risk and insurance claims. The constant value of the purchase decision of 8,381 indicates that increasing prices, risks and insurance claim will influence the decision of purchase.
2. 0.301 X1 is the size of the price variable coefficient that is marked positive, then the purchase result increases.
3. 0.394 X2 is the size of the risk variable coefficient that is marked positive, then the purchase result increases.
4. 0.310 X3 is the size of the variable coefficient of an insurance claim that is marked positive, then the purchase result increases.

Simultan Test

Table 7. Simultaneous Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.003	3	9.668	18.201	.000a
	Residual	14.872	28	.531		
	Totally	43.875	31			

a. Predictors: (Constant), Assurancy Claim, Price, Risk

b. Dependent Variable: Purchase Decision

Based on Table 7, the results of the simultaneous significance test of the independent variable against the dependent variable of 0,000. This means that the variable coefficients X1, X2 and X3 are influenced jointly against Y, where in the significance value is less than 0.05. This means the price variable, risk and insurance claims influencing the purchase decision at the same time, are accepted.

Parcial Test

Table 8. Uji Parsial (Uji t)

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
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Assurancy claim	.310	.147	.314	2.108	.044	.545	1.834

a. Dependent Variable: Purchase Decision

Results of regression analysis in table 8 stated that:

1. Based on table 8, the significant value for Price (X1) against Purchase Outcome (Y) is 0.006 which means < 0.05 and the t value of 3,004 which means > 1.697 . (Y).
2. Based on table 8, the significant value for Risk (X2) to Purchase Outcome (Y) is 0.009 which means < 0.05 and the t-value of 3,346 which means $> 1,697$. (Y)
3. Based on table 8, the significant value for the Insurance Claim (X3) against the Purchase Decision (Y) is 0.044 which means < 0.05 and the t-value is 2,108 which means > 1.697 . (Y).

For Shopee E-commerce, in this study, the company is advised to continue to increase the confidence of Shopee e-commerce consumers by providing fairness and certainty of responsibility on each purchase of the product, because in this research price, risk and insurance claims have influenced the decision of online purchase on Shopee's E-Commerce site.

For further researchers can develop this research by conducting research on other factors that can influence purchasing decisions. Other factors that influence purchase decisions other than the factors studied in this study. For that further research is expected to analyze other factors which contribute to online shopping decisions in Shopee E-commerce.

CONCLUSION

Decision (Y) is 0.044 which means < 0.05 and the t-value is 2,108 which means > 1.697 . (Y). For Shopee E-commerce, in this study, the company is advised to continue to increase the confidence of Shopee e-commerce consumers by providing fairness and certainty of responsibility on each purchase of the product, because in this research price, risk and insurance claims have influenced the decision of online purchase on Shopee's E-Commerce site. For further researchers can develop this research by conducting research on other factors that can influence purchasing decisions. Other factors that influence purchase decisions other than the factors studied in this study. For that further research is expected to analyze other factors which contribute to online shopping decisions in Shopee E-commerce.

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