



HOW ENJOYMENT, TRUST IN INTENTION WHEN CHOOSING A SHOPPING PLACE

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Abstract: *The importance of analyzing the relationship between enjoyment and trust in consumer buying interest before making shopping decisions. This study used a sampling quota sampling technique with a survey method with a total sample size of 100 respondents from the city of Jakarta with the criteria for respondents who were over 20 years old. The results of the study indicate that enjoyment and trust influence consumer purchase orders. Therefore, a good marketer must build these two factors in the place of shopping because they can trigger requests to buy and later become a stimulus in purchasing decisions.*

Keywords: Enjoyment, Trust and Intention.

INTRODUCTION

In the process of the purchase decision flow, of course, there are many stages that consumers go through (Kotler & Amstrong, 2016). Consumers certainly have their own choices in shopping where they think they are more comfortable (Suleman, Zuniarti, Marginingsih, et al., 2019). Either in online retail or offline retail because of experience and other factors that make the perception of the shopping place different for each consumer (Suleman, Zuniarti, Setyaningsih, et al., 2019). So that competition cannot be avoided between shopping places that want to win the hearts of consumers to shop at their shopping places. Being aware of this makes marketers, especially those in marketing that focus on using online media, must study consumer behavior (Suleman, Suharyadi, Marwansyah, et al., 2020). Marketing in online retail is certainly not the same and has different ways (Suleman, Zuniarti, Marginingsih, et al., 2020). The

differences can vary from convenience or consumer habits which are the main point of each potential consumer who is divided and has their own perceptions (Suleman, Ali, et al., 2019).

One of the factors that influence consumers to choose to shop at online retail is the enjoyment factor. This is interpreted as something that can make consumers feel better about choosing this shopping place than others (Cho & Son, 2019). A place of shopping must also be fun, where this perception is measured by many factors whose makers are in the minds of consumers themselves (Xiang et al., 2016). Although consumers can certainly make shopping decisions from many other factors (Suleman, Suharyadi, Rusiyati, et al., 2020). In addition, consumers today also vary from generation to generation (Suleman, Ali, Nusraningrum, et al., 2020c). There are at least three generations X, Y and Z in the market (Suleman, Ali, Nusraningrum, et al., 2020e).

Marketers are attractive because the determinants of the existing marketing stimulus to purchase decisions and even the underlying loyalty may be due to internal factors of consumers not only external stimuli (Suleman, Ali, Nusraningrum, et al., 2020a) and (Suleman, Ali, Nusraningrum, et al., 2020d). The root of a transaction is the consumer confidence that a shopping place can create. Either offline or online shopping (Suleman, Ali, Nusraningrum, et al., 2020b). Consumer trust is important for marketers to build, especially online marketing, which has a lot of risks in the eyes of consumers in general because many consumers think of more risks when shopping online (Suleman, Zuniarti, & Sabil, 2019). So that the higher the perception of trust can reduce the risk perception of consumers in shopping (Suleman, 2018).

Purchase interest is the beginning of consumer decisions, this is the first step that marketers can make (Solomon, 2018). Consumers who have an interest are most likely to decide to buy at a shopping place (Kotler et al., 2019). Changes in the current era can make consumer behavior in the market change because this research is important to measure how much these factors affect consumer interest and then it can be continued with research on interest in decisions in further research.

LITERATURE REVIEW

This research was conducted to analyze how enjoyment and trust influence consumers' buying interest in choosing a shopping place. Enjoyment has contributed a lot to consumer interest in choosing a shopping place as stated in the results of the researcher (Zeba & Ganguli, 2016) ,(Chen & Teng, 2013). Trust has also been widely researched and many results state that trust is the main and most influential predictor of Intention to Shop as in research (Reyes-Mercado et al., 2017) and (Marriott & Williams, 2018). Based on this, the researcher proposes the following hypothesis:

H1: There is a significant influence between Enjoyment and intention to shop

H2: there is a significant influence between trust and intention to shop.

RESEARCH METHODS

The researcher uses population data based on existing consumers, namely all consumers who have ever shopped online retail, where for consumers who purchase online retailers, the

researcher concludes that the population size is unknown because of the large number. So that in this study the researchers conducted a sampling process using non-probability sampling techniques, precisely with quota sampling using the provisions of the number of samples to be taken as many as 100 samples. This amount is determined by calculating the number of samples, namely 5x the number of indicators in this study (Sugiyono, 2013) and (Ferdinand, 2018) . The results of a survey of 120 respondents for the data collection process in this study. However, only the questionnaire responses that returned to fulfill the quota of 100 respondents were filled in completely and received at the end of the data collection period.

FINDINGS AND DISCUSSION

First to test the validity and reliability of the construct in this study found that of the 3 variables used with 20 indicators in this study all found to be valid and reliable. With a range of 72.03% of the total variance described, and item loading ranging from 0.81 to 1.48. Cronbach's alphas range from 0.80 to 0.86. Furthermore, the output results from the confirmatory factor analysis (CFA) model in this study can be concluded showing that the criteria for a good fit model ($\chi^2 / df = 1,253$, $p < .001$, $RMSEA = 0.048$, $CFI = 0.90$, and $GFI = 0.89$). from the results of the path analysis that has been used to test the hypothesized relationship. The results showed that there was an influential and significant relationship between enjoyment and intention to soup and it was found that there was an influential and significant relationship between trust and intention to shop. So that these results are the conclusions of the hypothesis in this study where the H1 and H2 researchers are accepted. where trust has the greatest influence on consumers' intention to shop.

CONCLUSION AND RECOMMENDATION

From the results of this study, it turns out that enjoyment is a significant and influential factor on consumer intention to buy a product at online retail. this is an illustration that an online retailer must be able to make consumers feel comfortable and happy in their shopping activities. and then the second conclusion obtained from the study, namely first about trust here tested empirically that trust is a factor that influences consumer purchase interest where a very large and significant influence on consumer confidence in online retail. and this research reinforces that trust is the factor that has the greatest influence on consumer intention to buy a product at a shopping place.

IMPLICATIONS AND FUTURE RESEARCH

The purpose of this study is expected to provide an overview and contribution to marketers in online retail and can be implicated in creating an effective marketing strategy to increase the number of consumers who shop at online retail. Enjoyment is a factor that influences consumers in shopping in the midst of the diversity of existing consumers. We can see that indeed consumers who have their respective choices will be stimulated to carry out shopping activities when a shopping place can bring a sense of comfort and pleasure to these consumers. Trust is also the main and most influential factor that must be considered by marketers to be able to build trust in an online retailer because this is the main determinant of consumer buying

interest to choose to shop, which will later be able to enter the consumer shopping decision process at that shopping place.

In further research, it is expected to add risk and usefulness variables that affect consumer buying interest (Suleman, Suharyadi, Rusiyati, et al., 2020) and (Indarsin & Ali, 2017) and expand the population coverage for reflection. consumers' actual perceptions of online retail from all consumers, both urban and sub-urban. And also increase the number of samples.

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