



Research Paper

The Influence of Shopping Orientation, Online Trust and Shopping Experience on Online Buying Interest

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Abstract

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The purpose of this study is to find out the magnitude of the influence of Shopping Orientation, Online Trust and Purchase Experience on online buying interest (Case study on Shopee online store in Banda Aceh City) both silently and partially. The sample size of this study was 96 respondents. The research data was collected through questionnaire lists and documentation studies. Hypothesis testing using multiple linear regression analysis, F test (concurrent) and t-test (partial) is intended to determine the influence of independent variables on dependent variables at a confidence level of 95% ($\alpha = 0.05$). The results of the study showed that in a partial test, the variables of Shopping Orientation, Online Trust and Purchase Experience influenced online buying interest (Case study on the Shopee online store in Banda Aceh City). Then a simultaneous test between the variables of Shopping Orientation, Online Trust and Purchase Experience influenced online buying interest (Case study on the Shopee online store in Banda Aceh City). The most dominant variable that affects online buying interest is Shopping Orientation.

Keywords: Online trust shopping orientation; Shopping experience; Consumer satisfaction

1. Introduction

In the past, purchases were made in person at markets or physical stores. Consumers must be physically present to view, choose, and pay for products. The buying process relies heavily on face-to-face interaction, the quality of seller service, and limited information about the product. Purchases are local, limited in choice, and consumers can only rely on personal experiences or recommendations from people around them. With the development of distribution systems and the emergence of convenience stores, shopping malls, and other modern retail, purchasing behavior began to change. User [1] [2] given more product choices,



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convenience in shopping, and an atmosphere designed to increase buying interest. Promotional, discount, and customer service strategies are becoming increasingly important in driving purchases. The development of technology, especially the internet and mobile devices, is driving a major transformation in the purchasing process. Buying interest is a form of consumer psychological readiness to purchase a product or service. This interest is influenced by a variety of factors, including value perceptions, attitudes towards brands, and personal and social aspects [3] [4] [5].

In the digital age and fierce market competition, companies must be able to understand factors such as shopping orientation, online trust, and shopping experience to drive consumer buying interest. These three variables are interrelated and together affect a person's intention to buy. The combination of a mature shopping orientation, high trust in online platforms, and a satisfying shopping experience will create a strong incentive for consumers to make purchases on an ongoing basis [6] [7] [8].

These three variables are interrelated and together affect a person's intention to buy. The combination of a mature shopping orientation, high trust in online platforms, and a satisfying shopping experience will create a strong incentive for consumers to make purchases on an ongoing basis [9] [10] [11]. Based on the results of an initial survey on May 9-11, 2025 with 25 consumers who took Shopee online in Banda Aceh City, there are several problems that affect the level of consumer buying interest in the Shopee online store. One of the main factors is the consumer's shopping orientation itself. There are some people in Banda Aceh who still tend to shop traditionally for the sake of convenience of seeing products, bargains, and social interactions that are not obtained in online transactions. This shows that conventional shopping orientation is still strongly influencing purchasing decisions. In addition to shopping orientation, online trust is an important factor in forming buying interest [12].

Consumers in Banda Aceh often have doubts about the authenticity of products, the accuracy of product descriptions, and transaction security systems on e-commerce platforms. Although Shopee has provided various consumer protection features such as a refund guarantee and a secure payment system, there are still concerns about fraud and products that do not live up to expectations. The lack of digital education and the bad experiences experienced by some users also reinforce this mistrust. Previous purchase experience also plays a big role in determining the next purchase decision. Consumers who have experienced issues such as shipping delays, poor customer service, or defective products are likely to lower their purchase interest later in life. On the other hand, positive experiences such as fast delivery, appropriate product quality, and good communication with sellers can increase consumer loyalty to the Shopee platform [13] [14].

2. Methods

This research was conducted in Banda Aceh. The object of the research was individual consumers of the Shopee online store in the city of Banda Aceh. Research design is a research plan and structure that is made in such a way as to obtain answers to research questions. The research plan is a comprehensive program of research covering the things that will be done in this research starting from making hypotheses and their implications operationally to data analysis. The population in this study is all consumers of the Shopee Online Store in Banda Aceh City or consumers who have made purchases at Shopee whose exact amount is unknown.

Samples are part of the number and characteristics possessed by the population. The determination of the number of samples to be used in this study uses the formula according to the ancient as stated below: [15]

$$n = \frac{z^2}{4(Moe)^2}$$

Where:

n : number of samples

Z : normal distribution rate at a significant level of 5% = 1.96

Moe : The maximum margin of error is set at 10% or 0.1

By using a margin of error of 10%, the minimum number of samples that can be taken is as follows.

$$\begin{aligned} : n &= \frac{(1.96)^2}{4(0.10)^2} = \frac{3,84}{4(0,01)} = \frac{3,84}{0,04} = 96,04 \\ &= 96.04 \text{ or } 96 \text{ and rounded to } 96 \end{aligned}$$

Based on the calculation results, the number of samples to be used is 96 respondents. The sampling technique used for data collection was carried out with non-probability sampling using the accidental sampling technique where the researcher tries to attract population members based on social media promotions encountered or the availability of population members. Sampling was taken based on social media promotions in getting samples, namely meeting with consumers of the Shopee Online Store in Banda Aceh City [16]. Primary data analysis was carried out by using multiple linear regression analysis techniques with the help of SPSS devices. The multiple linear regression analysis equation can be developed as follows: [16].

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

Y = Buying interest

X1 = Shopping orientation

X2 = Online trust

X3 = Purchase experience

a = Constant

b = Regression coefficient

e = Tern Error

The reliability and validity test is a test of research instruments that will present qualitative data. The instrument in this study is a questionnaire used to collect qualitative primary data so that it must be able to provide truth and trust through a set of reliability and validity tests [17]. Data normality testing aims to test whether in the regression model the disruptive or residual variables have a normal distribution. A good regression model is the distribution of normal or near-normal data. There are two ways to detect whether residual is normally distributed or not, namely by analyzing images in the form of plots and statistical tests by looking at kurtosis and skewness values. The normality of the data can be seen from the normal picture view of the probability plot which compares the cumulative distribution of the normal distribution. The distribution will form one diagonal straight line, and the plotting of the residual data will be compared to the diagonal line. If the distribution of residual data is normal, then the line describing the actual data will follow its diagonal line [17].

Hypothesis testing. It is used to test the significance of the independent variable individually against the bound variable (Y), namely the influence of X1 on Y, the effect of X2 on Y, the effect

of X3 on Y, with the test criteria If $t \text{ calculates} \geq t \text{ table}$, then accepts H_a and rejects H_o If $t \text{ table} > t \text{ count}$, then reject H_a and accept H_o .

3. Results

Validity test is a test used to show the extent of the measuring instrument used in measuring what is being measured. The validity test of the data in this study was carried out statically, namely by using [18] the Pearson product-moment coefficient of correlation test with the help of SPSS. The results of the validity test can be seen in the following table:

Table 1. Validity test results

No questions	Variable	Coefficient correlation	Critical value 5 % (N=96)	Ket
1 A1	Buying interest	0,811	0,202	Valid
2 A2		0,817	0,202	Valid
3 A3		0,725	0,202	Valid
4 A4		0,820	0,202	Valid
5 A5		0,657	0,202	Valid
6 B1	Shopping orientation	0,899	0,202	Valid
7 B2		0,940	0,202	Valid
8 B3		0,876	0,202	Valid
9 B4		0,874	0,202	Valid
10 B5		0,940	0,202	Valid
11 C1	Online trust	0,837	0,202	Valid
12 C2		0,798	0,202	Valid
13 C3		0,834	0,202	Valid
14 C4		0,803	0,202	Valid
15 C5		0,810	0,202	Valid
16 D1	Buying experience	0,869	0,202	Valid
17 D2		0,884	0,202	Valid
18 D3		0,887	0,202	Valid
19 D4		0,866	0,202	Valid
20 D5		0,883	0,202	Valid

3.1 Reliability test

Table 2. Reliability test results

Variable	Minimum reliability value	Cronbach Alpha values	Reliability
Buying interest (Y)	0,60	0,907	Reliable
Shopping orientation (X1)	0,60	0,966	Reliable
Online trust (X2)	0,60	0,930	Reliable
Buying experience (X3)	0,60	0,956	Reliable

3.2 Normality test

For testing the normality of the data, in this study it will only be detected through Graph Analysis produced through regression calculations with SPSS. Normal data is characterized by

the distribution of data points around a diagonal line. The results of the data normality test can be seen in the following **Figure 1**:

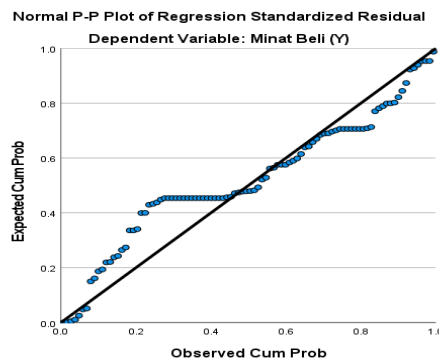


Figure 1. Normality test results

3.3 Multicollinearity test

The multicollinearity test aims to test whether there is a correlation between independent variables in the regression model. If a correlation occurs, then there is a multicollinearity problem. In a good regression model, there is no correlation between independent variables. For the multicollinearity test in this study, it is to look at the value of the Variance Inflation Factor (VIF). The results of the multicollinearity test can be seen in **Table 3**:

Table 3. Multicollinearity test results

Independent Variables	Tolerance	VIVID	Information
Shopping orientation	0,507	1,973	Non-Multicolinierity
Online trust	0,266	3,755	Non-Multicolinierity
Buying experience	0,293	3,418	Non-Multicolinierity

Based on **Table 3**, it can be shown that there is no one independent variable that has a Tolerance value of less than 0.10, meaning that there is no correlation between independent variables. The results of the calculation of the Variance Inflation Factor (VIF) value also show the same thing, there is no one independent variable that has a VIF value of more than 10. So, it can be concluded that there is no multicoloniality between independent variables in the regression model in this study.

3.4 Hypothesis testing

The hypothesis states that shopping orientation (X1), online trust (X2) and purchase experience (X3) affect online buying interest (Stud case at the Shopee online store in Banda Aceh City). The models used to estimate these influences are:

Table 4. Hypothesis testing results

Variable name	B	Std Error	Stuttgart	Table	Sig.
Constant	2,981	0,864	3,451	1,986	0,000
Shopping orientation (X1)	0,243	0,089	2,730	1,986	0,007
Online trust (X2)	0,207	0,093	2,226	1,986	0,031
Buying experience (X3)	0,435	0,081	5,370	1,986	0,000

3.5 Partial test (t-test)

To test the influence of shopping orientation, online trust and purchase experience on online buying interest (case study at the Shopee online store in Banda Aceh City), a t-statistical test (t-test) was used. If the value of $t_{cal} >$ value of the table, then H_0 is rejected and H_a is accepted, on the other hand, if the value of the $t_{count} <$ the value of the table, then H_0 is accepted, and H_a is rejected. The results of the hypothesis test can partially determine the magnitude of the t_{cal} value of each independent variable in this study. The t_{cal} value of each independent variable will be compared with the t-value of the table using a confidence interval of 95% or $\alpha = 0.05$.

3.6 Simultaneous test (F-Test)

To test the influence of shopping orientation, online trust and simultaneous purchase experience on online buying interest (case study at the Shopee online store in Banda Aceh City), the F Statistics test (F test) was used. If the value of $F_{cal} >$ value of F_{table} , then H_0 is rejected, and H_a is accepted. On the other hand, if the value of $F_{cal} <$ the value of F_{table} , then H_0 is accepted, and H_a is rejected. The results of the simultaneous test can be seen in the following table:

Table 5. Simultaneous test results

	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	466,657	3	155,552	14,610	,000b
	Residual	979,500	92	10,647		
	Total	1446,156	95			

4. Discussion

4.1 The influence of shopping orientation on online buying interest

The spending orientation variable (X_1) shows a calculated t value of 2.730 which is greater than the t of the table 1.986 with a significance level of 0.008 (< 0.05). This means that shopping orientation has a significant effect on online buying interest. A positive regression coefficient value of 0.243 indicates that the higher a person's shopping orientation, the greater his interest in making online purchases. This means that individuals who tend to like to shop, look for promos, and follow trends tend to be more interested in transacting on online platforms [9] [19] [6].

4.2 The influence of online trust on online buying interest

The online trust variable (X_2) also had a significant effect on online buying interest with a t-value of 2.226 $>$ 1.986 and a significance level of 0.031 (< 0.05). The regression coefficient of 0.207 shows that user trust in the online shopping system, such as transaction security, product authenticity, and seller reputation, contributes positively to the increase in buying interest. In other words, the greater the consumer's trust in the e-commerce platform, the higher their desire to make purchases online [10] [20].

4.3 The influence of shopping experience on online buying interest

The purchase experience variable (X_3) has the strongest influence on online buying interest. This can be seen from the t-value of 5.370 which far exceeds the t table (1.986) with a significance level of 0.000 (< 0.05). The value of the regression coefficient of 0.435 shows that positive experiences in online shopping, such as ease of transactions, delivery speed, and satisfaction with service, are the dominant factors that encourage consumers to return to shopping. The better the experience that consumers feel, the higher their interest in making repurchases on the platform [3], [21].

5. Conclusion

Based on the results of research that has been conducted on the influence of shopping orientation, online trust, and purchase experience on online buying interest in Shopee users in Banda Aceh City, it can be concluded that all independent variables have a positive and significant effect on online buying interest. Overall, this study confirms that shopping orientation, online trust, and shopping experience play an important role in shaping and increasing consumer buying interest online. Therefore, e-commerce platforms need to continue to improve service quality, transaction security, and user experience to be able to retain and attract more consumers in the future.

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Authors' contributions and responsibilities

Amal Firqi Ramadhan: conceptualization, methodology, investigation, formal analysis, visualization, and writing – original draft. Tuwisna: supervision and writing – review & editing. Suryani Murad: supervision and writing – review & editing.

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Availability of data and materials

All data are available from the authors.

Competing interests

The authors declare no competing interest.

Additional information

No additional information from the authors.

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