THE IMPORTANCE OF SECURITY AND CONSUMER TRUST ASPECTS IN ESTABLISHING CUSTOMER SATISFACTION IN TRANSACTIONS THROUGH E-COMMERCE

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Abstract

This research is also aimed at answering the question of how consumer trust and security drive consumer satisfaction on E-Commerce and what efforts are being made to increase consumer security and trust in shopping online. This is qualitative research with a case study approach. Data collection was carried out by in-depth interviews. The interview technique in this research was carried out using a semi-structured method. In this research, researchers interviewed informants, namely consumers of Shopee, Tokopedia, and Lazada since they are the top three e-marketplace in Indonesia with the most visitors. Thus, source triangulation is applied in this research, namely by exploring data and information from consumers of different e-marketplaces. The result of this research shows that security and trust with indicators of benevolence, abilities, integrity, and willingness to depend is needed in establishing a customer satisfaction relationship between e-commerce and consumers, and especially in making transactions through e-commerce.

Keywords: Security, Consumer Trust, Customer Satisfaction, E-Commerce

INTRODUCTION

The development of increasingly modern times has encouraged science and technology to progress very rapidly. Both are present in society as tools that provide benefits and convenience in everyday life, the internet is one of them. Purwanto (2006) explains that the Internet as a global communications network has various facilities that can be used for various purposes, both for business and non-business purposes.

Electronic commerce or e-commerce is now a business platform that has very good opportunities for running business for business people in the online trading industry. Indonesia is the country with the highest level of e-commerce adoption in 2019. E-commerce users are 90 percent of users aged 19-45 years who apply e-commerce as a medium for online transactions, both purchasing products and services (Abdelsalam,

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2020). With the existence of electronic commerce or e-commerce, many Indonesian people do online shopping. It is predicted that in 2025 transaction activities via internet media in Indonesia will experience 3.7-fold growth (Cindy, 2020). The potential for the Indonesian e-commerce market is very large. However, there are still many problems related to digital shopping behavior in Indonesia. So far there is still distrust towards the use of credit cards. Regarding customer data security, there is no serious structured and one-stop effort to ensure security, ease of transactions and consumer protection from digital transactions.

In Indonesia itself, people know the 5 E Marketplaces that are most visited, namely Shopee, Tokopedia, Lazada, Blibli and Bukalapak. The data obtained regarding the most visitors to E Commerce in Indonesia in 2023 is as follows:

Figure 1
5 E-Commerce with the most visitors in Indonesia
(1st Quarter of 2023)
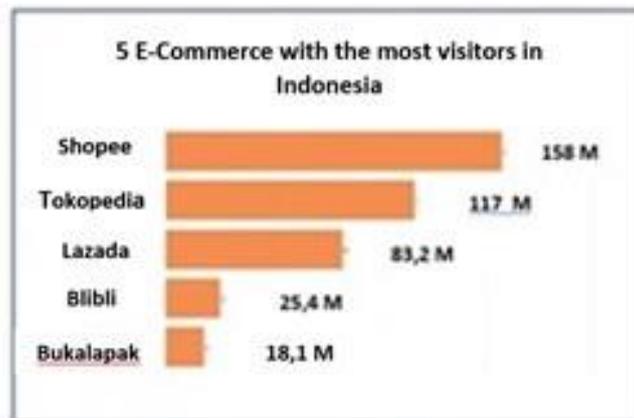
Source: Databox.katadata.co.id (2023)

Consumer trust is something that e-commerce players must pay attention to. According to Koufaris and Hampton-Sosa (2004) Trust in online buying and selling sites is important in the success or failure of e-commerce activities. Kaur (2005) in Farohi (2017) also states that consumers who make purchases online take into account security in payments, consumer privacy and misuse of personal information. Head & Hassanein (2002) argue, in the world of e-commerce, trust is more difficult to build and achieve success compared to traditional commerce or what is usually called direct trade, for example many people are not afraid to buy goods through shops because they believe that if something detrimental happens. consumers, the seller will be able to immediately solve the problem. Trust is the most important factor in building a successful business. With a high level of trust from consumers, the opportunity for someone to decide to buy the product will be achieved.

Apart from trust, security in e-commerce is also no less important. Security is something that is absolutely essential for business people to provide, whether for

products, services or both. Security provides comfort to users and increases consumer trust, which leads to an increase in the number of sales (I Putu Eka Pratama, 2015). This security aims to create a safe and comfortable buying and selling transaction process, thereby benefiting both buyers and sellers. Park and Kim (2006) themselves define security as the ability of online stores to control and maintain security over data transactions. When the level of security guarantee is acceptable and meets consumer expectations, a consumer will be willing to buy a product with a feeling of security.

Andre (2010) in Farohi (2017) stated that the main things that must be considered when carrying out transactions include what is needed to create a guarantee of transaction security and the methods used to create that security. Andre emphasized how important security is in an e-commerce transaction. If the e-commerce infrastructure security system is still weak, the potential for crime arises (Fika Budi, 2015) in Farohi (2017).

Security in e-commerce is a major control issue for the companies running it. It is very important that data related to e-commerce, such as buyer and seller data, is kept confidential when transmitted electronically. The transmitted data must also be protected from the possibility of being changed or modified by anyone other than the sender. The importance of privacy data security makes consumers feel satisfied when using e-commerce applications.

The problems experienced by consumers in carrying out transactions via e-commerce are often related to security factors such as fraud or criminal cases involving selling a product on e-commerce with the promise of a cheap price or the product being sent not matching the order. The next problem that makes consumers dissatisfied when carrying out transactions via e-commerce is the problem of trust. Based on the problems above, this research was conducted on the 3 E-Marketplaces most visited by Indonesian people, namely Shopee, Tokopedia and Lazada. This research is also aimed at answering the question of how consumer trust and security drive consumer satisfaction on the E Marketplace of Shopee, Tokopedia and Lazada and what efforts are being made to increase consumer security and trust in shopping on those E Markerplaces.

RESEARCH METHOD

In this research, qualitative methods were used. According to Sukmadinata (2009), qualitative methods are research to describe and analyze phenomena, events, beliefs, attitudes and social activities individually and in groups. Qualitative methods are a collection of methods to analyze and understand more deeply the meaning of several individuals or groups considered as humanitarian problems or social problems Creswell (2015). This research uses a case study approach. One type of descriptive qualitative research is research using a case study method or approach. This research focuses intensively on one particular object and studies it as a case.

The case study method allows the researcher to remain holistic and significant. According to Arikunto (2013), research methods are the methods used by researchers to collect research data. According to Nursalam (2016), a case study is research that includes

an assessment aimed at providing a detailed description of the background, nature and character of a case, in other words, a case study focuses attention on a case intensively and in detail. According to Creswell (2014), a case study is a research strategy for carefully investigating something by collecting complete information using various data collection procedures. Apart from that, case studies are also carried out to gain an in-depth understanding and analyze more intensively something about an individual, group or situation (Alsa, 2014).

Data collection was carried out by in-depth interviews. The interview technique in this research was carried out using a semi-structured method, which according to Sugiyono (2012) was freer in implementation than structured interviews. The aim of this type of interview is to find problems more openly, where the party being interviewed is asked for their opinion. In this research, researchers interviewed 6 informants, consisting of: 3 Shopee consumers, 3 Tokopedia consumers, and 3 Lazada consumers or have been Lazada consumer. Thus, source triangulation is applied in this research, namely by exploring data and information from consumers of different e-marketplaces. This is done so that researchers obtain valid data and information regarding the concerns of each e-marketplace in maintaining aspects of security and consumer trust. According to Sugiyono (2019: 368) triangulation in credibility testing can be interpreted as checking data from various sources in various ways and at various times.

Meanwhile, data analysis in this research uses an analysis strategy from Miles and Huberman (Sugiyono, 2019) which consists of: (a) Data Reduction, namely summarizing, selecting the main things, focusing on the important things and looking for themes and the pattern. In this way, the reduced data will provide a clearer picture and make it easier for researchers to collect further data and search for it if necessary; (b) Data presentation, which is done in the form of brief descriptions, charts, relationships between categories, flowcharts and the like. What is most often used to present data in qualitative research is narrative text, with graphs, matrices, networks and charts also recommended. By displaying data it will be easier to understand what happened, plan further work based on what has been understood; (c) Conclusion Drawing/Verification, which can be a description or picture of an object that was previously still dim or dark so that after research it becomes clear, it can be in the form of a causal or interactive relationship, hypothesis or theory.

RESULTS AND DISCUSSION

The results of researchers' interviews with E-Marketplace consumers are summarized in the following table:

Table 1
Results of Interviews with E-Marketplace Consumers

No	Aspect	E-Market		
1.	Security	Shopee	Tokopedia	Lazada
A.	Guaranteed Transactions			

No	Aspect	E-Market		
1.	Security	Shopee	Tokopedia	Lazada
	Informant I	- Guaranteed transactions - The product will definitely arrive as ordered	- Guaranteed transactions - The product will definitely arrive as ordered	- Transactions are less guaranteed - Have paid via bank transfer, but there is no transaction
	Informant II	- Very secured - The product will definitely arrive at its destination as ordered - If there is damage, Shopee will immediately replace it and the process is not complicated	- Fairly secured - The product arrives at its destination as ordered. - However, if there is a damage, the exchange process will take a long time	- Not secured - The product that reaches the consumer does not always match what was ordered (product type/size/color, etc.)
	Informant III	- Very secured - The product will definitely arrive as ordered	- Guaranteed transactions - The product will definitely arrive as ordered	- Transactions are less guaranteed - Have paid via bank transfer, but there is no transaction
B.	Easy and secured payment method			
	Informant I	The payment system is easy and there is concrete proof of transactions	Easy payment system with clear transaction proof	- Less secured with bank transfer - More secured with Cash on Delivery (COD)
	Informant II	The payment system is easy and there is concrete proof of transactions	Easy payment system with clear transaction proof	- Less secured if via bank transfer - More secured with Cash on Delivery (COD)
	Informant III	The payment system is easy and there is clear proof of transactions	Easy payment system with clear proof of transaction	- Less secured if via bank transfer - More secured with Cash on Delivery (COD)
C.	Online Seller Image			
	Informant I	Very Good	Quite Good	Just average
	Informant II	Excellent	Quite Good	Not good
	Informant III	Excellent	Quite Good	Not good
D	Product Quality			
	Informant I	Very Good	Good	It doesn't always match what is informed (materials, color, size, model etc)

No	Aspect	E-Market		
1.	Security	Shopee	Tokopedia	Lazada
	Informant II	Excellent	Very Good	It doesn't always match what is informed (materials, color, size, model etc)
	Informant III	Excellent	Good	It doesn't always match what is informed (materials, color, size, model etc)

The table above shows that in terms of security, Shopee consumers think that security is a very important aspect to consider when carrying out online transactions. This is mainly because consumers and sellers do not meet each other. For this reason, transaction security is a priority. Meanwhile, consumers from Tokopedia also think that from a security perspective, transactions on the Tokopedia marketplace are quite safe, but if there is damage to the product ordered, the process of replacing the item takes quite a long time. Meanwhile, consumers from Lazada on average said that transactions via bank transfer were less safe, because they had been cheated twice. He had sent money via bank transfer but the goods ordered never arrived.

> " For me, when making online transactions, the most important thing is our confidence in the security of purchasing products or goods on certain e-marketplaces. Therefore, reading testimonials from consumers is important. I have been a Shopee customer for 4 years, firstly because I feel safe and secure transacting with Shopee, so I have no hesitation in continuing to transact with Shopee. Many of my friends have also moved from other e-marketplaces to Shopee because it is more safe and secured." (TU- housewife).

This statement is in accordance with the opinion of Kotler and Keller, (2012: 128) who say that the key to retaining customers is consumer satisfaction, one of the indicators of which is repurchase orders, namely customers will return to the same company because they get satisfaction in transactions. It would be more disappointing if the e-marketplace only promised replacement goods, but never had them (Imanda and Nuridin, 2018) because this would lose consumer trust and ultimately no longer have benevolence (Kotler and Keller, 2012: 128).

The security aspect is also determined in terms of the payment method used. Consumers will feel safe if the payment method used is also guaranteed. However, on the other hand, consumers will feel disappointed if they have made a payment but the goods they have been waiting for do not arrive. From the results of interviews with informants, data was obtained that Shopee and Tokopedia consumers were satisfied with transactions on the Shopee and Tokopedia e-marketplaces because the payment system was easy and safe. On the other hand, Lazada consumers feel that it will be safer if payments are made by Cash On Delivery (COD), and there is proof of receipt (payment receipt). This shows

that there is dissatisfaction from Lazada consumers regarding security issues in payments via bank transfer, resulting in reluctance to use word of mouth (Kotler and Keller, 2012: 128). The information contained in this form of WOM communication includes information that cannot be managed by internal company parties (Resnick & Zeckhauser, 2002, p. 127).

> " The payment system at Lazada is safer with Cash On Delivery (COD) than via bank transfer, that's why I don't really recommend friends to shop at Lazada, unless they want to pay using the COD system." (RU- teacher).

The security aspect can also be determined not only from the brand image of the product, but also from how professional the e-marketplace website looks. How the information is conveyed and from consumer testimonials. It is very important for potential consumers to read testimonials from consumers who have already purchased the product. Apart from that, in e-commerce platforms, visitors will assess how credible the e-marketplace is, because basically website creators expect visitors to take several actions, such as registering personal information, buying goods online, filling out surveys, clicking on advertisements, contributing to creating content. to a community, download software, or bookmark a site to revisit later. The appearance of an e-commerce platform with a professional website will encourage the creation of a person's integrity and confidence in the honesty of the seller to maintain and fulfill the agreements that have been made to consumers so that it will increase consumer confidence and can convince buyers. Encourage to convince buyers and provide guarantees of satisfaction and security when making transactions. known as ability by Kotler and Keller (2016: 225).

> " For me, the appearance of a website from an e-commerce platform can show whether the e-marketplace is professional or not. This can be seen from the information provided and how detailed visitors can be invited to get to know the e-marketplace. (DH- college student).

From the informant's statement above, it is known that a website can show how credible an e-marketplace is and can provide security for potential consumers. Conversely, when a site lacks credibility, users will not persist in accessing the site for long. They feel there is no security and will not buy something, register, or revisit the site (Fogg et al., 2002, p. 4).

In terms of product quality, not all e-marketplaces can provide good service. From the interview results, it is known that the Lazada e-marketplace is the one that most often disappoints consumers because the products sent often do not match what was ordered, both in terms of size, color, model and material. Thus, if this continues to happen, the e-marketplace will lose the trust of the public. Consumer trust in sellers and e-marketplaces can easily spread through word of mouth (WOM) marketing communications. Information related to previous customer satisfaction and the services provided by the seller can be conveyed through WOM (Resnick & Zeckhauser, 2002, p. 127).

If sellers and e-marketplaces have succeeded in providing a sense of security and trust to consumers, then consumers themselves will depend on sellers in the form of accepting risks or negative consequences that may occur or 'willingness to depend' (Kotler and Keller, 2016 : 225).

CONCLUSION

Security has an important role in establishing trust by reducing user concerns about misuse of personal data and data transactions that are easily stolen or damaged. Security allows consumers to feel satisfaction if the confidentiality of their data and information is safe and they feel confident about that security. By having integrity in every e-commerce and providing information that consumers need, consumers or e-commerce users will have the desired satisfaction and can help improve the image of e-commerce. Apart from the security aspect, the trust aspect is also the main aspect that contributes to customer satisfaction. Trust is an important thing in achieving consumer satisfaction, where consumers who have high trust in a good or service can encourage consumer satisfaction with that good or service. Trust with indicators consisting of benevolence, abilities, integrity, and willingness to depend is needed in establishing a relationship between e-commerce and consumers, because trust can lead to satisfaction which will later make consumers loyal to the product or service. If there is no trust then there will be no commitment created. Thus, it can be concluded that aspects of security and trust are two things that really determine the creation of customer satisfaction, especially in transactions through e-commerce.

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