

The Influence of Product Security on Purchasing Decisions with Hedonic Browsing as a Moderating Variable

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ABSTRACT

This research is a quantitative study with an explanatory approach that uses previous research as the primary weapon for building, modifying, and proving the hypotheses developed by the researcher in this article. The data used in this study are primary data obtained by the researcher from two hundred and seventy-five Tokopedia consumers spread throughout Indonesia, with a minimum of two shopping categories. The data obtained by the researcher must be validated, the variables must be tested for reliability, and the hypothesis must be proven through the path coefficient. The flows mentioned by the researcher are a sequence of tests using the innovative PLS 4.0 analysis tool. The results of this article show that each hypothesis used in this study is acceptable and even more interesting than the three previous studies. The results from the first row of the third table above indicate that the Product Security variable can have a positive relationship and a significant influence on Purchasing Decisions. The P-values are positive and below the 0.05 significance level, namely 0.019. These results indicate that the higher the level of security of a product, the higher the level of comfort and consumer interest in making a Purchase Decision. The next row shows that the second hypothesis in this study is also acceptable because the P-values are positive and below the 0.05 significance level, namely 0.000. Thus, the higher the consumer's Hedonic Browsing nature, the stronger the influence of Product Security on Purchasing Decisions. Based on this, it can be concluded that the first and second hypotheses in this article can be accepted and proven.

Keywords: Product Security, Hedonic Browsing, Purchasing Decisions, Tokopedia Consumers, Quantitative Research

Introdouction

Flavia'n and Guinali'u (2006) in [1]define security as a subjective belief that personal information (in civil and monetary aspects) will not be seen, stored, and manipulated by other parties during transit and storage, therefore consistently raising one's confidence expectations. Technically, security will guarantee confidentiality, integrity, authentication, and no transaction recording. According to [2], security is the ability of an online store to control and secure transaction data from misuse or unauthorised changes. Therefore, security guarantees play an essential role in online transactions and can increase consumer confidence in the data and transactions carried out. Suppose the security guarantee is acceptable to consumers and meets consumer expectations. In that case, consumers will be willing to provide personal data and make transactions with a feeling of security without worrying about the possibility of personal data theft. According to [3], security indicators include: a. Guaranteed transactions, b. Ease of transactions through COD or transfer. Proof of transactions through shipping receipt numbers. Image of online sellers. Product quality. While security indicators according to [4]consist of 2 indicators, namely: a. Security Guarantee: Security guarantees have an essential role in

an online transaction, because with the existence of security guarantees, it can reduce a consumer's concerns about misuse of personal data and transactions that are easily damaged. b. Data Confidentiality: The confidentiality of a consumer's data is paramount and must be strictly maintained because it can cause losses if other parties misuse personal data.

Security is a crucial aspect of any information system. Online transaction security is about preventing fraud, or at least detecting it, in an information-based system, where the information itself has no physical meaning. The critical value of information often means that access to it is restricted to specific individuals. Falling into the wrong hands can result in losses for the information owner. Therefore, the information system's security must be maintained within acceptable limits. Security is controlling and safeguarding transaction data from misuse or unauthorised changes. [5]. Security is defined as the ability of an online store to control and maintain the security of online transactions. [6]. Furthermore, [7] Security assurance plays a crucial role in building trust by reducing consumer concerns about the misuse of personal data and vulnerable data transactions. When the level of security assurance is acceptable and meets consumer expectations, consumers may be willing to disclose their personal information and make purchases with a sense of security. Security is at the heart of most internet transactions. Security is a key factor in people's internet use for shopping, as most transactions are online.

Based on the explanation above, researchers believe that the Product Security variable can have a positive relationship direction and significantly influence Purchasing Decisions. Peter and Olson in [8] Argue that purchasing decisions are an evaluation process carried out by potential consumers to combine their knowledge of the choice of two or more alternative products and choose one of them. Meanwhile, according to [9] Purchasing decisions are said to be a selection of two or more choices; in other words, the availability of more than one choice is necessary in decision making. Purchasing decisions refer to consumers who have purchased a product. This is supported by the theory of [10] Purchasing decisions are the stage of the decision process where consumers make a product purchase. They are a crucial factor in achieving a company's success. The influence of purchasing decisions is enormous on the company's life as it aims to achieve goals, develop the business, earn profits, and maintain its survival. [11].

More than two parties are often involved in the exchange or purchase process when purchasing consumer goods. [12]. Generally, there are five types of roles that a person can play. Sometimes these five roles are held by one person, but often the roles are played by several people. Understanding these roles is very useful in satisfying consumer needs and desires. These five roles include [13]. 1. Initiator, namely the person who first realises a desire or need that has not been met and proposes purchasing a particular good or service. 2. Influencer, namely the person whose views, advice, or opinions influence the purchasing decision. 3. Decider, namely the person who determines the purchasing decision. 4. Buyer, namely the person who makes the actual purchase. 5. User, namely the person who uses or consumes the purchased goods or services.

According to Keller [14] Cultural, social, personal, and psychological factors influence consumer behaviour in purchasing products or services. [15]. 1. Culture is a fundamental determinant of a person's desires and behaviour. Each culture consists of smaller subcultures that provide more specific identification and socialisation for its members. Subcultures include nationality, religion, race, and geographic region. 2. Social Behaviour: Consumers are also shaped by social factors, such as reference groups, family, and social roles and status. 3. Personality: Buyer decisions are also influenced by personality characteristics such as age and stage in the life cycle, occupation and economic circumstances, lifestyle, and personality and self-concept. 4. Psychology: A person's purchasing behaviour is influenced by four main psychological factors, namely motivation, perception, learning, beliefs and attitudes.

According to [16] & [17] The consumer purchasing decision process consists of five stages, which a consumer carries out before arriving at a purchasing decision and after the purchase. Consumers can skip or reverse some stages. 1. Problem recognition 2. Information search 3. Alternative evaluation 4. Purchase decision 5. Post-purchase behaviour. There are several previous studies [18], [19] & [20] That shows that the Security variable can have a positive relationship direction and significantly influence Purchasing Decisions. In contrast to the research [18], [19] & [20] This article adds the Hedonic Browsing variable as a moderating variable. Hedonic Browsing means consumers are more focused on fulfilling hedonic motivations, which refer to fulfilling consumption behaviour to seek happiness, awakening, sensuality, and fantasy. In this study, Hedonic Browsing can be represented by the following items (Park et al., 2012): a) When browsing (searching) on a website/application, I forget my problems and feel relaxed b) While I am browsing (searching), I feel very enthusiastic as if I am playing c) I enjoy browsing (searching) on a website/application enough to forget the time d) I look at other items on the internet just for fun.

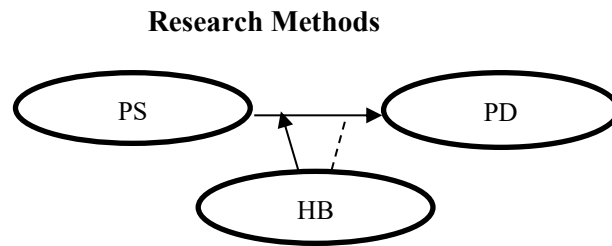


Figure 1. Model

Noted:

PS: Product Security

PD: Purchasing Decisions

HB: Hedonic Browsing

The first image of the research model above shows the objectives of this study, which are very similar to those of [16], [17] & [18]. The research mentioned above differs slightly from this study, namely that it adds the Hedonic Browsing variable as a moderating variable. [21]. This research is a quantitative study with an explanatory approach that uses previous research as the primary weapon for building, modifying, and proving the hypotheses developed by the researcher in this article. [22]. The data used in this study are primary data obtained by the researcher from two hundred and seventy-five Tokopedia consumers spread throughout Indonesia, with a minimum of two shopping categories. [23]. The data obtained by the researcher must be validated, the variables must be tested for reliability, and the hypothesis must be proven through the path coefficient. [24]. The flows mentioned by the researcher are a sequence of tests using the innovative PLS 4.0 analysis tool.

Hypothesis:

H1: The Influence of User Product Security on Purchasing Decisions

H2: Hedonic Browsing Can Moderate the Influence of User Product Security on Purchasing Decisions

Result And Discussion

Background Analysis

Flavia'n and Guinali'u (2006) in [1] Define security as a subjective belief that personal information (in civil and monetary aspects) will not be seen, stored, or manipulated by other parties during transit and storage, consistently raising one's confidence expectations. Technically, security will guarantee confidentiality, integrity, authentication, and no transaction recording. According to [2] Security is the ability of an online store to control and secure transaction data from misuse or unauthorised changes. Therefore, security guarantees play an essential role in online transactions and can increase consumer confidence in the data and transactions carried out. Suppose the security guarantee is acceptable to consumers and meets consumer expectations. In that case, consumers will be willing to provide personal data and make transactions with a feeling of security without worrying about the possibility of personal data theft. Security indicators according to [3] Include: a. Guaranteed transactions b. Ease of transactions through COD or transfer. Proof of transactions through shipping receipt numbers. Image of online sellers. Product quality, while security indicators according to [4] Consists of 2 indicators: a. Security Guarantee: Security guarantees are essential in an online transaction because they can reduce a consumer's concerns about misuse of personal data and easily damaged transactions. b. Data Confidentiality: The confidentiality of a consumer's data is vital and must be strictly maintained because it can cause losses if other parties misuse personal data.

Security is a crucial aspect of any information system. Online transaction security is about preventing fraud, or at least detecting it, in an information-based system, where the information itself has no physical meaning. The critical value of information often means that access to it is restricted to specific individuals. Falling into the wrong hands can result in losses for the information owner. Therefore, the information system's security must be maintained within acceptable limits. Security is controlling and safeguarding transaction data from misuse or unauthorised changes. [5]. Security is defined as the ability of an online store to control and maintain the security of online transactions [6]. Furthermore, [7] states that security assurance plays a crucial role in building trust by reducing consumer concerns about misuse of personal data and vulnerable data transactions. When the level of security assurance is acceptable and meets consumer expectations, consumers may be willing to disclose their personal information and make

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Validity Test

The validity test stage aims to ensure the validity of all data used in this study. The researchers collected data from ten questions distributed via an online questionnaire. These ten questions consisted of four on Product Security, four on Purchasing Decisions, and two on Hedonic Browsing. The results of the validity test are presented in this article. [25].

Tabel 1. Validity Test

Variable	Question Item	Loading Factor
Product Security (X)	Product security can make buyers feel at ease.	0.884
	Product security can make buyers feel comfortable.	0.914
	Product security can make buyers make purchasing decisions.	0.925

Purchasing Decisions (Y)	Product security can make buyers feel confident.	0.9893
	Purchasing decisions can be influenced by product security.	0.899
	Purchasing decisions can be influenced by buyer comfort.	0.946
	Purchasing decisions can be influenced by buyer doubt or lack of doubt.	0.898
	Purchasing decisions can be influenced by hedonic browsing.	0.961
Hedonic Browsing (Z)	Hedonic browsing can influence purchasing decisions.	0.989
	Hedonic browsing can strengthen the influence of product security on purchasing decisions.	0.982

Valid > 0.70

Reliability Test

The next stage is the reliability test. Researchers carried out this stage to ensure that the four questions regarding Product Safety variables, the four questions regarding Purchase Decisions, and the two questions regarding Hedonic Browsing were valid. Based on the first table above, the data collected from the online questionnaire is valid. Therefore, the following are the reliability test results in this article. [25].

Tabel 2. Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Product Security	0.938	0.886	Reliable
Purchasing Decision	0.961	0.925	Reliable
Hedonic Browsing	0.983	0.934	Reliable

Reliable > 0.70

Path Coefficient

The final stage is the Path Coefficient stage. This stage is carried out after the researcher has passed the validity and reliability tests. The first and second tables prove that the validity test results yielded valid data. The second table also shows similar results, where all variables used in this study were declared reliable. Based on this, the Path Coefficient results in this article are as follows. [26]:

Tabel 3. Path Coefficient

	Variable	P-Values	Noted
Direct Influence	PS->PD	0.019	Accepted
Indirect Influence	HB* PS->PD	0.000	Accepted

Significant Level < 0.05

The results of the third table above show that each hypothesis used in this study is acceptable and even shows more interesting results compared to the three previous studies. The results from the first row of the third table above indicate that the Product Security variable can have a positive relationship and a significant influence on Purchasing Decisions. The P-values are positive and below the 0.05 significance level, namely 0.019. These results indicate that the higher the level of security of a product, the higher the level of comfort and consumer interest in making a Purchase Decision. The next row shows that the second hypothesis in this study is also acceptable because the P-values are positive and below the 0.05 significance level, namely 0.000. Thus, the higher the consumer's Hedonic Browsing nature, the stronger the influence of Product Security on Purchasing Decisions. Based on this, it can be concluded that the first and second hypotheses in this article can be accepted and proven.

Conclusion

The results of the third table above show that each hypothesis used in this study is acceptable and even shows more interesting results compared to the three previous studies. The results from the first row of the third table above indicate that the Product Security variable can have a positive relationship

and a significant influence on Purchasing Decisions. The P-values are positive and below the 0.05 significance level, namely 0.019. These results indicate that the higher the level of security of a product, the higher the level of comfort and consumer interest in making a Purchase Decision. The next row shows that the second hypothesis in this study is also acceptable because the P-values are positive and below the 0.05 significance level, namely 0.000. Thus, the higher the consumer's Hedonic Browsing nature, the stronger the influence of Product Security on Purchasing Decisions. Based on this, it can be concluded that the first and second hypotheses in this article can be accepted and proven.

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