

Effect of Trust and Ease Of Popularity of Interest Transaction System to Improve On-line Website PT KAI

(A Study on Passenger Train in Semarang Tawang Station)

Sabbat Nugroho Asji
Master of Management UNDIP

ABSTRACT

The purpose of this research is to Investigate the Effects of Trust, Easy of System, Popularity System and the effect the popularity of the system on an on-line transaction. The study was conducted at passengers KAI Semarang Tawang Station, the sample size is about 125 passengers. The data is processed using the Structural Equation Modeling (SEM) roomates assisted by the application program of Analysis of Moment Structure (AMOS) version 18.0.

According to the analysis, it is concluded as the followings: easy of system has a positive effect on the popularity of the system; trust has a positive effect on the popularity of the system; popularity of the system has a positive effect on the on-line transaction; easy of sytem has a positive effect on the on-line transaction; trust has a not effect on the on-line transaction.

Keyword: Trust, Easy of System, Popularity the System, On-line Transaction

PRELIMINARY

The existence of a mobile application is one form of business enterprise to provide the best services in the field of information technology to its customers. The existence of mobile applications can be used as a means to provide information, attract attention, and build customer relationships with its customers.

Advances in technology that is believed to have a major contribution to the service sector, especially services such pelayanan. Kemajuan able to encourage other advances, which finally was able to create an information (Wahab et al., 2009). Technology can not be separated from all the operations of a company, including in marketing the product. One

advantage of technological advances that can be used is the internet technology. Use of internet saat ini mampu provide information and trade, goods and services quickly (Albarq, 2006).

According to research from the e-marketer, an average of 2014 internet users in Indonesia reached 83.7 million / year. It ranks Indonesia ranked 6th largest country in the world internet users. In 2017 e-Marketer estimates that Internet users in Indonesia reached 112 million people and would beat Japan who is one rank above the Indonesian state is more sluggish growth of Internet users (www.marketer.com/2014).

With the result that there is over 30% of Indonesia's population that uses Internet technology is able to provide a positive impact in the form of new market potential for the development of e-commerce market. MCIT mentioned in the statistics that the total in the range of 2013 are e-commerce transaction value reached Rp. 130 trillion., This value is expected to continue to increase significantly when viewed from the growing influence of the smartphone market, the use of the internet and access your credit and debit cards, the perceived benefits of consumers in online transactions, as well as the level of consumer confidence in conducting such activities. the fact of this magnitude is possible will can captivate investors both inside and outside the country.

THEORETICAL AND DEVELOPMENT HYPOTHESIS

Interests trade on line

Jogiyanto (2007) in fortuna, (2013) states that interest is an urge / desire of any person where he does something specific actions, Interest is part of the aspect of human psychology could be the trigger process activities, in order to reach the goal. Interest is closely related to the strength of the human being as a supporting unit to interact with

each other as well as objects or it could be related to absorption of the effective experience of the impact of his accomplishments

The popularity of the system

The popularity of the system can be defined as consumer perception on an assessment of the relevant system features and advantages of the system as a whole. The credibility of the company can be measured by how much the level of popularity system used. Popularity according Widiyanto (2015) there is a good image of the company. Popularity is generally associated with the consumer experience, the conversation of people and the media coverage on the product or the company.

Trust

Morgan and Hunt (1994) "trust occurs as a result of the emergence of self-confidence in the joint information exchange activities with integrity and trustworthy partner", Mayer et. al. (1995) defining belief by whim that comes from within oneself to be sensitive to other people activities conducted, based on expectations identified that these others believe it as well without relying on his ability to control or supervise.

ease

Ease of use is the phase where people can trust that the technology is easy to use and understand (Davis, 1989: 320). The statement is also in line with the statement Wibowo (2006) who argue that the easy use is closely related to a person's perception of how easy the technology is used. Meanwhile, in the opinion of Amijaya (2000) perception of the ease of using this technology will have a direct impact on the behavior,

namely as the higher level of someone in running an information system will significantly affect the utilization of accomplishments related to the information system.

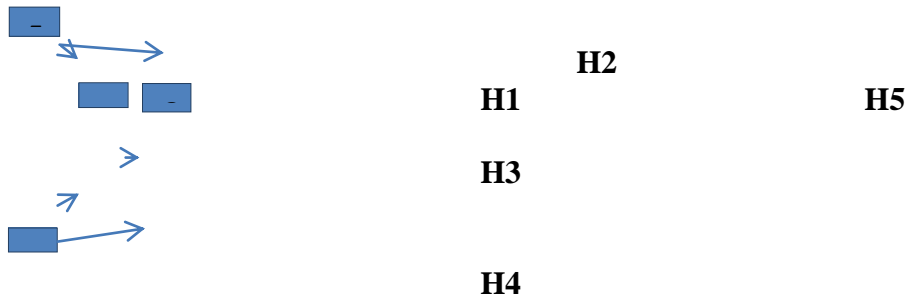
2.5 research Accomplished

table 2.1
Results Accomplished

Researcher name	Research variable	Research model	Results Analysis
Srivastava (2007)	Dependent: Reputation System Independent: confidence and ease	Regression analysis	trust and ease of having an influence on the reputation of the system
Haque et al., (2009)	Dependent: the interest of transactions on line Intervening: ease Independent : trust	Regression analysis	ease of having an influence on the interest betransaksi online
Munuusamy et al., (2012)	Dependent: the reputation of the system Independent : ease and confidence	Regression analysis	confidence positive effect on the reputation of the system
MoeenidanFar d., (2014)	Dependent: Interests transact Independent : reputasisistem	AnalisisRegresi	reputasisistemmemiliki pengaruhpositifterhadapkemudahanbertransaksi online

Source: The previous study were used in this study

2.6 Research model



RESEARCH METHODS

Population

In this study, called the population is users / customers train services Semarang Tawang Railway Station

samples

Non-probability sampling techniques are used because they have the advantage of cost savings if the population is spread very widely. While used random sampling (accidental sampling) of 125 respondents

Method of collecting data

□□□□□ 1 2 3 4 5

Strongly Disagree

Strongly agree

**Table 3.1.
Operational Definition of Variables**

No.	variable name	Indicator	Source
1	Ease of Use is the scale of a person related to the ease of understanding the technology (Davis, 1989: 320).	a. Easy to learn b. frequency of purchase c. intensity purchase d. Ease of use when transacting On Line	Haque et al., 2009)

2	Mayer et. al. (1995) defines trust is a mental condition where a person based on the context and circumstances socialnya	<ul style="list-style-type: none"> a. security system b. system secrecy c. Security and confidentiality d. Compensation for losses due to security reasons and confidentiality 	Munusamy et al., (2012)
3	Gaotsi & Wilson (2001), in Fortuna (2013) states that popularity is a series of results from the process undertaken by stakeholders in an organization	<ul style="list-style-type: none"> a. Site visited by many people b. Web every day crowded c. Many who click untu buy tickets d. flexibility system 	Srivastava (2007)
4	Jogiyanto (2007) in fortuna (2013) states that interest is a motive of wanting someone	<ul style="list-style-type: none"> a. desire Transactions b. desire Referensikan c. desire Choosing d. desire Explorative 	Haque et al., (2009)

Mechanical Analysis

Analysis of the data used to answer questions and solve problems penelitian. Untuk study tested the H1 to H5 in this study used Structural Equation Model in AMOS ,

SEM Assumption Testing Results

Normality Testing Data

table 4.1
normality Data

variable	min	max	skew	cr	kurtosis	cr
x13	1,000	5,000	, 063	, 289	-, 173	-, 395
x14	1,000	5,000	-, 156	-, 713	-, 093	-, 213
x15	1,000	5,000	-, 139	-, 636	-, 150	-, 343
x16	2,000	5,000	, 052	, 239	-, 601	-1.372
x8	1,000	5,000	-, 594	-2.710	, 438	.999
x7	1,000	5,000	-, 519	-2.367	, 078	, 177
x6	1,000	5,000	-, 354	-1.615	-, 046	-, 106
x5	2,000	5,000	, 104	, 473	-, 953	-2.174
x12	1,000	5,000	-, 185	-, 845	, 133	, 303
x11	1,000	5,000	-, 012	-, 055	-, 504	-1.151
x10	1,000	5,000	-, 088	-, 400	-, 557	-1.271
x9	1,000	5,000	-, 155	-, 706	-, 506	-1.154
x4	1,000	5,000	-, 172	-, 787	-, 774	-1.766
x3	1,000	5,000	, 275	1,256	-, 421	-, 961
x2	1,000	5,000	-, 259	-1.182	-, 419	-, 956
x1	2,000	5,000	, 369	1,686	-, 346	-, 791
multivariate					-3.274	-, 763

Sources: Primary data are processed, 2017

The research data has been qualified normality because as seen in Table 4.1 above are not beyond the value of skewness CR + _2,58.

multivariate Outliers

Results of multivariate outliers are presented in table 4.4 below

table 4.2
multivariate Outliers

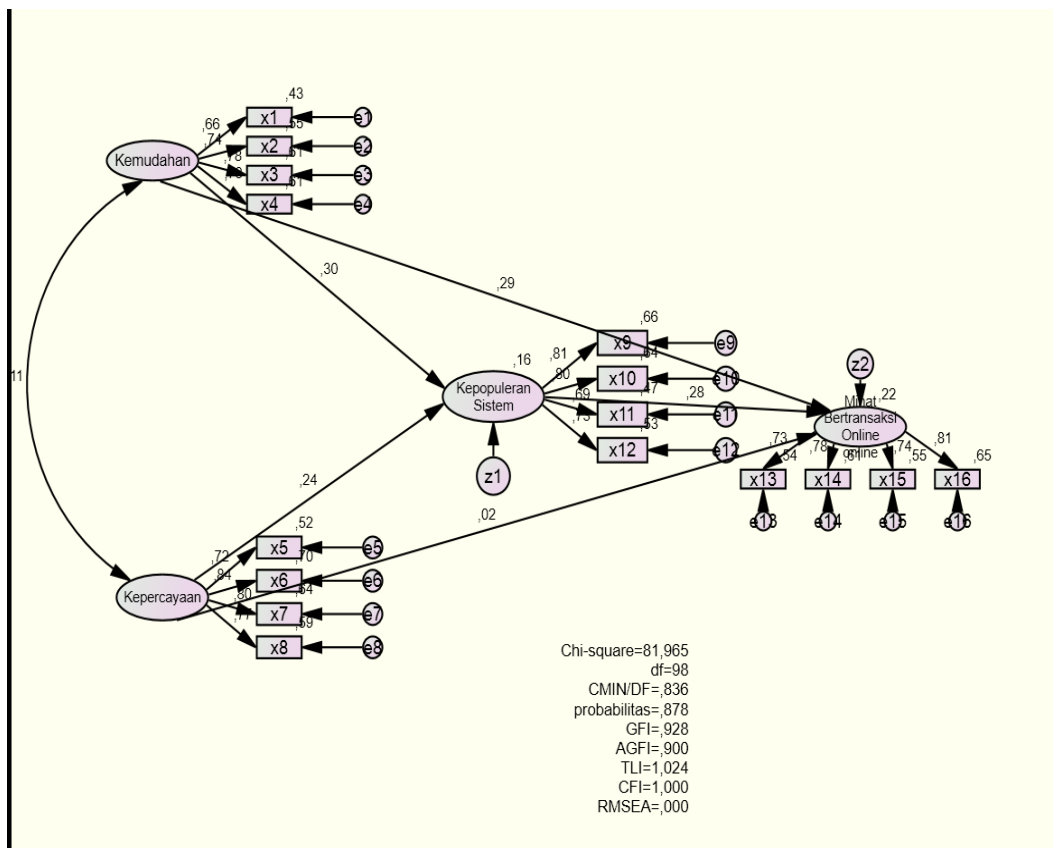
Observation number	D-squared Mahalanobis	p1	p2
22	29.858	.019	,906
118	29.531	,021	,731
55	28.324	,029	,704
-	-	-	-
-	-	-	-
65	11.964	,746	,195
117	11.874	,753	,180
39	11.602	,771	,256

Sources: Primary data are processed, 2017

Analysis of Structural Equation Model (SEM)

In this stage, the suitability test and statistical tests, the results of which can be seen in figure 4.1 below:

Figure 4.1
Structural Equation Model (Path Diagram)



Sources: Primary data are processed, 2017

In table 4.3 below are presented on the results of testing the feasibility of Structural Equation Model (SEM)

table 4.3
Feasibility Model Testing Results
Structural Equation Model (SEM)

Goodness of Fit Index	Cut-off Value	Results Analysis	evaluation Model

Chi - Square	<147.010 df 98	81.965	Good
probability	? 0:05	0.878	Good
RMSEA	≥ 0:08	0,001	Good
GFI	≤ 0.90	0.928	Good
AGFI	≥ 0.90	0,900	Good
CMIN / df	≤2,00	0,836	Good
TLI	≥ 0.95	1,024	Good
CFI	≥ 0.95	1,000	Good

Sources: Primary data are processed, 2017

DISCUSSION

table 4.4
Structural Weight Equational Regression Model

	estimate	SE	CR	P	Label
Kepopuleran_Sistem <--- easiness	, 401	146'	2,747	006'	par_13
Kepopuleran_Sistem <--- Trust	, 258	112'	2,309	021'	par_14
Minat_Bertransaksi_Online_online <--- Kepopuleran_Sistem	, 258	102'	2,539	.011	par_15
Minat_Bertransaksi_Online_online <--- easiness	, 361	137'	2.625	.009	par_16
Minat_Bertransaksi_Online_online <--- Trust	, 017	100'	, 166	868'	par_17

Sources: Primary data are processed, 2017

knot

1. The test results influence the ease of the system against the system can be inferred popularity convenience systems positive effect on the popularity system
2. Results of testing the effect of the use of the website to kepopuelran confidence can be inferred belief system positively affects the use of website popularity system
3. The test results influence the interest system popularity of online transactions can be concluded popularity system positively affects the interest of transactions online

4. The test results influence the ease of the system against the interests of online transactions can be concluded convenience systems positively affects interest online transactions
5. Results of testing the effect of trust use of the website to the interest of ease of online transactions can be concluded no system positively affects the interest of transactions online

Suggestion

1. PT.KAI should better maintain the ease of the system at KAI website that passengers who purchase tickets for increasing
2. PT.KAI better maintain the trust of passengers to buy through the website to be able to increase the popularity system

Future research recommendations

Results of the study were able to be a reference for future studies to look at some of the output produced from this research and add to the endogenous variable interest online transactions.

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