

# EFFECT OF USER CONVENIENCE, TRUST AND SECURITY INSTAGRAM SOCIAL MEDIA ON CONSUMER BUYING INTEREST FOR STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS MALIKUSSALEH

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## Abstract

*This study examined the effect of convenience, trust, and security on Instagram users' interest in using the platform for online shopping. The sample consists of students from the Faculty of Economics and Business at Malikussaleh University, selected using a purposive sampling method with 120 respondents, following the Hair et al. formula. Primary and secondary data were collected from the Faculty of Economics and Business at Malikussaleh University. Data analysis employed multiple linear regression. The study revealed that convenience did not significantly influence consumer purchase interest. This finding suggests that while convenience is substantial. Without assurances of security, consumers may hesitate to shop on Instagram. Trust, however, shows a positive and significant impact on consumer purchasing interest. Consumers perceive Instagram as a secure platform that guarantees product quality and seller reputation. Similarly, security positively influences consumer purchasing interest, as Instagram provides security measures to protect personal data and ensures product reliability.*

**Keywords:** price, Purchase Interest, Convenience, Trust, Security.

## INTRODUCTION

The internet is one of the spectacular discoveries of this century, the whole world feels the benefits, clearly in the era of industrial evolution 4.0 it provides quite significant changes compared to industry where previously muscle power was replaced by steam engine power, then steam engine power was replaced by electric power, then electric power was replaced computer power (automatic moving machines), and now computers are the basic capital for the formation of evolution 4.0. The most noticeable progress is the internet, all computers are connected to a common network, computers are also getting smaller so they can be the size of a fist, called smartphones, the internet network presents companies with a new distribution network that no longer depends on place, distance and time. So through the internet, business processes become easier because they have access to more information such as sales promotions which can help business people make marketing decisions, and consumers have access to a wide range of products and services. Therefore, the internet is able to give rise to social media.

Nowadays, many people use social media as a promotional tool. A business actor can have a business account, so that it is easier for them to promote their business. With today's technological sophistication, social media is also increasingly improving the appearance of its applications, so that it is increasingly able to attract consumer interest in buying products online. According to Lewis (2020) social media is a label for digital technology that allows people to connect, interact, produce and share message content. Apart from communicating, social media is now used as a means of doing business such as promotions, advertising, transactions and so on. So that business actors can use the sophistication of this technology to respond to buyers. Social media makes it easier for everyone to provide information for various ages, apart from using social media to share text, images, sound and video. Indonesian people also use social media as a means of communicating and interacting online to carry out business marketing. As consumers are free to

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ask producers anything about products via social media, this is what can make social media a marketing tool.

Table 1. 1 Indonesian Social Media User Data for 2023

No	Social Media	Presentation
1	WhatsApp	92%
2	Instagram	86%
3	Facebook	84%
4	TikTok	71%

Source: Pamborsfm.com

In Table 1.1 above, it can be seen that, of the total population of Indonesia in 2023, the highest number of internet users from each *platform* (social media) is WhatsApp at 92%, followed by Instagram at 86%, followed by Facebook at 84% and followed by TikTok at 71%. . This proves that social media is a quite promising business opportunity, in Indonesia there are currently many communication tools that can be easily used with various specifications that suit consumer needs, online business has now penetrated everyone's thinking, including young people or Millennials, with the opportunities that information technology provides, are able to open the way so that many platforms emerge that utilize the sophistication of *smartphones* (smart phones).

TAM ( *Technology Acceptance Models* ) is a theory regarding the use of information technology systems which is considered influential and is generally used to explain individual acceptance of the use of information technology systems ( Ramadani, 2020). According to Rekayana (2019) TAM is a model that can describe whether the use of a technology will have an effect on the user. The reason TAM is used is to explain the external factors of consumer behavior by using a technology-based system for the benefits obtained. As in Purwiyanti's research (2020). development of *online shops* like today is due to the increasing existence of *online buying and selling sites* which are becoming targeted places for doing business by buying and selling various kinds of needs such as clothes, electronic goods, food, and many more. Indications about hosting *online shops* can also be seen when using a search engine on the internet and typing in these keywords, the names of *online shops* will appear that are trying to promote their respective shops.

However, before a purchasing decision is actually made, consumers must consider purchasing interest. A person's desires are very dependent on his interests, while behavioral interests are very dependent on attitudes and subjective norms of behavior. A person's attitude is formed from a combination of beliefs and evaluations of the product to be purchased. According to Kotler (2018) there are four stages of buying interest, the first is *attention* , namely the stage where consumers get to know the product being offered. Second, *interest* is that consumers begin to be interested in the products offered. The third *desire* is that consumers start to think about and discuss the products offered. The four *actions* are stages where consumers have stability in using the products offered. Likewise, in *online shopping*, purchasing interest must really be considered before a purchasing decision is made.

Alwafi (2019) said that because of the many conveniences obtained from shopping *online* from both sellers and buyers, Instagram media is currently popular, the benefits for *online consumers* include providing convenience. Customers do not need to suffer from traffic jams on the road, no need to walk from shop to shop, consumers can compare brands, check prices and can order goods anytime and anywhere. Online purchasing offers several additional advantages. Commercial *online* services and the internet provide access to a wealth of comparative information. The ease and comfort as well as previous experience in *online shopping* is what encourages consumers to prefer and switch to *online media* to shop for their needs. Convenience is in the form of consumer confidence that using a technology will be free of effort. The easier it is for consumers to use *online applications* , this will influence consumers' buying interest in the products offered. Research results from Raheni (2018), Alwafi (2019), and Faradila (2018). Says that convenience has a significant effect on buying interest.

Likewise with the trust factor, trust is an indicator that is taken into consideration before deciding to buy. Because trust involves the belief that one's partner will give him what he expects. Research results from Setawaty (et.al. , 2023 ). Mentions that trust has a significant effect on buying interest. Meanwhile, Raheni (2018) stated that trust has no effect on buying interest. According to Women (2020), consumer trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes and benefits. The meaning of objects here are products, people, companies and everything in which someone has beliefs and attitudes. Trust can be realized if a product meets consumers' expectations and needs, where they will be satisfied with the product. Trust will arise if consumers feel satisfaction because they have consumed or used a product of a certain brand. Consumers who feel comfortable and trust a product will not easily abandon or replace the product. A brand must be able to give consumers confidence that the brand can truly be trusted. By building trust by a company, potential consumers will be confident that the products produced by the company will be able to meet their needs and desires.

Another factor that also influences *online* purchasing decisions is the security factor. Security is an important factor in forming consumer trust in *online transaction intentions* . Security regarding consumers' personal information and data must be maintained by the website manager by controlling the privacy of consumers' personal data, so that consumers feel comfortable so that privacy influences consumer buying interest. Research results from Sarjita (2020) state that security has a significant effect on consumer buying interest. In this sophisticated and easy era, many people use technology as a tool to earn income, including millennials such as Malikussaleh University students. Researchers see that students from the Faculty of Economics and Business at Malikussaleh University really like selling online, whether using Instagram, Facebook. , and WhatsApp.

Researchers saw students selling online via Instagram, why? This is because university students want to sell easily and simply, for the reason of earning income while studying. For this reason, the author is interested in researching the subject of students at the Faculty of Economics and Business, Malikussaleh University with the media object Instagram. There are various reasons why Instagram is the right medium for promoting or selling products. First, companies can show photos or videos of their products along with short descriptions that can be used to explain the products offered. Apart from that, Instagram also has an Instagram Ads feature (a paid advertising service specifically for posting on Instagram) which has been around since October 2013. This feature is specifically aimed at businesses who want to promote their products. Basically there are 5 forms of advertising provided by Instagram, namely *stories*, photos, videos, *carousels* and *explore* . This feature on Instagram can also promote products based on location, demographics, interests and behavior (Instagram 2021).

## IMPLEMENTATION METHOD

To obtain data and information in preparing the writing, the author conducted field research at the Faculty of Economics and Business, Malikussaleh University, the research subjects were students of the Faculty of Economics and Business who had purchased products that were sold and promoted via Instagram media, understanding the nature or characteristics of population elements. . The sampling technique used in this research is *Nonprobability Sampling* . Respondents (samples) were collected using the *purposive sampling method* , namely a sample collection technique with special considerations so that they are suitable to be used as samples.

In this study, researchers determined the sample using criteria, namely students who had purchased products sold and promoted via Instagram . According to Hair (2021), if the sample size is too large, for example 400, then the sampling method becomes very sensitive so it is difficult to get good *goodness-of-fit* measures . So it is recommended that the minimum sample size is 5-10 observations for each parameter being estimated. So, with a total of 17 indicators multiplied by 7. So, through calculations based on this formula, the sample size for this research was 119 people. Then it was rounded up to 120 respondents . The data analysis method used in this research is multiple linear regression, which is basically an extension of simple linear regression, namely

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Vena Mauliza <sup>1</sup>, T. Edyansyah <sup>2</sup>, Heriyana <sup>3</sup>, Rusydi <sup>4</sup>

increasing the number of independent variables from previously only one to two or more independent variables. The multiple linear regression equation model is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

**3. RESULTS AND DISCUSSION**

**3.1 Results**

The test carried out in this research is a multiple linear regression equation. This test was carried out to determine the effect of convenience, trust and security on buying interest on Instagram social media. The results of the analysis can be seen in the table below:

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1.					
(Constant)	-0.865	1,471		-0.588	0.557
Convenience	0.088	0.063	0.105	1,390	0.167
Trust	0.158	0.064	0.237	2,460	0.015
Security	0.286	0.058	0.481	4,901	0,000

Source: Research Results, Data Processed 2024

Based on the table above, the results of the multiple linear regression equation show the following regression equation:

$$Y = -0.865 + 0.088 (X_1) + 0.158 (X_2) + 0.286 (X_3)$$

The results of the regression equation and interpretation of multiple regression analysis are:

1. The constant value (a) has a negative sign, namely -0.865, meaning that if convenience, trust and security are equal to (0), consumer buying interest will decrease.
2. The regression coefficient for the convenience variable has a positive value of 0.088, meaning that increasing convenience will increase buying interest by 0.088
3. The regression coefficient for the trust variable is positive 0.158, meaning that increasing trust will increase buying interest by 0.158
4. The regression coefficient for the security variable has a positive value of 0.286, meaning that increasing security will increase buying interest by 0.286

This simultaneous test aims to determine the influence of independent variables together on the dependent variable by looking at the significance value of F. If  $F_{\text{calculated}} > F_{\text{table}}$  with a significance level of 5%, then it can be concluded that simultaneously the values of convenience, trust and security have a significant influence on Interest. Buy. If  $F_{\text{count}} < F_{\text{table}}$  with a significance level of 5%, it can be concluded that the simultaneous value of convenience, trust and security has a significant influence on buying interest. (Ghozali, 2022). For more details, the calculation results can be seen in the following table:

**ANOVA <sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	202,861	3	67,620	47,509	,000 <sup>b</sup>
Residual	165.106	116	1,423		
Total	367,967	119			

a. Dependent Variable: MB

b. Predictors: (Constant), KA, KM, KP

Source: Research Results, Data Processed 2024

Based on table 4.15 above, the F table value in this study is sought at a significance level of 5% or 0.05 with  $df1 = Nk = 120 - 4 = 116$  and  $df2 = k - 1 = 4 - 1 = 3$ , then we get F table 2 .68. So it can be explained that the calculated F value is  $47,509 > 2.68$  . Then, with a significance level of  $0.000 < 0.05$  , it can be concluded that together the variables of convenience, trust and security influence consumer buying interest.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 <sup>a</sup>	.551	.540	1,193

a. Predictors: (Constant), KA, KM, KP

b. Dependent Variable: MB

Source: Research Results, Data Processed 2024.

Based on the research results, the correlation coefficient (R) is 0.742 or 74.2%, meaning that convenience, trust and security have a very strong relationship with consumer buying interest because they are in the 0.50-0.75 category (strong correlation). The coefficient of determination (Adjusted R Square) is 0.540 or 54.0%, meaning that convenience, trust and security have the ability to explain the influence on consumer buying interest of 54.0%. the remaining 46.0% is influenced by other factors outside this research.

## Discussion

### The Influence of Ease of Using Instagram Media on Consumer Purchase Interest

The results of hypothesis testing show that convenience has no significant effect on consumer buying interest via Instagram media, the convenience variable has a  $t_{count}$  of 1,390 and a significant value of 0.167. The decision-making conditions for a hypothesis to be accepted or rejected are based on the magnitude of the significance value. If the significance is less than or equal to 0.05 then the hypothesis is accepted. The research results obtained a significance value of  $0.167 > 0.05$  .

### The Influence of Trust Using Instagram Media on Consumer Purchase Interest

The results of hypothesis testing show that trust has a significant effect on consumer buying interest via Instagram media, the trust variable has a  $t_{count}$  of 2,460 and a significant value of 0.015. The decision-making conditions for a hypothesis to be accepted or rejected are based on the magnitude of the significance value. If the significance is less than or equal to 0.05 then the hypothesis is accepted. The research results obtained a significance value of  $0.015 < 0.05$ ; So it is concluded that the hypothesis (H2) which states "trust influences consumer buying interest" is accepted. The research results obtained a significance value of  $0.015 < 0.05$  .

### The Security Effect of Using Instagram Media on Consumer Purchase Interest

Security using Instagram media influences consumer buying interest via Instagram media, the security variable has a  $t_{count}$  of 4,901 and a significant value of 0.000. The decision-making conditions for a hypothesis to be accepted or rejected are based on the magnitude of the significance value. If the significance is less than or equal to 0.05 then the hypothesis is accepted. The research results obtained a significance value of  $0.000 > 0.05$  ; So it is concluded that the hypothesis (H3) which states "security influences consumer buying interest" is accepted. The research results obtained a significance value of  $0.000 < 0.05$  .

## CONCLUSION

Based on the results of the analysis that has been carried out to test the influence of ease, trust and security of Instagram social media users on consumer buying interest among students at the Faculty of Economics and Business, Malikussaleh University, it can be concluded as follows:

1. Partially, the convenience variable has a  $t_{count}$  of 1.390 and a significant value of 0.167. The decision-making conditions for a hypothesis to be accepted or rejected are based on



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Vena Mauliza<sup>1</sup>, T. Edyansyah<sup>2</sup>, Heriyana<sup>3</sup>, Rusydi<sup>4</sup>

- the magnitude of the significance value. If the significance is less than or equal to 0.05 then the hypothesis is accepted. The research results obtained a significance value of  $0.167 > 0.05$ ; So it is concluded that the hypothesis (H1) which states "convenience influences consumer buying interest" is rejected.
2. Partially, the trust variable has a  $t_{\text{count}}$  of 2,460 and a significant value of 0.015. The decision-making conditions for a hypothesis to be accepted or rejected are based on the magnitude of the significance value. If the significance is less than or equal to 0.05 then the hypothesis is accepted. The research results obtained a significance value of  $0.015 < 0.05$ ; So it is concluded that the hypothesis (H2) which states "trust influences consumer buying interest" is accepted.
  3. Partially, the security variable has a  $t_{\text{count}}$  of 4.901 and a significant value of 0.000. The decision-making conditions for a hypothesis to be accepted or rejected are based on the magnitude of the significance value. If the significance is less than or equal to 0.05 then the hypothesis is accepted. The research results obtained a significance value of  $0.000 > 0.05$ ; So it is concluded that the hypothesis (H3) which states "security influences consumer buying interest" is accepted.

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