

## THE EFFECT OF SHOPPING ORIENTATION, ONLINE TRUST, AND PURCHASE EXPERIENCE ON INTEREST TO BUY ONLINE

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### Abstract

*The Effect of Online Trust Shopping Orientation and Purchase Experience on Online Purchase Intention. This study aimed to find out the effect of shopping orientation, online trust, and purchase experience on online purchase intention. The sample in this study were Shopee online shop consumers in the city of Argamakmur, North Bengkulu Regency. The study method employed was a quantitative method with an associative approach. The results of this study indicate that: (1) There is a positive influence of the shopping orientation variable on online purchase intention. Based on the results of the partial test, the t-count is 3.304 and the regression coefficient is 0.118 with a significance of 0.001; (2) There is a positive effect of online trust variable on online purchase intention. Based on the results of the partial test, the t-count is 6.615 and the regression coefficient is 0.554 with a significance of 0.000; (3) There is a positive effect of the Purchasing Experience variable on Online Purchase Intention. Based on the results of the partial test, the t-count is 3.129 and the regression coefficient is 0.217 with a significance of 0.002; and (4) Shopping orientation, online trust, and purchase experience have a positive effect on online purchase intention. This is proven by the test results gained by the calculated f value of 85,450, with a significance (0.000 < 0.050).*

### Abstrak

*The Effect of Online Trust Shopping Orientation and Purchase Experience on Online Purchase Intention. This study aimed to find out the effect of shopping orientation, online trust, and purchase experience on online purchase intention. The sample in this study were Shopee online shop consumers in the city of Argamakmur, North Bengkulu Regency. The study method employed was a quantitative method with an associative approach. The results of this study indicate that: (1) There is a positive influence of the shopping orientation variable on online purchase intention. Based on the results of the partial test, the t-count is 3.304 and the regression coefficient is 0.118 with a significance of 0.001; (2) There is a positive effect of online trust variable on online purchase intention. Based on the results of the partial test, the t-count is 6.615 and the regression coefficient is 0.554 with a significance of 0.000; (3) There is a positive effect of the Purchasing Experience variable on Online Purchase Intention. Based on the results of the partial test, the t-count is 3.129 and the regression coefficient is 0.217 with a significance of 0.002; and (4) Shopping orientation, online trust, and purchase experience have a positive effect on online purchase intention. This is proven by the test results gained by the calculated f value of 85,450, with a significance (0.000 < 0.050).*

**Keywords:** Shopping Orientation, Online Trust, Purchase Experience, Buying Interest

## INTRODUCTION

Based on a survey conducted by the Association of Indonesian Internet Network Providers (APJII) announcing the results of a survey of internet users in Indonesia for the 2019-QII 2020 period boldly on Monday (9/11) afternoon. As a result, the number of internet users in Indonesia until the second quarter of this year rose to 73.7% of the population or the equivalent of 196.7 million users. The increasing number of internet users in Indonesia makes a very good market for e-commerce industry players. So it's surprising that in Indonesia there are large e-commerce and marketplaces with fantastic capital for the size of the industry in Indonesia, for example Matahari Mall, Shopee, Lazada, Blibli, Tokopedia and others. According to Kotler and Armstrone (2001) e-commerce or electronic commerce is a general term for buying and selling processes that are supported by electronic means.

As one of the largest online buying and selling in Indonesia, Shopee is a commercial electronic site headquartered in Singapore owned by Sea Limited, which was founded in 2009 by Forrest Li. Shopee was first launched in Singapore in 2015, and has since expanded to Indonesia, Malaysia, Thailand, Taiwan, Vietnam and the Philippines. Starting in 2019, Shopee has also been active in Brazil, used in the first countries in South America and Outside Asia that Shopee visited. Buying interest is a consumer's desire to repurchase a product or service where consumers respond positively to what has been given. Simamora (2015: 47) interest is something personal and related to attitude, individuals who are interested in an object will have the power or encouragement to take action to approach or get the object.

Kotler and Keller (2016:162) consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and even wanting a product. One way to increase the response to consumer interest is by increasing promotions on the products being sold. Buying interest arises due to several factors, factors that influence buying interest are shopping orientation, online trust, and purchase experience. Shopping orientation is a nature or lifestyle that is emphasized on shopping activities that describe the needs and desires of consumers shopping. Seock (2016: 36), describes the concept of shopping as a shopping lifestyle or shopping style that emphasizes shopping activities.

Li et al in Ling (2010: 62), make the concept of shopping orientation as a certain part of the shopper's lifestyle which includes shopping activities, opinions and interests. The trend of online shopping, which is growing rapidly, has actually encouraged Shopee fraudsters to increase their aggressiveness in committing fraudulent or counterfeit goods. In the world of e-commerce, we will find lots of sellers, not all sellers present goods with original brands. Vendors selling counterfeit goods with well-known brands. For this reason, online transactions require trust between buyers and sellers. Trust is the belief and ability possessed by consumers to actually meet positive expectations. Jogiyanto (2015:62) belief behavior has a deep impact on behavior. Pavlou and Geffen in Baskara and Hariyadi (2014:21), a very important factor that can influence buying interest which can then trigger online purchasing decisions by consumers is the trust factor. Through actions and learning processes, people will gain trust and attitudes which then influence buying behavior. Trust is the basis for determining the success or failure of e-commerce in the future, to attract consumer interest and transact through the site.

Not only shopping orientation and trust factors can influence online buying interest, previous consumer experiences also affect online buying interest. Experience is things that happened in the past or now in conducting online transactions. Ling Lau & Piew (2010) say

that customers with strong online purchase intentions on online shopping sites usually have previous buying experiences that help in reducing their uncertainty.

Endang (2009:16), suggests that the consumer experience involves the five senses, heart and mind that can place the purchase of a product or service in the larger context of life. Therefore, consumers will only buy products from the internet after they have had previous experience. In addition, consumers who have previous online purchasing experience will be more likely to buy online than those who do not have to buy online ne. Unfortunately if past experiences are negative, customers will be reluctant to engage in online shopping in the future.

The explanation described above has been used as research by Azifah and Dewi (2016) with the title *The Effect of Shopping Orientation, Online Trust and Prior Online Purchase Experience on Online Purchase Intention (Study on the Hijabi House Online Shop)*. The results of the research conducted on 126 respondents showed that shopping orientation had a significant influence on online purchase intention of 7.9%. Online trust has a significant influence on online purchase intention of 15.8%. Prior online purchase experience has the biggest significant influence on online purchase intention of 29.4%. satisfied with shopping orientation, online trust and purchasing experience so that they are interested in shopping online, while according to sources Muthya, Yuvita and Annisa who have experience shopping online that shopping orientation, online trust and purchasing experience do not match their expectations because the goods that arrive are not as expected, many fake shops and goods do not arrive at their destination.

## METHOD

The research method used is active internet users in Argamakmur City, North Bengkulu, Bengkulu who have shopped at the Shopee online store site. The population in this study are some people who live in Argamakmur City who know about the Shopee online store site. The sample in this study were 180 respondents. Data collection techniques using observation, interviews, questionnaires. Data Analysis Techniques using Descriptive Analysis, Inferential Analysis, Research Instruments Test using Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis Test, Determinant Coefficient Analysis (R<sup>2</sup>), Test (t), Test (f)

## RESULT AND DISCUSSION

### 4.1.1 Overview of Research Objects

As one of the largest online buying and selling in Indonesia, Shopee is a commercial electronic site headquartered in Singapore owned by Sea Limited, which was founded in 2009 by Forrest Li. Shopee was first launched in Singapore in 2015, and has since expanded its reach to Indonesia, Malaysia, Thailand, Taiwan, Vietnam and the Philippines. Starting in 2019, Shopee has also been active in Brazil, making it the first country in South America and Outside Asia that Shopee visited.

The world is growing, thanks to technology, everything is now so easy and practical. Likewise, the development of the internet is also growing rapidly, almost no one who does not know the internet. The internet connects millions to billions of users not only in one place but all over the world. Thus, the internet is not limited to the use of information that can be accessed through one medium, but can also be used as a means to conduct transactions that can create a new marketplace and a business network that is not limited by place and time.

This study uses a quantitative approach, namely an approach that uses data in the form of numbers in statistical analysis. Based on the level of explanation of the position of the

variables, this research is causal associative, namely research that seeks a causal relationship or effect between the independent variable (X) and the dependent variable (Y). This research was conducted in Argamakmur City in December 2021 with 180 respondents. The sampling technique is purposive sampling or sampling based on certain characteristics.

#### 4.2.1 Characteristics of Respondents by Age

Based on table 4.1 above, it can be seen that consumers aged <20 years are 47 people with a percentage of 26.1%. Then consumers with a percentage of 46.7%. Meanwhile, consumers aged >25 years were 49 people with a percentage of 27.2%. From these data, it is stated that consumers who are interested in buying online in Argamakmur City are dominated by consumers aged 21-25 years, totaling 84 consumers or 46.7%.

#### 4.2.2 Characteristics of Respondents by Gender

Based on table 4.2 above, it can be seen that the highest percentage was in female respondents as many as 125 people or 69.4% compared to male respondents amounting to 55 people or 30.6%. From these data, it is stated that consumers who buy mint online in Argamakmur City are dominated by women.

#### 4.2.3 Characteristics of Respondents Based on Occupation

Based on table 4.3 above, it can be seen that consumers with student/college work types are 61 people with a percentage of 33.9%, consumers with self-employed types of work are 73 people with a percentage of 40.6%, consumers with self-employed employees are 26 people with a percentage of 14.4%, and There are 20 consumers with civil servant jobs with a percentage of 11.1%.

### Analysis of Respondents Response

#### 4.1.1 Respondents Response to Shopping Orientation (X1)

In the Shopping Orientation variable (X1) there are 7 statements. The respondents' responses to the Shopping Orientation variable are as follows:

The results of the analysis of respondents' responses to the Shopping Orientation variable (X1) have an average of 3.77. Based on the respondent's response interval scale (3.40-4.19), it is included in the good category. This shows that the Shopping Orientation of Buying Interests Online in the City of Argamakmur is good. With the highest value in the statement (Online Shopping No Need to Leave the House) at 4.00. With a good shopping orientation from consumers, consumers will intend to shop online. Meanwhile, the lowest value in the statement (Online Shopping Because Following Trends) is 3.43. Although in general the Shopping Orientation towards Online Purchase Intention in Argamakmur City is good, consumers shop online not only because they follow trends.

#### 4.3.2 Respondents' Responses to Online Trust (X2)

In the Online Trust variable (X2) there are 3 statements. The respondents' responses to the Online Trust variable are as follows:

Based on the table above, it can be seen that the average respondent's answer to the Online Trust variable (X2) has an average value of 3.76. Based on the respondent's response interval scale (3.40-4.19), it is included in the good category. This shows that in general it illustrates that consumers in the City of Argamakmur have what beliefs they will face when shopping online. With the highest score on the statement (Shopee Keeping Customer

Information) numbered 3.79. In this statement, consumers have confidence in Shopee by maintaining customer information. While the lowest value in the statement (Only Shopping at Shopee) is 3.72. Even though Online Trust is good, some consumers don't just shop online at Shopee, but at other online stores.

#### **4.3.3 Respondents' Responses to Purchase Experience (X3)**

In the Purchasing Experience variable (X3) there are 4 statements. The respondents' responses to the Purchasing Experience variable are as follows:

Based on the table above, it can be seen that the average answer to the Purchase Experience variable (X3) has an average value of 3.52. Based on the respondent's response interval scale (3.40-4.19), it is included in the good category. This shows that the Purchasing Experience on Online Purchase Intention to consumers in Argamakmur City is good. With the highest score on the statement (I have experience in shopping at Shopee) at 3.63. In this statement, in general, consumers in Argamakmur City are interested in shopping online because they have experience in shopping. While the lowest value in the statement (I feel competent when shopping at Shopee) is at 3.49. Although some consumers have experience shopping at Shopee, there are still some consumers who feel less competent when shopping at Shopee.

#### **4.3.4 Respondents' Responses to Interest in Buying Online**

In the variable of Online Purchase Interest (Y) there are 4 statements. The respondents' responses to online buying interest are as follows:

Based on the table above, it can be seen that the average respondent's answer to the online buying interest variable (Y) has an average value of 3.64. Based on the respondent's response interval scale (3.40-4.19), it is included in the good category. This shows that some consumers in Argamakmur City are interested in shopping online. With the highest score on the statement (I want to try to buy other products at Shopee) at 3.87. In this statement, some consumers who are interested in shopping online will buy other products at Shopee, because some consumers want to know about other products provided by the Shopee online store. While the lowest value in the statement (I'm Interested in Buying Products Through the Shopee Site) is at 3.54. Although some consumers want to try buying other products at Shopee, in this statement some consumers are less interested in buying products through Shopee.

### **Classic assumption test**

#### **4.1.1 Normality Test**

The normality test aims to test whether in the regression model, the variables or residuals have a normal distribution. A good regression model is to have a normal data distribution or close to normal (Ghozali, 2011).

The graph above confirms that the regression model obtained is normally distributed, where the distribution of data circulates around the diagonal line. The histogram pattern appears to follow the size of the normal curve, although some of the data appear to be outliers, but in general the distribution of the data follows the normal curve. So it can be concluded that the data in this study are normally distributed.

#### **4.1.2 Multicollinearity Test**

Multicollinearity test aims to test whether the regression model found correlations between independent variables. A good regression model should not have a correlation between the independent variables (free). The identification of multicollinearity symptoms

can be done by looking at the value of VIF (Variance Inflation Factor). If the VIF value is less than 10 then this does not occur multicollinearity. The results of the multicollinearity test are as follows:

Seen from the table above, it can be seen that the X variable (Shopping Orientation, Online Trust, and Purchasing Experience) has a tolerance value of > 0.1 and VIF <10, it can be interpreted that there is no multicollinearity disorder in this study. Uji Heteroskedastisitas

#### 4.1.3 Heteroskedastisitas Test

The heretoscedasticity test aims to see whether there is an inequality of variance from the residuals of one observation to another observation. If the variance of the residuals from observations to other observations remains, it is called homoscedasticity. If the variance is different then heteroscedasticity occurs. A good regression model if there is no heteroscedasticity. The results of the heteroscedasticity statistical test obtained in this study are as follows:

From the picture above, it is known that the scatter plot forms dots that spread randomly without forming a clear pattern. This shows that there is no heteroscedasticity problem.

### Analysis Test Results

#### 4.1.1 Linear Regression Data Analysis

Table 4.9

#### Multiple Linear Regression Analysis Results

Source: SPSS Data Processing

From the results of the research above, the regression equation is obtained as follows:

$$Y = 2.140 + 0.118 (X_1) + 0.554 (X_2) + 0.217 (X_3)$$

#### 4.1.2 Coefficient of Determination Test (R<sup>2</sup>)

Based on the table above, it can be seen that the coefficient value of R Square (R<sup>2</sup>) obtained a value of 0.593. This value means that the variables of Shopping Orientation (X<sub>1</sub>), Online Trust (X<sub>2</sub>), Purchase Experience (X<sub>3</sub>) on Online Purchase Intention (Y) contributed 0.593 or 59.3% to Online Purchase Intention.

#### 4.1.3 Hypothesis Testing With t Test (partial)

Through calculations carried out using the SPSS program, the comparison between (n-k-1) = 180 - 3 - 1 = 176 (1.65356)

#### 4.1.4 Hypothesis Testing With f Test (simultaneous)

Table 4.12

#### Hypothesis Test Results With F . Test

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1036.755	3	345.585	85.450	.000 <sup>b</sup>
	Residual	711.795	176	4.044		
	Total	1748.550	179			

- a. Dependent Variable: Minat Beli
- b. Predictors: (Constant), Pengalaman Pembelian, Orientasi Belanja, Kepercayaan Online  
Source: SPSS Data Processing

Based on the hypothesis test table with the F test above, it is obtained a significant value of  $0.000 < 0.050$ , so it can be concluded that H4 is accepted meaning that simultaneously the variables of Shopping Orientation (X1), Online Trust (X2) and Purchase Experience (X3) have a significant effect on Interest Buy Online (Y) to consumers in Argamakmur City.

## DISCUSSION

### 4.1.4 Effect of Shopping Orientation on Consumers' Interest in Buying Online in Argamakmur City

Based on the results of hypothesis testing, it was found that Shopping Orientation had a significant positive effect on online buying interest in consumers in Argamakmur City. The results obtained identify that the higher the consumer's shopping orientation towards an online shopping site, the higher buying interest will be to buy products or services online. This is in line with previous research by Ivoni, Santika, and Suryani (2015) with the title The Effect of Price Perception, Brand Orientation, and Shopping Orientation on Interest in Buying Fashion Online. The results of the study stated that the Shopping Orientation variable had a significant effect on Online Purchase Intention.

Another previous research is a study conducted by Nusarika (2015) with the title Price Perception, Trust, and Shopping Orientation on Interest in Buying Online (Study on Online Fashion Products in Denpasar City). The results of the study stated that the Shopping Orientation variable had a significant effect on Online Purchase Intention.

### 4.1.5 The Effect of Online Trust on Consumers' Interest in Buying Online in Argamakmur City

Based on the results of hypothesis testing, it was found that there was a positive and significant influence on online buying interest on consumers in Argamakmur City. The results obtained identify that the higher online trust will lead to high buying interest to buy products or services online.

This is in line with previous research conducted by Yuniarwati (2014) with the title The Influence of Brand, Trust and Experience on Consumer Interest in Making Online Transactions. The results of the study stated that the online trust variable was significant on online buying interest.

Another previous research is research conducted by Pamungkas (2014) with the title The Effect of Purchase Orientation, Trust, and Online Purchase Experience on Online Purchase Interest. The results of this study state that the Trust variable has a significant effect on Online Purchase Intention.

### 4.1.6 The Effect of Purchase Experience on Online Purchase Intention to Consumers in Argamakmur City

Based on the results of hypothesis testing, it was found that there was a positive and significant effect on the Purchasing Experience on Online Purchase Interest on consumers in Argamakmur City. The results obtained indicate that Purchasing Experience is one of the factors that influence Online Purchase Intention for consumers in Argamakmur City.

The results of this study are in line with previous research by Kwek Lau Tan (2010) with the title The EFFECTS Of Shopping Orientations, Online Trust and Prior Online Purchase

Experience Toward Consumers' Online Purchase Intention. the past has a positive influence on online purchase intention.

Another previous research is a study conducted by Citra (2016) with the title of the influence of Shopping Orientation, Online Trust and Prior Online Purchase Experience on Online Purchase Intention (Study on the Hijabi House Online Shop). The results of this study state that the purchase experience variable has a significant effect on online buying interest.

#### 4.1.7 The Effect of Shopping Orientation, Online Trust, and Purchase Experience on Online Purchase Intention to Consumers in Argamakmur City

Based on the results of hypothesis testing conducted on consumers in Argamakmur City through distributing questionnaires to 180 respondents who have been tested so that it can be seen the influence of the variables of Shopping Orientation (X1), Online Trust (X2), and Purchase Experience (X3) on Online Purchase Intention ( Y) to consumers in Argamakmur City.

From the results of the F test obtained a significant value of  $0.000 < 0.050$ , so it can be concluded that H4 is accepted, meaning that the variables of Shopping Orientation, Online Trust, and Online Purchase Experience (Y) are simultaneously accepted by consumers in Argamakmur City.

The results of this study are in line with previous research by Riri mania Darmono, Yulista with the title the influence of shopping orientation, online trust and purchase experience on online buying interest. significant to consumer buying interest.

#### Pictures and Tables

Table 4.1  
Respondents by Age

	Age	Frequency	Percent
Valid	< 20 Years	47	26.1%
	21-25 Years	84	46.7%
	> 25 Years	49	27.2%
	Total	180	100%

Source: SPSS Data Processing

Table 4.2  
Respondents by Gender

	Jenis Kelamin	Frequency	Percent
Valid	Male	55	30.6%
	Female	125	69.4%
	Total	180	100%

Sumber : Olah Data SPSS

Table 4.3  
Respondents by Occupation

	Profession	Frequency	Percent
Valid	Student	61	33.9%
	Entrepreneur	73	40.6%



	General Employees	26	14.4%
	PNS	20	11.1%
	Total	180	100

Source: SPSS Data Processing

Table 4.4  
Respondents' Responses to the Shopping Orientation Variable (X1)

No	Statement	Frekuensi					Jumlah	Rata-Rata
		1	2	3	4	5		
1	Happy Shopping Online	1	19	44	80	36	671	3.73
2	Shop Online For Following Trends	2	30	62	61	25	617	3.43
3	The Price Offered Is Not Expensive	2	12	29	87	50	711	3.95
4	Online Shopping Can Be Done Anytime	1	12	40	77	50	703	3.91
5	Shopping Online the Process is Easy	2	13	56	72	37	669	3.72
6	Online Shopping No Need to Leave Home	3	15	19	85	58	720	4.00
7	Shop Online Free to Choose Products	1	28	44	70	37	654	3.63
Rata-rata								3.77

Sumber : Olah Data SPSS

Table 4.5  
Respondents' Responses to Online Trust Variables (X2)

No	Pernyataan	Frekuensi					Jumlah	Rata-Rata
		1	2	3	4	5		
1	Shop Online at Safe Shopee	5	18	27	93	37	679	3.77
2	Shopee Maintain Customer Information	5	18	23	97	37	683	3.79
3	Only Shop at Shopee	1	22	37	87	33	669	3.72
Average								3.76

Table 4.6  
Respondents' Responses to the Purchase Experience Variable (X3)

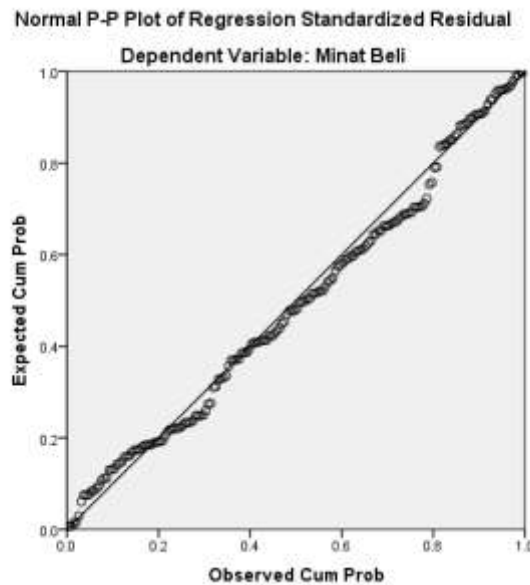
No	Statement	Frekuensi					Jumlah	Rata-Rata
		1	2	3	4	5		
1	I have experience in shopping at Shopee	2	16	52	87	23	653	3.63
2	I feel competent when shopping at Shopee	3	25	53	78	21	629	3.49
3	I feel comfortable shopping at Shopee	5	19	48	86	22	641	3.56
4	I Find Shopee Easy to Use	4	26	59	80	11	608	3.38
Rata-rata								3.52

Sumber : Olah Data SPSS

Table 4.7  
Respondents' Responses to the Variable Interest in Buying Online (Y)

No	Statement	Frekuensi					Jumlah	Rata-Rata
		1	2	3	4	5		
1	I'm Interested in Buying Products Through the Shopee Site	2	26	54	69	29	637	3.54
2	I will refer the Shopee site to other people who will buy the product	-	26	54	74	26	640	3.56
3	I will be more interested in buying on the Shopee site than other places	1	27	42	85	25	646	3.59
4	I want to try to buy other products on the shopee site	-	13	34	97	36	696	3.87
Average								3.64

Figure 4.1



Normal P-Plot Chart

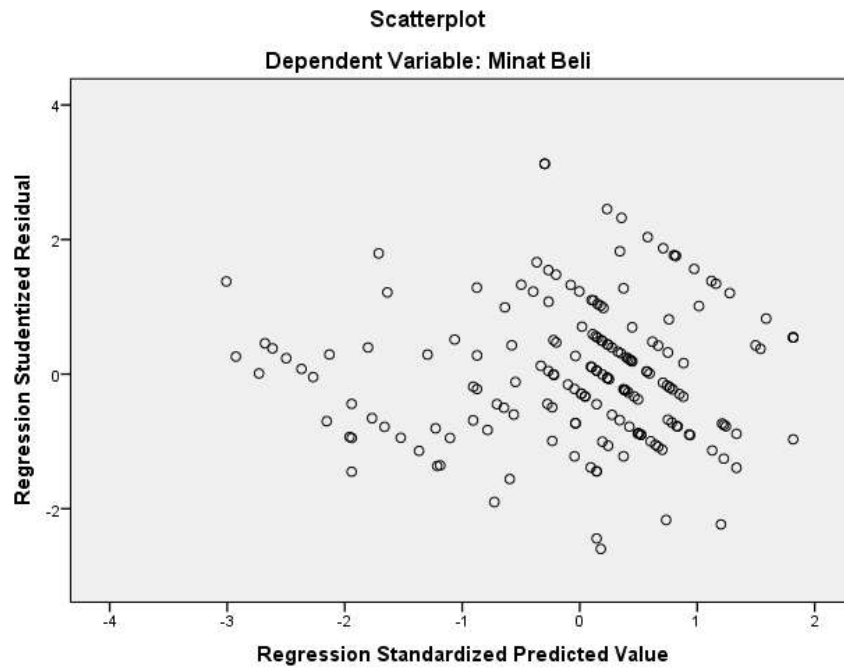
Sumber : Olah Data SPSS

Table 4.8  
Multicollinearity Test Results

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	2.140	.837
	Orientasi Belanja	.118	.036
	Kepercayaan Online	.554	.084
	Pengalaman Pembelian	.217	.069

Sumber : Olah Data SPSS

Figure 4.2  
Heteroscedasticity Test



Source: SPSS Data Processing

Table 4.9  
Multiple Linear Regression Analysis Results  
Source: SPSS Data Processing

From the results of the research above, the regression equation is obtained as follows:

$$Y = 2.140 + 0.118 (X1) + 0.554 (X2) + 0.217 (X3)$$

4.1.4 Coefficient of Determination Test (R<sup>2</sup>)

Table 4.10  
Coefficient of Determination Value (R<sup>2</sup>)

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770 <sup>a</sup>	.593	.586	2.011

a. Predictors: (Constant), Pengalaman Pembelian, Orientasi Belanja, Kepercayaan Online

b. Dependent Variable: Minat Beli

Source: SPSS Data Processing

Tabel 4.11  
Hasil Uji Hipotesis Dengan Uji  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.140	.627		2.957	.011
	Kepercayaan Online	.118	.038	.294	3.334	.003
	Pengalaman Pembelian	.554	.084	.686	6.615	<.001
	Orientasi Belanja	.217	.084	.258	2.578	.012

a. Dependent Variable: Minat Beli

Source: SPSS Data Processing  
Table 4.12  
Hypothesis Test Results With F . Test  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1036.755	3	345.585	85.450	.000 <sup>b</sup>
	Residual	711.795	176	4.044		
	Total	1748.550	179			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Pengalaman Pembelian, Orientasi Belanja, Kepercayaan Online  
Sumber : Olah Data SPSS

## COVERING

### Conclusion

Based on the results of research and discussion, some conclusions can be drawn as follows:

1. Shopping orientation (X1) has a significant effect on online buying interest to consumers in Argamakmur City, North Bengkulu Regency.
2. Online Trust (X2) has a significant effect on online buying interest to consumers in Argamakmur City, North Bengkulu Regency.
3. Purchasing experience (X3) has a significant effect on online buying interest to consumers in Argamakmur City, North Bengkulu Regency.
4. Shopping Orientation (X1), Online Trust (X2), and Purchase Experience (X3) have a simultaneous or joint effect on Online Purchase Interest to consumers in Argamakmur City, North Bengkulu Regency.

### Suggestion

Research can be developed again using the latest variables

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