

## **THE INFLUENCE OF ABILITY, BENEVOLENCE, AND INTEGRITY ON CONSUMER'S TRUST IN YAO2SHOP**

**Christoforus Surjoputro<sup>1</sup>, Tina Melinda<sup>2</sup>**

Ciputra University, Surabaya  
INDONESIA

**Emails:** <sup>1</sup>christoforus.surjoputro@gmail.com, <sup>2</sup>tina.melinda@ciputra.ac.id

### **ABSTRACT**

*People begin to shop online in Indonesia recently. Online transaction estimation in Indonesia in 2014 is about \$2.6 billion. Nevertheless, consumer's trust still low because a lot of online fraud in Indonesia. Yao2shop is one of online store that sells children's clothing which is try to gain trust from people. Previous research said factor that affect trust is ability, benevolence, and integrity. Result of this research is ability, benevolence, and integrity have positive and significant influence toward consumer's trust in yao2shop. From the analysis result, we design a managerial implication to gain yao2shop consumer's trust.*

**Keywords:** Ability, Benevolence, Integrity, Consumer's Trust, Online Shop

### **INTRODUCTION**

People begin to shop online in Indonesia recently. The reason that have been surveyed by Kominfo (2013) is people found faster for what they want, people didn't need to bring their shopping, people have internet access for 24 hours every day, and some other. An article from id.techinasia.com (2014) said that online transaction estimation in Indonesia in 2014 is about \$2.6 billion.

Yao2shop is a online shop since 2010. It sell children's clothing, accessories, and toys that a lot of them come from United States of America. It use website, facebook and instagram as their media promotion. Their customer should contact them through email, BBM, Whatsapp, and LINE to make an order. Yao2shop accept bank transfer and paypal (for international customer). They ship it via JNE, Tiki, and Pos Indonesia.

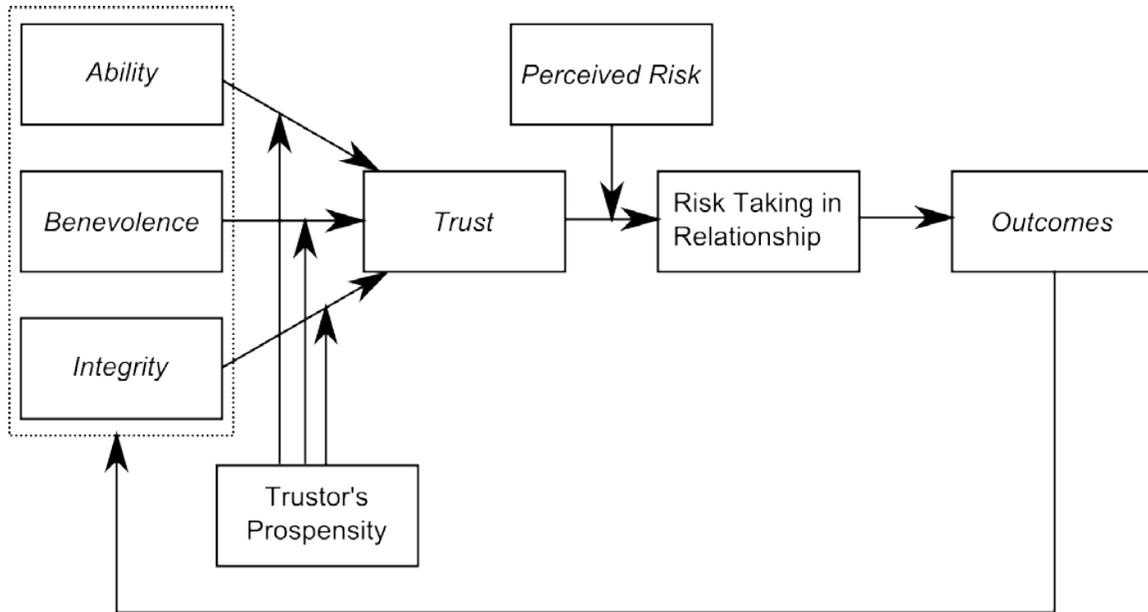
There's a lot of online fraud in indonesia. It make people won't do an online transaction. Article in tempo.co (2013) said that 100 new fraud website appear daily. A lot of people and organization try to gain people trust in online shop by blocking fraud website and make a forum that contain list of fraud online shop.

Factor that affect consumer's trust by Alfina *et al.* (2014) is ability, benevolence, and integrity. Yao2shop provide a complete information about term of shopping, shipping, and prouct detail. They also try to gain consumer's trust by provide the best service (ability, benvolence, and integrity). Pre-survey from 10 yao2shop's consumer told that they want to shop in yao2shop because thei're trusted. From above fact and theory, this research will confirm that ability, benevolence, and integrity affect consumer's trust in yao2shop.

## LITERATURE REVIEW

### Trust

Basically, it's hard to define and measure trust. Researcher said that trust is an conceptual confusion (Luo *et al.*, 2012). Kim *et al.* (2008) said that trust is one of some factor that affect consumer's buying intention. Factor that build behavior of trust is cognitive trust that contain ability, benevolence, and integrity (Mayer *et al.*, 1995).



**Figure 1. The relationship between ability, benevolence, and integrity on consumer's trust**

Research by Alfina *et al.* (2014) said that ability and integrity have positive and significant impact on the trust to the seller. They said that benevolence didn't have significant impact in the trust to the seller. Research by Luo *et al.* (2012) said that china consumers' trust in B2C e-business has three dimension: ability, integrity, and benevolence. Research by Meilianasari (2012) said that variable ability, benevolence, and integrity significantly influence consumer's trust.

### Ability

Mayer *et al.* (1995) said that ability is that group of skills, competencies, and characteristics that enable a party to have influence within some specific because the trustee may be highly competent in some technical area. Ability in context of electronic commerce may include good product knowledge, fast delivery, and quality of customer service, among others (Hong and Hwiyoung, 2011).

### Benevolence

Benevolence is the extent to which a trustee is belived to want to do good to the trustor, aside from an ergonomic profit motive (Mayer *et al.*, 1995). A trustee may want to help a trustor merely from warm-heartedness, neither because the trustee is required to nor because there is any extrinsic reward for the trustee (Hong and Hwiyoung, 2011). Benevolence, according to Mayer *et al.* (1995), refers to the extent to which a trustee is belived to want to do good to the trustor, aside from an egocentric profit motive.

### **Integrity**

The relationship between integrity and trust involve the trustor's perception that the trustee adheres to a set of principles that the trustor find acceptable (Mayer *et al.*, 1995). Hong and Hwiyung (2011) said that electronic commerce merchant may try to maintain integrity by abiding by shopping rules and policies specified on their website. Some researcher in Luo *et al.* (2012) said that integrity implies that the web vendor follows moral and ethical principles that are acceptable to the online consumers.

## **RESEARCH METHODS**

### **Research Design**

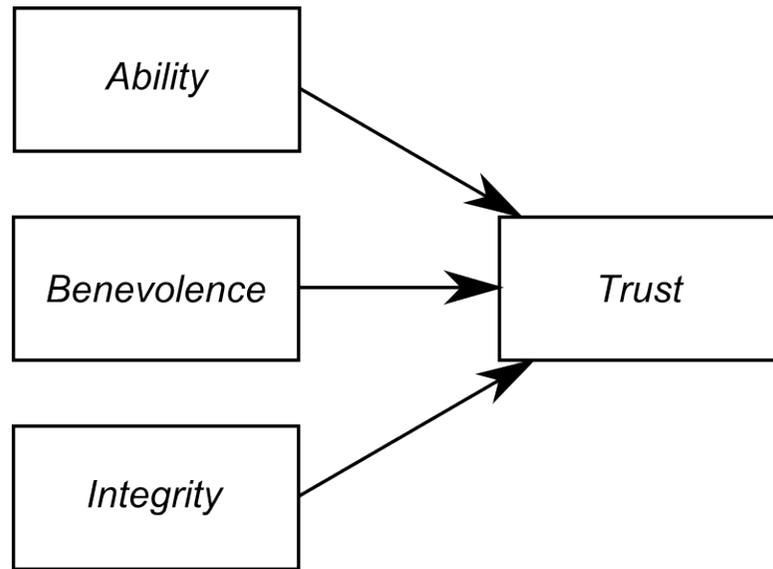
Taken from prior researches examining the role of consumer's trust in adoption of e-commerce, the model chosen as you see in Figure 2 is ability, benevolence, and integrity affect consumer's trust in yao2shop. The study was founded on a comprehensive, quantitative field study, using casual connections between independent variables toward the dependent variable.

Ability as a independent variable has 3 indicators. That was product knowledge, delivery speed, and the quality of customer service (Hong and Hwiyung, 2011) .

Benevolence as a independent variable has 2 indicators. That was a trustee may want to help a trustor merely from warm-heartedness and the seller belief that a company maintain consumer interest that their own interest (Hong and Hwiyung, 2011).

Integrity as a independent variable has 3 indicators. That was website owner based on moral and ethical principles that accepted by online consumer, honesty and keeping promise, and provides rule and policies on the website (Hong and Hwiyung, 2011; Lan Ho and Chen, 2014; Luo *et al.*, 2012).

- H<sub>1</sub>: Yao2shop's consumer's trust is positively influenced by ability, i.e. the higher the ability of seller, the higher the consumer's trust.
- H<sub>2</sub>: Yao2shop's consumer's trust is positively influenced by benevolence, i.e. the higher the benevolence of seller, the higher the consumer's trust.
- H<sub>3</sub>: Yao2shop's consumer's trust is positively influenced by integrity, i.e. the higher the integrity of seller, the higher the consumer's trust.
- H<sub>4</sub>: Yao2shop's consumer's trust is positively influenced by ability, benevolence, and integrity, i.e. the higher the ability, benevolence, and integrity of seller, the higher the consumer's trust.



**Figure 2. Consumer's trust model**

**Data and participants**

The data from this study came from yao2shop's customer from 31 December 2013 – 13 April 2015. The final sample for the present analyses consisted of 45 participant from 220 people in population.

**Measurement**

The questionnaire was design in likert scale, with ability, benevolence, and integrity as independet variables and consumer's trust as dependent variable. Each of question has 4-point likert scale from 1 (strongly disagree) to 4 (strongly agree). Each question has been tested by validity and reliability test.

**FINDINGS**

Linear regression analysis was used to access the direct effect of ability, benevolence, and integrity on consumer's trust in yao2shop. The linear regression results showed (See Table 3) that ability, benevolence, and integrity as the independent variables accounted for 69.3 percent of the variation in consumer's trust.

**Table 1. Linear regression coefficients results**

	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
Constant	-.181	.397		-.455	.652
Ability	.337	.146	.283	2.303	.026
Benevolence	.378	.150	.333	2.524	.016
Integrity	.362	.131	.334	2.772	.008

**Table 2. Linear regression ANOVA results**

	Sum of Squares	df	Mean Square	F	Sig.
Regression	6.684	3	2.228	30.849	.000
Residual	2.961	41	.072		
Total	9.644	44			

**Table 3. Linear regression model summary results**

R	R Square	Adjusted R Square	Std. Error of the Estimate
.832	.693	.671	.26873

**Does yao2shop’s consumer’s trust is positively influenced by ability?**

In Table 1, ability have Sig.=0.026 and B=0.337. The Sig. point is less than 0.05 and B point is positive which mean yao2shop’s consumer’s trust is significantly and positively influence by ability.

**Does yao2shop’s consumer’s trust is positively influenced by benevolence?**

In Table 1, benevolence have Sig.=0.016 and B=0.378. The Sig. point is less than 0.05 and B point is positive which mean yao2shop’s consumer’s trust is significantly and positively influence by benevolence.

**Does yao2shop’s consumer’s trust is positively influenced by integrity?**

In Table 1, integrity have Sig.=0.008 and B=0.362. The Sig. point is less than 0.05 and B point is positive which mean yao2shop’s consumer’s trust is significantly and positively influence by integrity.

**Does yao2shop’s consumer’s trust is positively influenced by ability, benevolence, and integrity?**

In Table 2, Sig. point is 0.000. The point is less than 0.05 which mean yao2shop’s consumer’s trust is significantly influence by ability, benevolence, and integrity simultaneously.

As can be seen, consumer’s trust was positively influenced by all of the independent variables, significantly influenced by ability, benevolence, and integrity. Based on findings, it can be determined that H<sub>1</sub> (ability), H<sub>2</sub> (benevolence), H<sub>3</sub> (integrity), and H<sub>4</sub> (ability, benevolence, and integrity simultaneously) were confirmed.

**DISCUSSION AND IMPLICATION**

Based on multiple regression analysis, the findings revealed that ability, benevolence, and integrity is positively and significantly affect consumer’s trust in yao2shop. This finding thus corroborated with other studies of reference: Meilianasari (2012) and Luo *et al.* (2012). Alfina *et al.* (2014) found that benevolence is not significantly affected consumer’s trust.

Good product knowledge, fast delivery, and good quality of customer service will affect that ability of the seller that affect consumer’s trust to the seller. Seller may want to help a customer merely from warm-hartedness and the seller belief that a company maintain consumer interest that their own interest will affect benevolence of the seller that affect consumer’s trust to the seller. Website owner based on moral and ethical princpels that accepted by online consumer, seller is honesty and keeping promise, and seller provides rule and policies on the website will affect integrity of the seller that affect consumer’s trust to the seller.

In term of managerial implications, to improve yao2shop's ability, should focus to reply chat on potential customer so they feel yao2shop is a professional company and will buy some item. Yao2shop should also doing fast in delivery, because a lot of customer want to use the new item to their children as soon as possible. To improve yao2shop's benevolence, should reply any chat honestly especially for potential customers. Yao2shop should also expand supplier to find rare item faster. To improve yao2shop's integrity, should control forwarding company to deliver their customer's item on time. Yao2shop should also extend pre order time in event like eid-ul-Fitr holiday and new year holiday.

## REFERENCES

- Alfina et al., (2014). The Impact of Cognitive Trust and E-WOM on Purchase Intention in C2C E-Commerce Site. *Journal of Computer Science*, Vol.10, No.12, 27 Desember 2014: 2518-2524.
- Hong, I. B. dan Hwiyung Cho. (2011). The Impact of Consumer Trust on Attitudinal Loyalty and Purchase Intention in B2C E-Marketplace: Intermediary Trust vs. Seller Trust. *International Journal of Information Management: The Journal for Information Professionals*, Vol.31, No.05, Oktober 2011: 469-479.
- id.techinasia.com. (2014). *Statistik Pasar E-Commerce di Asia; Indonesia Habiskan USD 2,60 Miliar untuk Belanja Online di Tahun 2014 (Infografik)*. <http://id.techinasia.com/statistik-pasar-ecommerce-di-asia-masyarakat-indonesia-habiskan-usd-260-miliar-untuk-belanja-online-di-tahun-2014-infografik/>, 29 September 2014.
- Kim et al., (2008). A Trust-Based Consumer Decision-Making Model in Electronic Commerce: The Role of Trust, Perceived Risk and Their Antecedents. *Dec. Supp. Syst.*, 44: 544-564. DOI: 10.1016/j.dss.2007.07.001.
- Kominfo. 2013. *Potret Belanja Online di Indonesia, Kasus: Jabodetabek, Bandung, Jogja*. Jakarta: Pusat Data dan Sarana Informatika Kementerian Komunikasi dan Informatika.
- Luo et al., (2012). An Empirical Research on the Dimensions of Consumers' Trust in B2C E-Business. *Service Systems and Service Management (ICSSSM)*, 2012 9th International Conference on. Shanghai, China.
- Mayer *et al.*, (1995). An Integrative Model of Organizational Trust. *The Academy of Management Review*, Vol.20, No.3, Juli 1995: 709-734.
- Meilianasari, Y. D. (2012). *Analisis Kepercayaan Nasabah Pengguna ATM*. *Jurnal Manajemen Bisnis*, Vol.2, No.01, April 2012: 29-39.
- tempo.co. (2013). *Setiap Hari, Ada 100 Situs Penipuan Online Baru*. <http://www.tempo.co/read/news/2013/07/07/096494259/Setiap-Hari-Ada-100-Situs-Penipuan-Online-Baru>, 29 September 2014.