Collaboration of Image Interactive Technology and Technology Acceptance Models with Perceived Trust on Purchase of Goods in Online Shop

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Abstract:- Digital economic potential through e-Commerce business, both in the fields of trade, education, retail, fundraising has the opportunity to develop rapidly in Indonesia. Research to test the extent of the effects Image Interactive Technology (IIT), usefulness, easy of Use, and behavioral intention contained in selling goods online to attract customers so that choosing an online shop marketplace becomes convenient online shopping. This research is an explanatory research, the location of this study was conducted in the city of Malang, East Java. Population in study were all people who purchased goods in an online shop through a website or social media with a sample of 204 respondents. techniques analysis using Analysis Statistical Descriptive, Path Analysis and Testing Hypotheses. Analysis results 1). Image Interactive Technology has a effect significant on Behavioral Intention, 2). Perceived Ease of Use and Perceived usefulness have a significant effect on Perceived of Trust, 3). the variable Perceived Ease of Use has a significant effect on the Behavioral Intention variable, 5). The effect of Perceived usefulness has no significant effect on Behavioral Intention, 6). Perceived of Trust has a significant effect on Behavioral Intention variable, 7). Perceived Ease of Use variable has a significant effect on Behavioral Intention through Perceived of Trust variable and 8). Perception Usefulness variable also has a significant influence on Behavioral Intention through the Perceived of Trust variable.

Keywords:- *Image Interactive Technology, Perceived Ease of Use, Perceived Usefulness, Behavioral Intention and Perceived of Trust.*

I. INTRODUCTION

The era growth is in line with the development of increasingly sophisticated technology. The impact that results from technological developments such as that obtained by everyone in the ease of carrying out various activities. Technological developments also affect the patterns and behavior of the general public which are multidimensional (covering various aspects of social life). This regulation also affects the pattern of community spending which is more directed to online spending.

Digital economic potential through e-Commerce business, whether in the fields of trade, education, retail, fundraising has the opportunity to develop rapidly in Indonesia, emarketer data shows that the final total of Indonesia's online transactions reached 25.1 trillion in 2014 and rose to Rp. 69.8 trillion in 2016 and rose to 144.1 trillion in 2017 (www.emarketer.com). Consumer satisfaction in the use of e-Commerce technology is the main target for business people who use the internet as a medium for trade. This is done because the satisfaction that arises or is felt by consumers when making online purchases will cause a desire in consumers to make repurchases using the same technology.

Many factors need to be considered in selling online by using internet media, one of which is whether our internet media is easy and provides benefits so that it will build trust for consumers in e-Commerce. An online content affects the customer's interest to buy products or services online, internal factors and external factors. Internal factors include content quality, ease of use of technology, usefulness, security, and interactive media.

Technology that is easy to use, useful and uses interactive content design is a factor to get positive value from customers who have been many variables in various studiies. One technology concept that is a reference for measuring the quality of e-business is the Technology Acceeptance Model (TAM) which includes in factors of usefullness, ease of used and content quality the context of electronic business. In addition to the perceived factors there are also interactive content factors in e-business technology that is defined by Image Interactive Technology. With interactive content a website buying and selling online will have more value and influence the desire of consumers to visit the website that contains interactive content continuously and will affect the sale of products / services (Molla & Licker, 2001).

(Levin, 2011) explaining the preferences of shopping online is a tendency in a person to make purchases over the internet. An e-commerce company needs to analyze and study and understand what factors influence the use of technology in order to maximize the information technology resources available in the company and increase the effectiveness of overall online sales. Transactions / trades online also have a high risk potential, many customers have been deceived in purchasing goods online, this makes customers very careful in conducting transactions online by providing excellent service and increasing consumer confidence. Therefore, the customer's trust factor becomes the main factor to make an online service get a positive value from the customer. Research to test the extent of the influence of Image Interactive Technology, usefulness, ease of use, and trust contained in selling goods online to attract customers so that choosing an online shop marketplace becomes convenient online shopping.

II. LITERATURE REVIEW

A. Management Information System
According to [1]: "The system is any collection of components or sub-systems that interact to achieve a certain goal." [1] [2] Information is interpreted as the result of data processing used for a purpose, so that the recipient will get a stimulus to take action. Data is a clear fact of its scope, place and time. Data is obtained from primary or secondary data sources in the form of written news or electronic signals.

B. Image Interactive Technology (IIT)
Image Interactive Technology (IIT) It has been described as interactivity from features or depictions of information in the form of text into images. Image interactive contains product or service information that will be delivered to customers. Information delivered with Image interactive will be simpler for customers to understand [3].[4][5]

C. Technology Acceptance Model (TAM)
The notion of Technology Acceptance Model (TAM) is a theory in information systems designed to explain how users can understand and easily use an information technology. Technology Acceptance Model (TAM) has the aim to explain and predict user acceptance of a technology. Theory Technology Acceptance Model (TAM) is a development of

the previous theory of Reasoned Action (TRA). The TRA explains how to predict user acceptance of existing technology based on two influencing factors such as perceived usability factors and perceived ease of use factors. [6]. These two factors including the fundamental construct of technology acceptance in the TAM model will be presented in Figure 1, which is as follows:
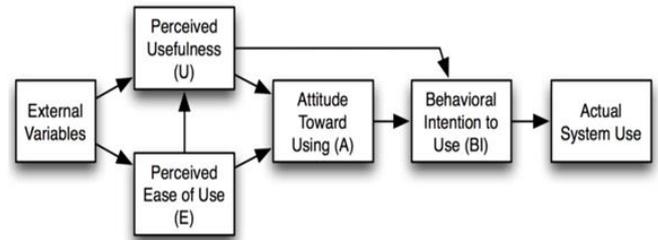

Figure 2 : Model Technology Aceptance Model
Source : Davis, 1989

D. Perceived Usefulness
[7] Defines perceived of usefulness, namely: " The extent to which one can believe that using a certain system will be able to improve the performance of its work ". This can be interpreted as a level where someone sure that the use of a certain system will automatically increase the person's work performance.

E. Perceived Ease Of Use
[7] Defines perceived ease of use, namely: " The extent to which one can believe that the use of a particular system will also be free from effort ". This can be interpreted as a level where someone believes that the use of certain systems can reduce one's efforts in doing something. Ease interpreted Davis as Fredom from difficulty or great effort that is free from difficulties or great effort.

F. Trust
In the world of online shopping for e-commerce activities, trust can be a major factor that must be built by business people who are going to buy and sell online. The trust factor built by business people will certainly attract consumers to shop online for the goods offered the website that was built [8]. [9] states that the confidence certain of parties towards others in conducting transaction deals based on a belief that the person they trust will fulfill all their obligations properly, as expected by a very broad concept. Trust is the foundation that must be built in a business. Transactions that occur on two or more parties are due to both parties trusting each other. Building customer trust in a business cannot appear instantly or suddenly, but must be built from the beginning of the business [10].

G. Intention
Participation is the involvement of a person in a particular activity. In the context of e-commerce electronic shopping, participation can be measured by the number of consumers who make transactions [11]. Participation is very much determined by trust in media, partners, or others involved in an activity.

III.   RESEARCH METHODS

A. Research Design

This research is an explanatory research, and the focus of this study is on the study of behavioral information systems' using social media and e-commerce, especially those related to Image Interactive Technology (IIT) perceiived ease of use (PAU), Perceived Usefulness (PU) and Perceived of trust (PT) on behavioral intention (BI), location This study was conducted in Malang, East Java. The population in this study are all people who have used purchases of goods in an online shop through a website or social media. The research sample because the population is unknown, the researchers use opinions [12] recommend a minimum number of samples is 5-10 multiplied by the number of question items contained in the questionnaire. The sample size of the researchers set at 6 x 34 = 204. As for the analysis technique for processing research data using a combination of analysis such as descriptive analysis statistics, path analysis and Hypothesis Testing.

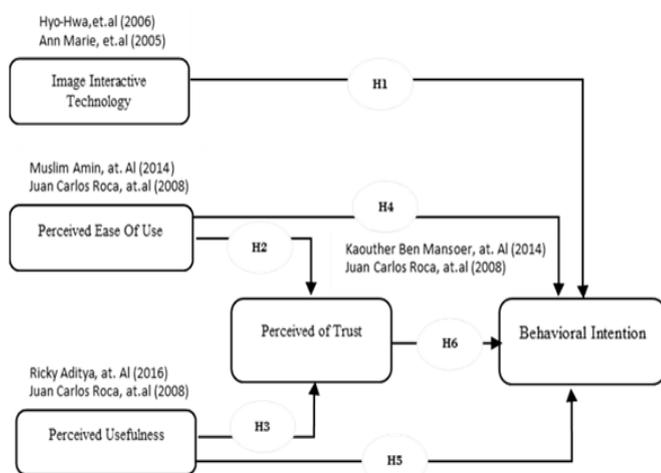### B. Research Conceptual Framework

Figure 2: Research Concept Model
Source: Various articles, processed (2020)

The population in this study are all people / people of Malang City who have used travel bookings by using a website on a travel agent in Malang. The research sample because the population is unknown, the researchers use opinions [12] recommend a minimum number of samples is 5-10 times the number of question items contained in the questionnaire. As for the researchers determined by using the maximum size of the sample the study was 10 x 19 = 190 respondents. Data distribution by questionnaire using online questionnaire.

C. Definition of Variable Operations

The operational definition of this research variable is used as the basis for making a questionnaire in the form of a statement. as for the indicators of each of the variables studied are as follows:

Table 1: Indicators and list of research questions

	Variable	Indicator	Number of statements
X1	Image Interactive Technology (Hyn-Hwa et.,al, 2006)	It's fun Linger Adventure	3 statements
X2	Ease of use (Davis, 1989)	Easy to understand Easy to learn Easy to use	8 statements
X3	Usefulness (Thomshon et.,all. 1991)	Productivity Effectiveness	7 statements
Y1	Perceived Trust (Chen and Barnes, 2007)	Comfort Satisfaction Responsibility	10 statements
Y2	Behavioral Intention (Davis, 1989)	Willing to buy products / services Recommendations Will visit again Subscriptions	6 statements

Source: Various articles, processed (2020)

D. Data analysis Technique

The data analysis technique used in this research is to use descriptive statistical analysis, regression analysis with 2 models and to use hypothesis testing to answer the proposed hypothesis.

IV.   RESULTS AND DISCUSSION

A total of 204 respondents filled out the research questionnaire online. From the analysis of the hypothesis obtained the results that has been done of each path obtained from the path analyst results using SPSS software are as follows:

A. Descriptive statistics

Respondent profiles in this study were seen from gender, occupation, income and ticket booking experience. The respondent's profile can be seen in the following table :

Table 2 : Profiles of Research Respondents

Item	Optional	Frequency	Percen
Gender	Male	113	55,39
	Female	91	44,61
Works	State employees	52	25,49
	Private	49	24,04
	Entrepreneur	45	22,06
	Student	49	24,02
	Others	9	4,41
Income	0-1 million	13	6,37
	1-2 million	42	20,59
	2-3 million	54	26,47
	3 million and above	95	46,57
Online Shoping Experience	0-5 months	29	14,22
	5 months - 1 years	19	9,31
	1 year - 2 years	76	37,25
	2 more years	80	39,22

Source: Primary Data, processed, 2020

B. Regression Analysis Model 1
Model Equation 1 ➔ Y2 = PY2X1 + e   (1)

Table 3: Regression Analysis Test Results Model I

Model	Unstandardized Coeficients		Standdiized Coeficients	T	Sig.
	B	Std. Error	Beta		
Interaktif Technology (X1)	0,568	0,069	0,502	8,252	0.000
*Dependent*Variabel	**Behavioral Intention (Y2)**				
R	0,502				
R2	0,252				
R2Adjusted	0,248				
F hitung	68.088				
Probability	0,000				
Line Equation	Y = PYX1 + e				
Result	Y = 0,502 X1+ e				

Source: Primary Data, processed, 2020

Based on the output of the existing regression Model I, it can be seen that the value of the interactive technology variable X1 = 0, 000 is less than 0.05 (alpha value). These results can be concluded from the results of regression model I, namely interactive technology variables can be said to have a significant influence on the Behavioral Intention variable. then the value of R^2 or R Square is 0.252, this means that the contribution of interactive technology variables (X1) to Behavioral Intention (Y) is 25.2%, while the remaining 78.4% is influenced by other variables not included in this agreement. . The amount of e1 = √ (1-0.252) = √ (0.784) = 0.885.

Furthermore, to find out whether the existing regression model I can be accepted or not, the researcher conducted a hypothesis test. In testing the hypothesis the researcher compares F Count with F Table or see the significance value of F. The calculated F value is 68.088 with a significant value that is 0.000 this means that 0, 000 <0.05 then Ho is rejected and H1 is accepted, so It can be concluded that there is an influence between Interactive Techloogy and Behavioral Intention.

C. Regression Analysis Model 2

Model Equation 2 ➔Y1=PY1X2+ PY1X3 + e (2)

Table 4 : Regression Analysis Path Test Results Model 2

Model	Unstandardized Coeficients		Stantdardized Coeficients	T	Sig.
	B	Std. Error	Beta		
Perceived Ease of Use (X2)	0,792	0,074	0,655	10,746	0,000
Perceived Usefullness (X3)	0,103	0,044	0,141	2,318	0,021
*Dependent*Variabel	**Trust (Z)**				
R	0,754				
R2	0,569				
R2Adjusted	0,565				
F hitung	132,657				
Probability	0,000				
Line Equation	Z = PY1X2 + PY1X3 + e				

Source: Primary Data, processed, 2020

Based on the results of the existing Model II regression output, it can be seen that the significant value of the Perceived Ease of Use variable (X2) = 0, 000 and the Perceived Usefulness (X3) variable where this value is smaller than the standardized alpha value, namely 0, 05. Furthermore, the conclusions that can be drawn from these results are the existing regression model II where the Variable Perceived Ease of Use (X2) and Perceived Usefulness (X3) have a significant effect on Perceived of Trusst (Z). The value of R^2 or R Square can be seen that the value is 0.569, meaning that the contribution or contribution of the influence of the variables X2, X3 on Z is 56.9%, while the remaining 43.1% of this study is influenced by other variables that are not included in this study. The value of e1 = √ (1-0.569) = √ (0.431) = 0.941.

In this study also looked at the existing model test. The model test uses the F test by seeing or comparing the F count with the existing F table or seeing the existing F significance value. From the results of the analysis, it is obtained that the F value is calculated as 132.657 with a significant value of 0.000, while the alpha used by researchers is 5%, which means 0.000 <0.05 so that Ho is rejected and H1 is accepted, meaning that there is an influence between the Perceiived Ease of Use (X2) variable and the Perceiived variable.

Usefulness (X3) for the variable Perceived of Trust (Z) together.

D. Regression Analysis Model 3

Model Equation 3 ➔ Y2=PY1X1+PY1X3+PY2Y1+e (3)

Table 5 : Regression Analysis Path Test Results Model 2

Model	Unstandardized Coeficients		Stantdardized Coeficients	T	Sig.
	B	Std. Error	Beta		
Perceived Ease of Use (X2)	0,306	0,074	0,243	4,115	0,000
Perceived Usefullness (X3)	-0,067	0,036	-0,088	-1,846	0,066
Perceived of Trust (Z)	0,749	0,057	0,719	13,220	0,000
DependentVariabel	Behavioral Intention (Y)				
R	0,863				
R2	0,745				
R2Adjusted	0,741				
F hitung	194,669				
Probability	0,000				
Line Equation	Y = PY1X2 + PY1X3 + PYZ + e				

Source: Primary Data, processed, 2020

Based on the results of the regression equation Model III, it can be seen that the significant value of the Perceived Ease of Use (X2) variable is 0, 000 and the Perceived Usefulness (X3) variable is less than 0.05.This means that the regression model III is Variable Perceived Ease. of Use (X2) and Perceived Usefulness (X3) have a significant influence on Behavioral intention (Y). However, other results obtained that the value of the Perceived of Trust (Z) variable does not have a significant effect on the Behavioral intention (Y) variable, this is seen from the probability value that is greater than 0.05. Furthermore, the value of R^2 or R ^{Square} in the Model Summary is known to be a value of 0.569, this means that the contribution of the influence of variables X2 and X3 to variable Z is 56.9%, while the remaining value of 43.1% is influenced by other variables not included in this research variable. For the value of e1 = √ (1-0.569) = √ (0.431) = 0.941.

Furthermore, to test the model the researcher used the F test by comparing the existing F count with the F table or by looking at the significance value of the existing F test. From the research results obtained a significance value of 0.000 with a significance level or alpha of 5 percent, this means that the value of 0.000 <0.05 means that there is a relationship between the Perceived Ease of Use (X2) variable and the Perceived Usefulness (X3) variable on the Perceived of Trust variable (Z).

E. Hypothesis testing

Table 6 : Calculation of influence (Direct, Indirect and Total)

Hypothesis	Direct Effect	Prob	Indirect Effect	Total Effect	Sig or no
X1 ➔ Y	0,502	0,000			Significant
X2 ➔ Z	0,655	0,000			Significant
X3 ➔ Z	0,141	0,021			Significant
X2 ➔ Y	0,243	0,000			Significant
X3 ➔ Y	-0,088	0,066			No Sig.
Z ➔ Y	0,719	0,000			Significant
X2 ➔ Z ➔ Y			0,471	0,714	Significant
X3 ➔ Z ➔ Y			0,101	0,013	Significant

Source: Primary Data, processed (2020)

From the test results listed in Table 6, it is known that the coefficient is known that the direct effect of perceived ease of use on intention to behave is 0.243, while the coefficient of indirect effect of perceived ease of use on behavior is 0.471. Thus, it can be interpreted that there is a significant influence on the trust variable expressed as a partial mediation of the effect of perceived ease of use on repurchase intention.

V. DISCUSSION

A. Effect of Image interactive Technology on Behavioral Intention

The results of testing with SPSS Model I regression are known the effect of Image interactive Technology on Behavioral Intention, the results of the variable X1 (Image interactive Technology) obtained the value of t = 8.252 with a significance level of 0.000. By using a significant limit of 0.05 means that the significance value of X1 is smaller than the significant limit used so that it can be summarized for the first hypothesis can be accepted or statistically tested. Significantly influential Image interactive Technology on Behavioral Intention is very reasonable, because modern business systems today have put forward online information systems and quality information systems that are presented in the form of websites [13] [14] so that the millennial age that is the sample of the study prefers a place to travel from information obtained easily and online. Information obtained by millennial via online can greatly accelerate its spread and the suggestion of the condition and the existence of these tourist attractions will also affect visitor satisfaction so that the information system can help create satisfaction.

B. Effect of Perceived Ease ofUse on Perceived of Trust

The results of testing with SPSS Model II regressions known the efect between Perceived Ease of Use on Perceived

of Trust, the results for the variable X2 (Perceived Ease of Use) obtained t value = 10.746 with a significance at level of 0. 000. By using a signifiicant limit of 0.05 means that the significance value of X2 is smaller than the significant limit used so that it can be concluded that the second hypothesis can be accepted or statistically tested. This means that the perceived ease of use perceived by consumers will lead to consumer confidence to buy goods online. This agrees with previous studies conducted by [15] which analysis of research data shows that the perceived ease of use perceived by Go-Jek consumers in Malang has a significant effect on trust. This study is also in line with research conducted [16] which says that perceived ease of use has a significant effect on trast users mobile bangking.

C. The effect of Perceived usefulness on Perceiived of Trust

Results of testing with SPSS Model II regression are known to influence the Perceived usefulness of Perceived of Trust, the results for the X3 variable (Perceived usefulness) obtained t value = 2.318 with a significance level of 0.000. By using a significant limit of 0.05 means that the significance value X3 is smaller than the significant limit used so that it can be summarized for the third hypothesis can be accepted or statistically tested. This means that the acceptance of benefits felt by consumers will lead to consumer confidence to buy goods online. This is in agreement with previous research conducted by [17] : This study integrates the quality of electronic shopping, enjoyment, and trust into the technology acceptance model (TAM) and understands customer acceptance of existing electronic shopping applications. The survey was conducted online with students as the sample and the results obtained that enjoyment and trust in shopping online play an important role in the adoption of electronic shopping by consumers.

D. Effect of Perceived Ease of Use on Behavioral Intention

The results of testing with SPSS Model III regression are known to influence the Perceived Ease of Use on Behavioral Intention, the results for the variable X2 (Perceived Ease of Use) obtained t value = 4.115 with a significance level of 0.000. By using a significant limit of 0.05 means that the significance value of X2 is smaller than the significant limit used so that it can be summarized for the Fourth hypothesis can be accepted or statistically tested. This means that the perceived ease of use perceived by consumers will lead to increased consumer behavioral intention to buy goods online. This is in agreement with previous research conducted by [18] yang mana hasil penelitian menunjukan The result is that self-efficiency is the biggest antecedent of perceived ease of use, which has a direct or indirect relationship to affect behavioral intention through perceptions of using the mobile banking application. Furthermore, structural guarantees are the strongest antecedents of trust, which can increase mobile banking behavioral intentions.

E. Effect of Perceived usefulness on Behaavioral Intention

The results of testing with SPSS Model III regression are known to influence the Perceived usefulness of Behavioral Intention, the results for the variable X2 (Perceived Ease of Use) obtained t value = -1.846 with a

significance level of 0.066. By using a significance limit of 0.05, it means that the significance value of Perceived usefulness is greater than the significant limit used so that it can be summarized for the fifth hypothesis as unacceptable or not statistically tested. This means that the perceived usefulness perceived by consumers will not cause consumer intentions to buy goods online. This contradicts research conducted by [19] where the Perceived Ease of Use variable significantly influences Behavioral Intention on LINE instant messaging users in Indonesia. The results of this study are consistent with the results of the study (Setiawan, 2015) which states the result is that the Perceived Ease of Use has a significant influence on existing Behavioral Intention to Use.

F. Effect of Perceived of Trust on Behavioral Intention

The results of testing with SPSS Model III regression are known to influence the Perceived of Trust on Behavioral Intention, the results for the Perceived of Trust variable obtained t value = 13.220 with a significance level of 0,000. By using a significance limit of 0.05, it means that the significance value of the Perceived of Trust is greater than the significant limit used so that it can be summarized for the sixth hypothesis can be accepted or statistically tested. This means that the perceived Perceived of Trust consumers will not cause consumer intentions to buy goods online. This agrees with the research conducted by [19] where the Perceived Ease of Use variable significantly influences Behavioral Intention on LINE instant messaging users in Indonesia. The results of this study are consistent with the results of the study (Setiawan, 2015) which states that Perceived Ease of Use has a significant effect on Behavioral Intention to Use.

G. The Effect of Perceived Ease of Use on Behavioral Intention through Perceived of Trust

Table 5 shows that Perceived of Trust as a moderating variable between Percieved Ease of Use on Behavioral Intention can be seen from the magnitude of the indirect effect (0.471) compared to the direct effect (0.243). Because the result of indirect influence is greater than the direct effect, it means that Perceived Ease of Use influences Behavioral Intention through Perceived of Trust so that it can be summarized for the seventh hypothesis can be accepted or statistically tested. This research supports research conducted by [19] research on Perceived Ease of Use on Behavioral Intention of instant massaging LINE users which results in Perceived Ease of Use on Behavioral Intention has a significant and positive effect. The same thing in the research conducted [20] where convenience is generated, and trust is closely related to purchasing goods online and can determine purchasing decisions supported by good and attractive quality information.

H. The Effect of Percieved usefulness on Behavioral Intention through Perceived of Trust

Table 5 shows that Perceived of Trust as a moderating variable beetween Perceived usefulness on Behavioral Intention can be seen from the magnitude of the indirect effect (0.101) compared to the direct effect (-0.088). Because the result of indirect effect is greater than the direct effect, it means that Perceived usefulness influences Behavioral

Intention through Perceived of Trust so that it can be summarized for the eighth hypothesis can be accepted or statistically tested. This research supports research conducted by [21] [22] where research conducted on enterprise resource planning (ERP) produced Perceived useefulness has a significant and positive efect on Behavioral Intention.

VI. CONCLUSION

From the results of the analysis and discussion that has been previously explained, it is concluded that: Interactive image technology has a significant effect on Behavioral Intention, Perceived Ease of Use also has a significant effect on Perceived of Trust, Perceived use has a significant effect on Perceived of Trust, Perceived Ease of Use Has a significant influence on Behavioral Intention, Perceived use has no significant effect on Behavioral Intention, Perceived of Trust has a significant effect on Behavioral Intention, Perceived Ease of Use has a significant effect on Behavioral Intention through Perceived of Trust and Perceived utility has a significant effect on Behavioral Intention through Considered of Trust. The role of information systems is very important in promoting a product in the form of goods and services, as was done by [23][24] [25] he said the role of information systems, especially marketing information, is very influential in customer satisfaction. The same thing was conveyed by [26] she said the quality of information can increase consumer confidence with good and complete information [27][28]. For today's online purchases of goods, you need to pay attention to the interests or pleasures that exist at the millennial age such as Instagram or others[24] [29][24].

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