

THE INFLUENCE OF USER INTERFACE ON PURCHASING DECISIONS WITH BRAND IMAGE AS A MODERATING VARIABLE

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Abstract

This research is quantitative research with an exploratory approach, namely an approach that uses a number of previous studies as initial milestones for finding novelty and strengthening the research gaps that exist in this research. The data used in this research was distributed to 400 Owner of Madura Store spread throughout Indonesia. The questionnaire distributed contained 5 statements on 16 questions, namely strongly agree sentences, agree sentences, normal/average sentences, disagree sentences, and strongly disagree sentences. These data were analyzed using the smart PLS 4.0 analysis tool with the hypothesis below. The result in this article show the hypothesis which started from the researcher's assumptions, namely the User Interface variable, can have a positive relationship direction and a significant influence on Purchasing Decisions can be proven because the P-Values value is positive and is below the level the significance of 0.05 is 0.009. This can be caused by the simplicity of the system and the ease of product transactions, enabling consumers to immediately make purchasing decisions. Apart from that, the next column shows that the Brand Image variable can strengthen the influence of the User Interface variable on purchasing decisions because the P-Values value is positive and is below the significance level of 0.05, namely 0.000, which is more significant than the direct test of 0.009. Thus, it can be concluded that the first and second hypotheses in this research can be accepted and proven.

Keywords: *User Interface, Purchasing Decisions, Brand Image*

1. INTRODUCTION

According to Rouse, User Interface is a collection of tools that users use to interact with a machine, device, computer program or other special equipment. The user interface provides (means) of Input, which allows the user to control the system and output, which allows the system to inform the user (feedback) (FERDIAN DWI PUTRA, 2021).

According to Roger & Bruce the user interface will create an effective communication medium between humans and computers. User Interface (UI) is anything that is designed to be an information device where a person can interact with the device through the screen display on the device used. Meanwhile, according to Puspa and Jatisdi, a user interface is a part of a computer or software that can interact with users directly or indirectly through senses such as sight, sound, touch and/or sound. A good user interface is one that users don't even notice, allowing them to get work done without having to think about how they are getting the job done. And the typing process requires no mental effort on the user's part (Dandi, 2022).

Based on several opinions from these experts, it can be concluded that a User Interface is a screen display that adds design elements to an application or website such as navigation button design, layout, colors, typography, images and icons that connect the user with the application or website. According to Nurlifa and Kariyam, the user interface itself has different designs based on its function and needs. As an example of its application, when visiting a government agency website, the design used tends to be stiff and elegant, giving a strong and authoritative impression. However, unlike e-commerce websites, the designs presented tend to be more colorful, have more variations and attractive layouts, giving a pleasant impression to visitors. Therefore, effective and efficient user interface design is very important, because the better the design, the longer users will interact with the website (Monica, 2018).

According to Borko Furht, there are 4 indicators of an application's user interface, namely easy to understand (ease of learning), process speed in using the application (high speed of user task performance), rare occurrence of errors in using the application (low user error rate), user retention over time. over time (user retention over time). a Easy to understand (Eas of Learning) According to Jogiyanto, perceived ease is a measure of the extent to which a person believes that using technology will be free from effort, both time and energy. If a system can be easily used, it will encourage a person's interest in learning about its features so that they intend to continue using it. b Process Speed in Using Applications (High Speed Ofuser Task Performance) According to Dumadi and Sajoto, speed is a person's ability to carry out continuous movements in the same form in the shortest possible time. In an application, speed plays a very important role in providing comfort to its users. An example of processing speed in an application is when selecting a menu in the application, the application will quickly respond to the selected menu. c Errors rarely occur in using the application (Low User Error Rate) (Nursaimatussaddiya, 2022). and/or software (application) errors. The occurrence of an error causes the execution of the command not to be as expected. An example of an error in an application is that while it is being used, the application suddenly stops (crashes) or the application only displays a white or black image (blank). The fewer errors experienced by the user, the more comfortable the application will be for the user. d User Retention Over Time (User Retention Over Time) User Retention Over Time refers to the ability of the user interface (UI) to retain users or customers over a long period of time. It reflects the degree to which users remain active and engaged in using an application or platform with consistency over time (Sudaryono, 2021).

Mobile applications are designed to be used anytime and anywhere. This was also stated by Gugum Gumilang Wirakanda and Nugie Agustina where mobile applications are applications that can be used even though users move easily from one place to another without disconnection or loss of communication. Based on the explanation above, researchers believe User Interface can improve Purchasing Decisions (Fatmawati and Athanasius, 2020).

According to Sangadji, the purchasing decision making process involves assessing and selecting various available purchasing options. Purchasing decisions taken by consumers are actually the result of a series of well-coordinated decisions (Kotler, 2008). In the purchasing decision making process, individuals will assess the various purchasing options available. This assessment includes consideration of product quality, price, brand, features, and other relevant factors. Next, individuals will select the option that is considered to best meet their needs and desires (Adela and Tecolu, 2017).

According to Firmansyah, purchasing decisions are a process where individuals solve problems in choosing between two or more appropriate behavioral alternatives. This process involves decision-making stages that ensure the most appropriate purchasing action is taken. So

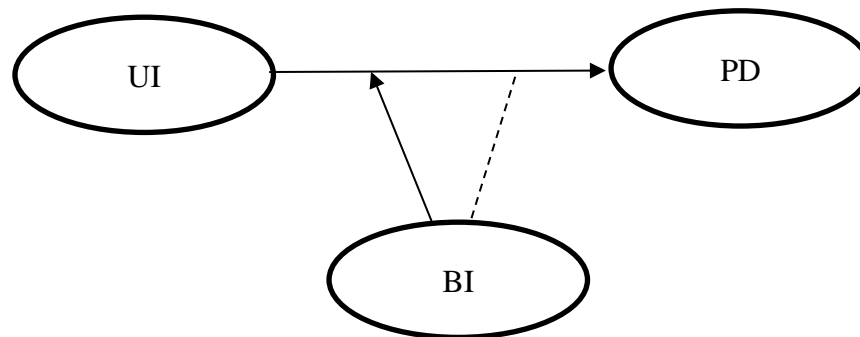
based on what Firmansyah explained, before making a purchasing decision, individuals will identify the needs that need to be met (Anugerah, 2022). Next, individuals will choose various available options or alternatives. Only then can the individual determine whether a purchasing decision can be made or not. According to Kotler, consumer purchasing decisions are purchasing decisions of individual final consumers and households who buy goods and services for personal consumption. Kotler's opinion explains that a consumer purchasing decision is an action taken to meet the needs of an individual or home, whether for goods or services. There are 3 dimensions in purchasing decisions according to Kotler and Keller, namely product selection, brand selection, and purchase time (Adeliasari, Ivana and Thio, 2014).

There are a number of previous studies (FERDIAN DWI PUTRA, 2021); (Ramadhani, 2023); (Saputra, Khaira and Saputra, 2023); (Yusrina Aziati, 2020) & (Abimanyu and Samapta, 2023) which shows the direction of a positive relationship and a significant influence on employee performance. In contrast to a number of previous studies above, this research adds the Brand Image variable as a moderating variable.

2. METHOD

Figure 1

Model



Noted:

UI: User Interface

PD: Purchase Decision

BI: Brand Image

From the research model image above, it can be comprehensively concluded that the main aims and objectives of this research are to test the influence of the User Interface variable on Purchasing Decisions and test whether the Brand Image variable can strengthen the influence of the User Interface variable on Purchasing Decisions. The aims and objectives of the research above are similar to the aims and objectives of previous research, namely (FERDIAN DWI PUTRA, 2021); (Ramadhani, 2023); (Saputra, Khaira and Saputra, 2023); (Yusrina Aziati, 2020) & (Abimanyu and Samapta, 2023). The difference is only visible in the use of the moderating variable, namely the Brand Image variable, which is believed to strengthen the influence of the User Interface variable on purchasing decisions (Wibowo et al., 2021). This research is quantitative research with an exploratory approach, namely an approach that uses a number of previous studies as initial milestones for finding novelty and strengthening the research gaps that exist in this research (Ilahiyyah and Harti, 2022). The data used in this research was distributed

to 400 Owner of Madura Store spread throughout Indonesia. The questionnaire distributed contained 5 statements on 16 questions, namely strongly agree sentences, agree sentences, normal/average sentences, disagree sentences, and strongly disagree sentences (Sartika, 2021). These data were analyzed using the smart PLS 4.0 analysis tool with the hypothesis below (Sari, 2022).

Hypothesis:

H1: The influenc of User Interface on Purchase Decision

H2: Brand Image can moderates the influenc of User Interface on Purchase Decision.

3. RESULTS AND DISCUSSION

Validity Test

The smart PLS 4.0 analysis tool which aims to prove the hypothesis in this research must first go through several stages, namely validity testing and reliability testing. The validity test functions to ensure that the data from the questionnaire that the researcher distributed and mentioned above must be valid first. The following are the results of the validity test in this research (Hair, 2010):

Table 1
Validity Test

Variable	Question Item	Loading Factor
User Interface (X1)	The user interface can simplify the existing system	0.879
	The simplicity of the system makes it easier for potential consumers to decide on a purchase	0.881
	The simplicity of the system can influence purchasing decisions	0.875
	User interface can improve purchasing decisions	0.882
	The user interface can make consumers repeat orders	0.889
	Repeat orders further improve purchasing decisions	0.871
Purchase Decision (Y)	Purchasing decisions can be influenced by the simplicity of the system	0.932
	Purchasing decisions can be influenced by the ease of access to payments by consumers	.0.921
	Purchasing decisions can be influenced by the ease with which consumers carry out	0.899

	transactions	
	Purchasing decisions can be influenced by Brnad Image	0.941
	Purchasing decisions can be influenced by product quality	0.939
	The quality of purchases can be influenced by the simplicity of the company's system	0.935
Brand Image (Z)	Brand image can influence the User Interface	0.964
	Brand image can influence purchasing decisions	0.956
	Brand image can convince consumers to make purchasing decisions if there is a simple system	0.971
	Brand image can convince consumers to decide to purchase if there is ease in making transactions.	0.972

Valid > 0.70

Reliability Test

Apart from the validity test stage which functions to ensure that all data used in this research is valid, the reliability test is also a stage that must be passed after the validity test stage. If the object validity test stage is data and question items distributed through a questionnaire, then the object reliability test stage is whether the variables used are reliable or not. The following are the results of the reliability test in this research (Sarstedt et al., 2014):

Table 2
Reliability Test

Variable	Comopsite Reliability	Cronbach Alfa	Noted
User Interface	0.895	0.855	Reliable
Purchase Decision	0.941	0.901	Reliable
Brand Image	0.975	0.920	Reliable

Reliable > 0.70

Path Coefisien

If the validity test and reliability test stages have been passed, then the next stage that must be passed is the Path Coefficient. The Path Coefficient stages function to confirm the hypothesis used in this research, namely that the User Interface variable can have a positive relationship direction and have a significant influence on Purchasing Decisions and the Brand Image variable can moderate the influence of the User Interface variable on Purchasing Decisions with the Path Coefficient results below (Ghozali, 2016):

Table 3
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	UI-> PD	0.009	Accepted
Indirect Influence	BI* UI-> PD	0.000	Accepted

Accepted and Signifficant Leve < 0.05

From the results of the third table of Path Coefficients above, it can be concluded that the hypothesis which started from the researcher's assumptions, namely the User Interface variable, can have a positive relationship direction and a significant influence on Purchasing Decisions can be proven because the P-Values value is positive and is below the level the significance of 0.05 is 0.009. This can be caused by the simplicity of the system and the ease of product transactions, enabling consumers to immediately make purchasing decisions. These results are in line with research namely (FERDIAN DWI PUTRA, 2021); (Ramadhani, 2023); (Saputra, Khaira and Saputra, 2023); (Yusrina Aziati, 2020) & (Abimanyu and Samapta, 2023). Apart from that, the next column shows that the Brand Image variable can strengthen the influence of the User Interface variable on purchasing decisions because the P-Values value is positive and is below the significance level of 0.05, namely 0.000, which is more significant than the direct test of 0.009. Thus, it can be concluded that the first and second hypotheses in this research can be accepted and proven.

4. CONCLUSION

From the results of the third table of Path Coefficients above, it can be concluded that the hypothesis which started from the researcher's assumptions, namely the User Interface variable, can have a positive relationship direction and a significant influence on Purchasing Decisions can be proven because the P-Values value is positive and is below the level the significance of 0.05 is 0.009. This can be caused by the simplicity of the system and the ease of product transactions, enabling consumers to immediately make purchasing decisions. These results are in line with research namely (FERDIAN DWI PUTRA, 2021); (Ramadhani, 2023); (Saputra, Khaira and Saputra, 2023); (Yusrina Aziati, 2020) & (Abimanyu and Samapta, 2023). Apart from that, the next column shows that the Brand Image variable can strengthen the influence of the User Interface variable on purchasing decisions because the P-Values value is positive and is below the significance level of 0.05, namely 0.000, which is more significant than the direct test of 0.009. Thus, it can be concluded that the first and second hypotheses in this research can be accepted and proven.

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