
The Effect of Extrovert-Introvert Personality Types on Consumer Trust on Online Customer at Bekado Mart

Pengaruh Tipe Kepribadian Extrovert-Introvert terhadap Kepercayaan Konsumen pada Pelanggan Online di Bekado Mart

Nuralfiah¹, Suwarti²

^{1,2}Universitas Muhammadiyah Purwokerto, Indonesia

ARTICLE INFO

Article history:

DOI:

[10.30595/pssh.v2i.122](https://doi.org/10.30595/pssh.v2i.122)

Submitted: July 01, 2021

Accepted: Sept 06, 2021

Published: Sept 24, 2021

Keywords:

Consumer trust, online customers, extrovert introvert personality type

ABSTRACT

This study examines the effect of extrovert-introvert personality types on consumer confidence in online customers at Bekado Mart Purwokerto. This research is a quantitative study with a population of online customers or members of Bekado Mart Purwokerto. The sample used in this study was 500 customers (according to the data of the Bekado Mart admin). The data collection method uses a consumer confidence scale and an extrovert-introvert personality type scale. The sampling system uses an accidental sampling technique carried out using Google Forms in the data collection process. Reliability test using *Cronbach alpha*. The consumer confidence scale is 38 items. Based on the results of the study, sig. P = 0.000 ($p < 0.05$) and the coefficient of determination $R^2 = .148$. The proposed hypothesis is accepted, namely that the extrovert-introvert personality type influences consumer confidence in online customers at Bekado Mart Purwokerto. The regression results show a positive value, meaning that the extrovert-introvert personality type influences consumer confidence.

This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).



Corresponding Author:

Nuralfiah

Universitas Muhammadiyah Purwokerto, Indonesia

Email: alfiahmart2018@gmail.com

1. INTRODUCTION

Shopping through the internet (*online*) has become a different alternative for consumers to make buying and selling transactions today. By utilizing today's technology, consumers have been given other, more practical ways to shop without leaving the house. *Online* business companies are not half-hearted in their marketing. Large *online* business companies such as Tokopedia, Shopee, Lazada, and other large companies use well-known artists as up-and-coming *brand ambassadors* to attract customers.

Several stores that usually only serve direct or offline sales also do online purchases, using social media such as Facebook, Instagram, WhatsApp, Go-Jek applications, Grab, and other local applications. One store that already provides *online* transaction services is Bekado Mart Purwokerto. Bekado Mart is designed to meet the needs and desires of consumers without having to leave the house and choose goods at the store, so each subject has a different personality type in ordering the goods needed. Some issues must seek as much information as possible from various sources in choosing a store so that the individual is sure to select or buy the item. Some subjects see advertisements on social media without looking for information in one of the stores but are immediately convinced to choose or buy the item.

At first, online marts only appeared through the Go-Jek and Grab applications, designed to look like Go-Mart and Grab-Mart features. The application makes it easier for consumers to purchase goods without coming to the store in buying and selling transactions. Bekado Mart has been registered in both *online* applications. Bekado Mart also utilizes other social media such as *Facebook*, *Instagram*, and *WhatsApp* to market its products by developing the "*No Minimum Order Shopping and Free Shipping within a 2 Kilometer Radius and Pay on the spot*". From the Bekado Mart Admin data, turnover or sales results continue to increase every month with the program. This

program also creates loyalty to consumers, according to the results of a survey from *Bisnis.com*, which found that internet users in Indonesia have the highest level of satisfaction compared to 14 countries in the Asia Pacific region. The satisfaction level of Indonesian consumers reached 96%, followed by an increase in the possibility of conducting *online* transactions by 7.3% compared to last year. Research conducted annually by *Master Card* in 25 countries involves 500 respondents in each country. According to the survey, this high level of satisfaction also shows the growth of various factors supporting *online shopping* transactions, including the growing penetration of Internet access in Indonesia. The number of Indonesians accessing the internet for *online* shopping rose 2.5%, while several other developing countries experienced a decline (Kurniawan, 2014).

This shows that online shopping has benefits for consumers, namely time and energy efficiency. However, it turns out that environmental factors can also influence someone in choosing online transactions, for example, from the recognition of other internet users. This is considered to minimize the risk received by consumers to increase consumer confidence to shop on the internet.

Crime through the internet (*cyber fraud/internet fraud*) in various forms, both in Indonesia and other parts of the world, is still a threat to the continuity of *online* business. According to the results of research in 2004 conducted by US Verisign, Indonesia was declared to be in the first place in the country of origin of *cyber fraud* perpetrators and third by volume after the US and Canada. The results show that about 20% of the total credit card transactions from Indonesia are fraud.

The data above shows that *online* transactions have a high-risk potential. But until now, *online* business is still ongoing and tends to increase with the *online* stalls that are increasingly popping up on social media. In this regard, Corbit and colleagues (2003) have done the research. The result is increasing consumer participation in *e-commerce* directly related to the experience of using the *web*, market orientation, and confidence (*trust*).

Trust in buying through the internet arises by requiring risk perception factors that occur during the buying process. Trust is an aspect that must be built first when someone decides to buy through the internet. Because consumers will feel there is a risk that will be borne when he chooses to purchase via the internet.

States that two factors influence consumer trust: socio-cultural strength and psychological strength (Mangkunegara, 2009). One of the psychological or internal forces is personality because personality can influence the behavioral tendencies of an individual. One of the personality types proposed by Jung sees personality from its orientation to the world. The way a person orients himself towards his surroundings influences his decisions and actions. Personality types are divided into two, namely extrovert and introvert.

Based on the description above and referring to the preliminary study results, researchers further investigate consumer trust in online customers at Bekado Mart who have members who mainly have personality type characteristics. The researchers want to research with title "The Effect of Introvert Extrovert Personality Types of Consumer Confidence in Online Customers at Bekado Mart.

2. THEORITICAL FRAMEWORK

The basic theory of consumer trust is a descriptive idea that someone sees something (Kotler, 1999). Consumer trust is defined as the willingness of one party to trust another party based on the expectation that the other party will take specific actions that are important to those who trust him (Mayer, 1995). Consumer beliefs are a condition when one of the parties involved in the exchange process is confident with the reliability and integrity of the other party (Morgan & Hunt, 1994). Consumers are every person who uses goods and or services available in the community, both for the benefit of themselves, their families, other people, and other living creatures, and not for trading. At the same time, the understanding of consumers is all individuals and households who buy or obtain goods and services for personal consumption (Philip Kotler, 2000). Consumer beliefs are apparent knowledge possessed by the consumer and all the conclusions about objects, attributes, and benefits (Mowen & Minor, 2002). Consumer trust is the willingness of one party involved in the exchange process to believe in the reliability and integrity of the other party based on the knowledge possessed and based on the expectation that the other party will take specific actions that are important to the party who trusts him.

The dimensions of consumer trust are categorized into 3, namely: a) *Ability*, b) *Benevolence*, and d) *Integrity* (Mayer et al., 1995). According to (McKnight et al. 2002), several factors influence consumer trust, namely socio-cultural strength and psychological strength.

Personality type is a dynamic organization within a person, a psychophysical system that produces characteristic patterns in behavior, thoughts, and feelings (Friedman et al., 2008). Personality is the unanimity of physical and spiritual aspects in dealing with the environment (Pervin et al., 2004). Personality is the most profound psychological characteristic in a person's psyche and reflects how a person reacts to his environment (Schiffman & Kanuk, 2000). Personality is a consistent response to environmental stimuli (Engel et al., 1995).

Suryabrata (1998) says that behavior is in the picture of orientation to the world. This orientation is called attitude and is influenced by personality. A person's personality is divided into two poles based on the direction of psychic energy in a person, namely extrovert & introvert personality. These two personalities have their way of responding to their environment. Abidin (2013) states that introverted personalities are better and superior to those with introverted personalities. The number of people who have an introverted personalities is less than people who have extroverted personalities. These two personalities have their way of responding to their environment. Abidin (2013) reveals a general view of an introverted personality that is better and superior to someone with an introverted

personality. In addition, it is also mentioned that the number of people who have an introverted personality is less than people who have an extroverted personality, which is only about 25 to 30%. This makes it difficult for introverts to be understood by others because they are more in the minority.

Society considers extrovert personalities better because they are very friendly, communicative, and easy to make friends. So, people are more likely to be friends with extroverts than introverts. Extrovert personalities can behave in situations involving many people, tend to show more open emotional states, prefer direct action rather than daydreaming, take risks, act without thinking much, and be inconsistent. Introvert personality behavior that does not use too much physical activity prefers to cover up true feelings, prefers only a few special friends, prefers activities that are usually carried out daily, does not like to take risks, thinks a lot before acting or talking, likes to think about events experienced, prefers to develop ideas that are owned, thorough, earnest, and consistent.

Aspects of the extrovert-introvert personality type are a) Extraversion which explains activities, risk taking, impulsiveness, expressiveness, practicality, and responsibility; b) Neuroticism explains self-esteem, happiness, anxiety, obsessive, autonomy, hypochondriasis, and guilt, c) Lie shows showing someone's lies according to Eysenck (in Eysenck, H & Eysenck, S, B, 1964).

An *online* customer is someone who has made transactions repeatedly through *online* media (Rebbeca, 2016). An online customer is someone who is used to buying products/services offered by a company online. These habits can be built through repeated purchases within a certain period (Musanto, 2004).

Based on the description above, it can be concluded that online customers have their character in buying products/services. Consumers can be said to be customers if they have repeatedly made transactions with certain companies.

Bekado Mart is one of the retailers established by PT Numuju Sejahtera Bersama in 2019. One of the developing PTs has its charm for the community. Bekado itself now has 3 branches, namely Bekado 1 (one) Rawalo, Bekado 2 (two) Komas Purwokerto Timur, Bekado 3 (three) Teluk Banyumas. Bekado Mart itself has an online shopping delivery order program with the jargon, "Shopping for Free Shipping and No Minimum Order within a Radius of 2 (two) Kilometers," according to the location of each branch.

Bekado Mart uses social media to market superior products, such as Instagram Bussines, Facebook Bussines, website, Shopee, and WhatsApp. Bekado Mart Komas itself already has 1000 consumers with 150 online members (Bekado Administration, 2020).

From some of the information above, it can be concluded that Bekado Mart is a modern retailer that can keep up with technological developments and has its own plus value for consumers who do not want to shop outside the home.

A hypothesis is a brief statement or conjecture on a research problem whose truth is still weak, so it must be tested empirically. The hypotheses in this study are: There is an Influence of Extrovert-Introvert Personality Type on Consumer Confidence in Online Customers at Bekado Mart Purwokerto

3. RESEARCH METHODOLOGY

The population is a generalization area consisting of objects/subjects with specific qualities and characteristics that researchers apply to be studied and then draw conclusions (Duli, 2019). The population in this study was 500 consumers at Bekado Mart in 2020 (Bekado Mart Administration, 2020). In sampling, if the population is not known with certainty, it can use the convenience sampling technique. The researcher used the formula for *unknown people* to determine the sample size (Riduwan, 2004). Based on the accidental sampling technique, the number of samples was 110 respondents from online customers of Bekado Mart Purwokerto. The characteristics of the subjects are a) Customers who already have a Bekado Mart membership card that have been categorized as customers, b) Minimum age of 17 years. This study uses a quantitative approach. The data collection was carried out using a Google Form containing identity and demographic data and a Likert-5 scale that the researcher had determined. The Google form link is distributed with the help of social media and asked directly to the research subject. The consumer trust scale consists of the dimensions proposed by (McKnight et al. 2002), namely perceived web vendor reputation and perceived website quality. While the extrovert-introvert personality type scale consists of aspects presented by Eysenck (in Eysenck, H & Eysenck, S, B, 1964), namely a) Extraversion, b) Neuroticism, c) Lie. Meanwhile, the consumer confidence scale consists of 38 items which include the following dimensions: Ability (Ability), Kindness (Benevolence), and Integrity (Integrity) (Mayer, 1995).

The validity test was carried out by comparing the product-moment correlation value at a significance level of 5%. The questions tested were 38 items, resulting in 35 valid items and three dropped items because the validity value was less than 0.277. It was found that the total correlation score moved from $r = 0.178$ to $r = 0.635$. Based on the extrovert-introvert personality type analysis results, the validity test was conducted by comparing the product-moment correlation value at a significance level of 5%. There are 57 items tested, resulting in 53 valid items and four items being dropped because the validity value is less than 0.277. It is obtained that the total correctional items move from $r = 0.105$ to $r = 0.676$. The result of the calculation of the reliability test of the coefficient of the consumer confidence variable is 0.884, while the extrovert-introvert personality type scale is 0.913. Thus, both scales have a *Cronbach Alpha* value close to 1.00 so that they can be used to conduct research.

The data analysis method used to test the hypothesis in this study is regression. Regression is a statistical tool

used to compare the measurement results of two different variables to determine the level of influence between the dependent and independent variables. The regression test of this study uses regression analysis, a technique used to determine the effect between two variables (Unaradjan & Sihotang, 2019). The data processing will be processed using the SPSS for Windows Release 25.00 program by performing a regression test to determine the effect of personality type (X) on consumer confidence.

4. RESULTS AND DISCUSSION

Based on the regression test, the influence of extrovert-introvert personality type on trust in online consumers with a significance level of 5% obtained an F value of 12,519 with a probability value of sig. (p) = 0.001 (p < 0.05). With these results, the hypothesis is accepted, namely that there is an influence of extrovert-introvert personality types on consumer confidence. This is the strongest with the results of the multiple regression line equation $y = a + bX$, $76.60 + 311x$. The coefficient b is called the regression direction coefficient and represents the average change in the consumer confidence variable for each change in personality type. This change increases when b is positive and decreases when b is negative. With this, it can be concluded that the extrovert-introvert personality type will change by 311 for every change in consumer confidence. The higher or lower the value of the extrovert-introvert personality type experienced by online customers will affect consumer trust in these online customers.

Based on the analysis, it was also obtained that the coefficient of determination R-square of .148 this value means that in this study, the extrovert-introvert personality type makes an effective contribution of 14.8% to consumer confidence. In comparison, 86.2% is the contribution of other factors (factors not studied).

The results of the hypothesis above follow research conducted by Tsao and Chang (2016), which states that extraversion affects the motivation of trust in purchasing. Individuals are more outgoing and get pleasure while shopping for a product.

Research conducted by Riandy (2017) found differences in consumer buying behavior based on gender. From the results of the calculation of the hypothetical mean and the empirical mean, it is found that women's buying behavior is higher than men's, which means that the higher someone's buying behavior, the higher the buying behavior—also the belief. Life can affect the typical lifestyle among students, and high socio-cultural changes make each maintain their pattern in consumer confidence. Gender is one of the factors that influence consumer behavior. Beckwith (in Baron and Byrne, 2004) explains that gender is a biological term based on anatomy and physiology between men and women. In this case, students are more product oriented. Buying products for men and women must have differences in determining the choice of products, both in terms of shape, color, motif, price, and even the quality of the product.

In addition, from the results of research that has been carried out, it is known that the mean difference value is 6.071. This value shows the difference between the average trust results in extroverted consumers and belief in introverted consumers.

The more extroverted individuals, the higher their trust, and conversely, the more introverted individuals, the lower the consumer's trust. The results of this study support the research of Tsao and Chang (2010), which states that one of the factors that influence hedonic purchase motivation is extraversion, namely individuals are more outgoing and get pleasure while shopping for a product.

Research conducted by Sipunga (2014) says the development of consumer trust covers all genders, both male and female. One of the indicators in the study conducted by Sipunga (2014) shows that consumer trust indicates wanting to be different from others. In this study, students are still in the stage of self-formation, so that in the formation of personality, social factors will also influence decision making.

5. CONCLUSION

The study results obtained that $F_{count} > F_{table}$ ($12,796 > 3,69$) with a probability value of sig. $P = 0.000$ (p < 0.05) and the coefficient of determination $R_{square} = .148$. The proposed hypothesis is accepted, namely that the extrovert-introvert personality type influences consumer confidence in online customers at Bekado Mart Purwokerto. The regression results show a positive value, meaning that the extrovert-introvert personality type influences consumer confidence.

The results showed an effect of extrovert-introvert personality type on consumer confidence in online customers of Bekado Mart Purwokerto, Indonesia. The results of this study are expected that readers, especially people who often shop *online* in this study, are online customers or members of Bekado Mart. Users of online services as reference material for online commerce players can build trust in consumers in doing their business. For *online* consumers, it can be the basis for making *online* purchasing decisions

REFERENCES

- Azwar, S (2014). *Reliabilitas dan Validitas*. Yogyakarta: Pustaka Pelajar.
- Cazier, J.A. (2007). A Framework and Guide for Understanding the Creation of ConsumerTrust. *Journal of International Technology and Information Management*, 45 (3), 45-56.
- Corbitt, B., Lawrence, E., Tidwell, A., Fisher, J. and Lawrence, J., (2003). *Internet Commerce: Digital Models for Business-Chinese Edition*. Brisbane: John Wiley & Sons, Australia Ltd.
- Duli, N. (2019). *Metodologi Penelitian Kuantitatif: Beberapa Konsep Dasar Untuk Penulisan Skripsi & Analisis Data Dengan SPSS*. Deepublish. <https://books.google.co.id/books?id=A6fRDwAAQBAJ>
- Elisa Ayu Oktafida. 2012. Pengaruh Kepribadian Ekstrovert terhadap Perilaku Konsumtif Wanita Karir di Kantor Imigrasi Malang. Skripsi Fakultas Psikologi Universitas Islam Negeri Maulana Malik Ibrahim Malang.
- Firdayanti, Restika. (2012). Persepsi Resiko Melakukan *E-Commerce* Dengan Kepercayaan Konsumen Dalam Membeli Produk *Fashion Online*. *Journal of Social and Industrial Psychology*, Vol. 1, No. 1, p. 1-7.
- Friedman, H. S., & Schustack, M. W. (2008). *Kepribadian teori klasik dan riset modern*. Jakarta: Erlangga.
- Hadi, Sutrisno. (2000). *Metodologi Research*. Yogyakarta: Andi Yogyakarta.
- Hasan, Iqbal. (2006). *Analisis Data Penelitian dengan Statistik*. Jakarta: PT. Bumi Aksara.
- Ilmalana. (2012). Analisis Motivasi Konsumen *Online* dalam Melakukan Impulsive Buying pada Transaksi *C2C Commerce*. Depok: Fakultas Ilmu Sosial dan Politik Universitas Indonesia. (Skripsi).
- Kharis, I. F. (2011). Studi Mengenai *Impulsive Buying* dalam Penjualan *Online*. (Studi Kasus di Lingkungan Universitas Diponegoro Semarang). Semarang: Universitas Diponegoro. (Skripsi).
- Kim, D. J, Ferrin, D. L, Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Journal Decision Support Systems* 44, vol: 544-564.
- Kotler, Philip & Armstrong, Gary. (1997). *Dasar-dasar Pemasaran Jilid 1*. Jakarta: Prenhallindo.
- Kurniawan, Galih (2014). Ternyata Tingkat Kepuasan Belanja Online Indonesia Tertinggi. www.Bisnis.com. Diunduh pada tanggal 22 Desember 2015.
- Laudon, Kenneth C, dkk. (2007). *Sistem Informasi Manajemen*. Jakarta: Salemba.
- Mahkota, Suradi, dan Riyadi. (2006). Pengaruh Kepercayaan konsumen dan Kenyamanan Terhadap Keputusan Pembelian *Online* (Studi Pada Pelanggan *Website Ride Inc*). *Jurnal Psikologi Indonesia*. Vol. 8 No. 2.
- Mayer, R.C., Davis, J. H., dan Schoorman, F. D., (1995). An Integratif Model of Organizational Trust, *Academy of Psikologi Review*, 30 (3): 709-734.

tanggal 22 Desember 2015.

- Mcknight, D. H., V. Choudury., & C. J. Kacmar. (2002). Developing And Validating TrustMeasure for E-Commerce: An Integrative Typology. *Information System Research*.13(3), 334-359.
- Monks, F. J. Knoers, Haditono, S. R. 2002. Psikologi Kepribadian: Pengantar Dalam Berbagai Bagiannya. Yogyakarta: Gadjah Mada University Press.
- Morissan (2010). *Periklanan : Komunikasi Pemasaran Terpadu*. Jakarta: Kencana.
- Mowen, John. C. & Minor, Michael. (2002). *Perilaku Konsumen*. Jakarta: Erlangga.
- Pervin, L. A., Cervone, D., & John, O. P. (2004). *Psikologi kepribadian teori dan Penelitian*. Jakarta: Kencana Prenada Media Group.
- Peter, J. Paul & Jerry C. Olson. (2000). *Consumer BehaviorPerilaku konsumen*. Jilid 2. Edisi 4. Diterjemahkan oleh Damos Sihombing. Jakarta: Erlangga.
- Rofiq, Ainur. (2007). Pengaruh dimensi kepercayaan (trust) Terhadap partisipasi pelanggan E-commerce (studi pada pelanggan e-commerce di indonesia). Malang: Universitas Brawijaya. (Tesis).
- Schiffman, L. G & Lazar, K. (2000). *Costumer behavior. Internasional Edition*.New Jersey: Pearson Prentice Hall.
- Schiffman, L. G & Lazar, K. (2004). *Perilaku Konsumen*. Edisi 7. Jakarta: Prentice.
- Sumarwan, Ujang. (2004). *Perilaku Konsumen*. Bogor: Ghalia Indonesia.
- Unaradjan, D. D., & Sihotang, K. (2019). *Metode Penelitian Kuantitatif*. Penerbit Unika Atma Jaya Jakarta. <https://books.google.co.id/books?id=DEugDwAAQBAJ>.