

Analysis of Online Shopping Choice through Shopping Experience and Ease of Transactions on Consumer Trust and Purchase Intention

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Abstract

Online shopping or E-Commerce is a transaction process carried out through media or intermediaries, namely in the form of online buying and selling sites or social networks that provide goods or services that are traded. Now online shopping has become a habit for some people, because of the convenience it provides. The purpose of this study was to determine the relationship between shopping experience, ease of transaction, and consumer confidence in buying interest online. In this study, the sample used was 100 samples. Samples were taken randomly or often referred to as (Probability Sampling). The analysis technique used was the SmartPLS 4.0 application, and the method used was the Structural Equation Model - Partial Least Square (SEM-PLS). Based on the results of data analysis, several conclusions can be drawn, namely the shopping experience on consumer trust is not significant but has a positive effect, so H1 is rejected. The effect of ease of transaction on consumer trust has a positive effect. Then H2 is accepted. The influence of consumer confidence on purchase intention is not significant and has a negative effect. Then H3 is rejected. The effect of shopping experience on purchase intention is not significant but has a positive effect on consumer confidence. Then H4 is rejected. The influence of ease of transaction on purchase intention is significant and has a positive effect. Then H5 is accepted. The effect of ease of transaction on consumer trust has a positive effect. Then H2 is accepted. The influence of consumer confidence on purchase intention is not significant and has a negative effect. Then H3 is rejected. The effect of shopping experience on purchase intention is not significant but has a positive effect on consumer confidence. Then H4 is rejected. The influence of ease of transaction on purchase intention is significant and has a positive effect. Then H5 is accepted. The effect of ease of transaction on consumer trust has a positive effect. Then H2 is accepted. The influence of consumer confidence on purchase intention is not significant and has a negative effect. Then H3 is rejected. The effect of shopping experience on purchase intention is not significant but has a positive effect on consumer confidence. Then H4 is rejected. The influence of ease of transaction on purchase intention is significant and has a positive effect. Then H5 is accepted. The influence of ease of transaction on purchase intention is significant and has a positive effect. Then H5 is accepted.

Keywords: Shopping Experience; Ease of Transactions; Consumer Trust

1. Introduction

In this increasingly sophisticated and advanced era, humans are made more economical with the world around them and more effective in carrying out activities that are easy and efficient. One of the most developed in the world of technology and information is the Internet. The use of the internet has now optimized all life activities. Including in the economic field, namely the sale and purchase of goods and services.

Online shopping is a process in which consumers directly buy goods, services and so on from a seller in an interactive and real-time manner without an intermediary media via the Internet. Through shopping via the Internet, a buyer can see in advance the goods and services he wants to spend through the web promoted by the seller (Indrajaya, 2016).

Changes in the shopping system that occur are part of a very sophisticated era of progress. Where the technological developments that were put forward were very good and good to be developed. Even though a few years ago, the online shop trend in Indonesia was still not popular because of the habits of Indonesian people who tend to have the notion "there is money, there are goods" like shopping in supermarkets or traditional markets. The condition of the internet

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network which is not fast enough is also one of the obstacles for the online shop system in Indonesia. Now Indonesia is one of the countries with a trend of online shops or online shops, this can be seen starting to emerge many online shops or online shopping such as Lazada.com, Tokopedia.com, Bukalapak.com, Blibli.com and many more, which can be found easily according to the category of merchandise to be searched for or purchased (Putta & Saluy, 2019)

Progress in various sectors of life requires people to always find new ideas to meet their needs, one of which is in the field of trade. The increase in consumer needs and the variety of desires requires producers to be innovative in creating products and businesses that are not limited by space and time. Along with the rapid development of information technology, it provides more flexible space for business actors to reach the market for the products they produce. This triggers the emergence and development of electronic commerce (e-commerce) (Amri Shukri, 2019).

Human dependence on technology in the digital era is getting stronger, almost all human work activities today depend on email, internet, computers etc. Therefore the development of digital technology has a significant impact on changes in economic activity in the world. Now online shopping has become a habit for some people, because of the convenience it provides, many people think that online shopping is a means to find needed items such as daily necessities, hobbies, and so on (Ariessa, 2021).

Online shopping or E-Commerce is a transaction process carried out through media or intermediaries, namely in the form of online buying and selling sites or social networks that provide goods or services that are traded. Now online shopping has become a habit for some people, because of the convenience it provides, many people think that online shopping is a means to find needed items such as daily necessities, hobbies, and so on. Online shopping can also be interpreted as a consumer's desire to spend money to get something they want at an online store. This process can be done by ordering the desired goods through vendors or manufacturers and resellers using the internet. Then make payments by transferring via bank, e-bank, or COD (Cash on Delivery) (Hope, 2018).

According to the OECD 2019 (BPS, 2019) e-commerce (electronic commerce) is the sale or purchase of goods or services, which is carried out through computer networks with methods specifically designed for the purpose of receiving or placing orders. E-commerce transactions can be carried out between businesses, households, individuals, government and other private or public organizations. The availability of e-commerce applications will make it easier for sellers and buyers. For sellers, they can expand their merchandise to a wider market share, sellers no longer need to incur a lot of costs such as shop rentals or promotional costs so they can save expenses. Meanwhile, buyers no longer need to take the time to come to the store again because they can be ordered through the application.(Rissalah & Sulistyawati, 2022).

According to goodstats.com, the E-Commerce platform of choice for Indonesians throughout 2022 is the most popular, namely Shopee. Like the infographic (Figure 1).

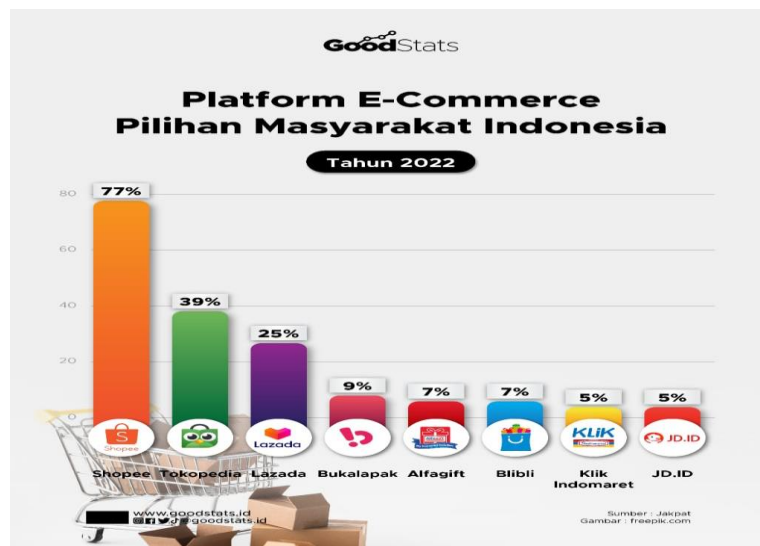


Figure 1. The E-Commerce platform of choice for Indonesians throughout 2022

Infographic1. Source: Jakarta

There are many factors that affect online shopping that encourage consumers to do so, namely diverse products, time-

saving, can be anywhere, consumer confidence that buying online is safe for them, and attractive promotions carried out by e-commerce are increasingly attracting consumer interest.

Based on the description above, this research is to analyze and find evidence of problems regarding consumer shopping experience, ease of transaction, consumer trust and consumer buying interest. So they decided to do online shopping transactions.

2. Literature Review

Employee performance is influenced by several things, including talent management. Talent management According to (Mukrodi & Reza, 2018), is the process of identifying, developing, recruiting, retaining, and deploying talented people. Talent management is concerned with finding the right people with the right skills for the right positions. The greater the company's awareness of these talents, the more enthusiastic they will be in competing to get highly talented employees, either by seeking from outside or through training and regeneration.

2.1. Shopping Experience

The online shopping experience carried out by customers will have an impact on customers in the future. If the previous shopping experience was not good, then customers tend not to have the intention to shop again, but conversely if the previous online shopping experience was good then customers tend to have the intention to make a repeat purchase. Previous online buying experience has a positive and significant association with online repurchase intention (Foster, 2017). The shopping experience is the consumer's thought to carry out these actions so that it becomes an experience. The shopping experience has indicators, namely: Experience about prices, completeness of goods, advertisements, and the level of honesty. Some researchers argue that direct consumer interaction with sellers in stores can move consumers to prefer shopping in conventional stores rather than online. The shopping experience in conventional stores has a positive impact on consumer perceptions online as a point of reference. Shopping in person at conventional stores and online both play an important role in a consumer's buying interest in shopping online (Alwafi et al., 2016).

2.2. Transaction Ease

The ease of transactions is very influential on consumer users and online shopping enthusiasts. Because, with easy transactions, consumers can make transactions anywhere and anytime. Ease of transaction is also a level where a person believes that using a system can be used easily without requiring much effort. The indicators of ease of transaction are: Easy to understand, practical, and easy to use. In making transactions, potential customers only make a little effort, it is not too complicated so that it makes it easier for these potential customers to make product purchase decisions via the internet. Perceived convenience of these transactions can be in the form of simple ordering procedures, varied and easy payment procedures (Hasibuan & Rambe, 2020).

2.3. Consumer Trust

Consumer trust is an assessment of one's relationship with other people who will carry out certain transactions according to the expectations of their trusted people in an environment full of uncertainty. Measuring consumer trust variables with indicators: The site is reliable for online shopping, the site has a good reputation, and the site provides security in transactions. Consumer confidence to do online shopping all depends on the popularity of these online shopping sites and also consumer satisfaction with the goods purchased on these sites or e-commerce. Consumer trust plays an important role in increasing consumer buying interest, which can be measured by the ability of online stores to meet consumer expectations (Bella Fidanty Shahnaz & Wahyono, 2016).

2.4. Purchase Interest

Buying interest is something that is personal and related to attitude, individuals who are interested in an object will have the strength or encouragement to carry out a series of behaviors to approach or obtain the object. The indicators of the variables are: transactional interest, referential interest, and preferential interest. Purchase intention is the possibility that consumers will make purchases by seeking information from various sources. Consumers have an interest in a product or service, but it is not certain that consumers will purchase the product or service (Bella Fidanty Shahnaz & Wahyono, 2016). In consumer buying interest in online shopping, consumers make choices about brands, prices, and

quality and then make or make decisions to make online purchases. In this case, buying interest is based on experience, ease of transaction, and also consumer trust in e-commerce.

2.5. Framework of thinking

The following is the researcher's design in the figure 2.

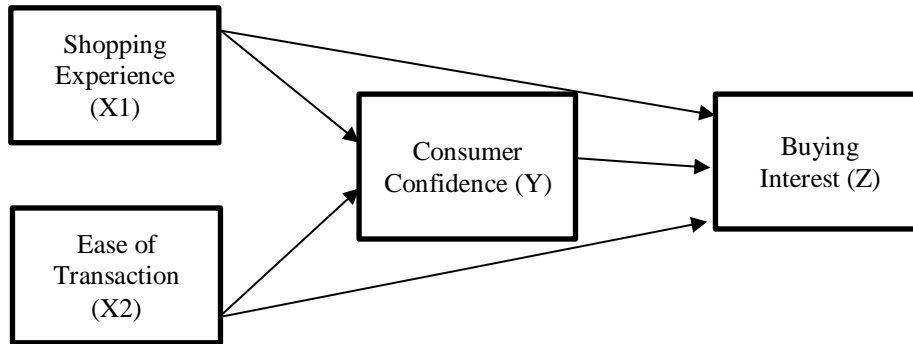


Figure 2. Thinking Framework Model

2.6. Research Hypothesis

The hypothesis of this study is as follows:

- H1 : There is a significant influence between experiencesn shop against consumer confidence
- H2 : There is a significant effect between the two steering groupstransaction support on consumer confidence
- H3 : There is a significant influence between consumer confidence and purchase intention
- H4 : There is a significant effect of shopping experience on purchase intention
- H5 : There is a significant effect of ease of transaction on buying interest

3. Methods

This study uses a quantitative research method, in which this method uses measurement tools or applications to obtain statistical results. In this study the population is customers or consumers who like to shop online using any application. As is well known, the population is the totality of each element to be studied which has the same characteristics, it can be an individual from a group, an event, or something to be studied. In this study, the sample used was 100 samples. Samples are taken randomly or often referred to as (Probability Sampling), where in this technique all members of the population have the opportunity to become the research sample. Data collection in this study was carried out by distributing questionnaires through the Google form application to respondents. With the measurement scale using a Likert Scale with 5 intervals where, strongly agree (5), agree (4), neutral (3), disagree (2), strongly disagree (1). The analysis technique used is the SmartPLS 4.0 application, where the method used is the Structural Equation Model - Partial Least Square (SEM-PLS).

4. Result and Discussions

From the results of research on respondents by distributing questionnaires through the Google form, it produces profiles of respondents where the following results include, age, respondent status, marketplace used, and shopping time per month by respondents.

From the figure 3, it can be seen that the profile of respondents in terms of age is dominated by the age of 16-25 years which totals 90 people. Based on the status of the respondents, it was dominated by students, totaling 77 people. From the marketplace used, it is dominated by shopee users. And when shopping is done per month, respondents often make purchases about 1-2 times a month. It can be concluded that respondents who do online shopping are done more often by respondents who are still of productive age and are also able to use technology well, and it can also be concluded

that respondents more often transact online than make direct purchases.

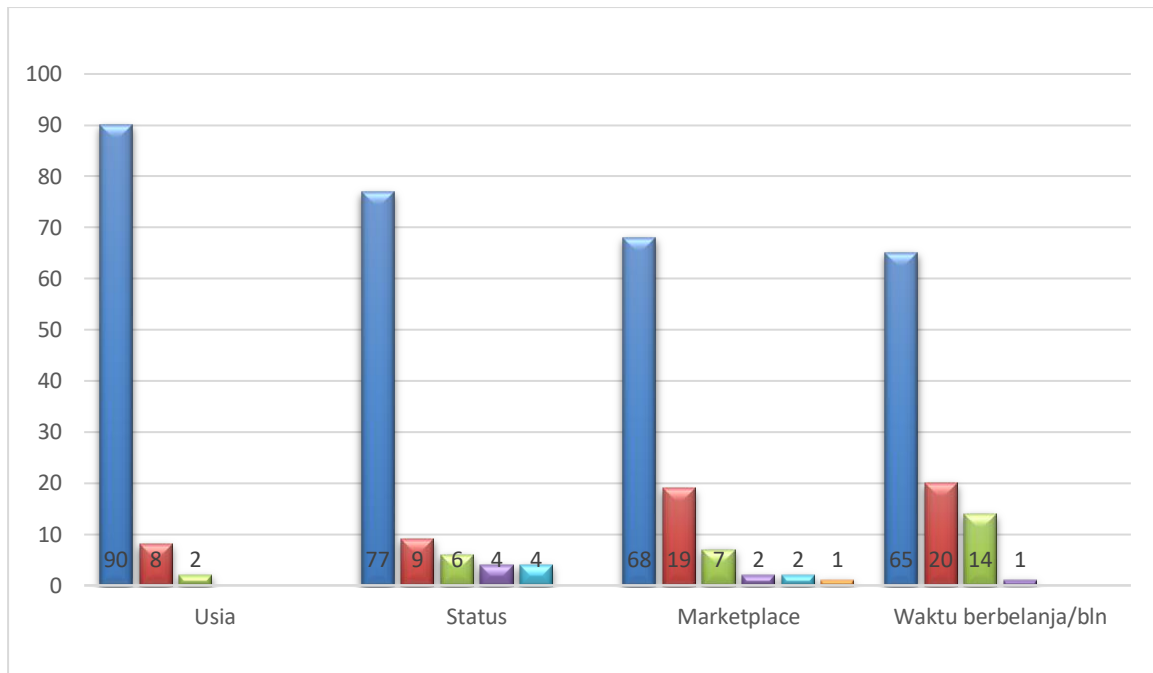


Figure 3. Results from Respondent Profile

4.1. Validity Test and Reliability Test

Table 1. Validity Test Results

	Cronbach's alpha	Composite reliability (rho-a)	Composite reliability (rho-c)	Average variance extracted (AVE)
Shopping Experience (X1)	0.772	0.786	0.853	0.594
Ease of Transaction (X2)	0.911	0.915	0.932	0.694
Consumer Confidence (Y)	0.799	0.813	0.882	0.713
Buying Interest (Z)	0.811	0.815	0.888	0.726

Source: SmartPLS 4.0 output. 2022

The results of the Average Variance Extracted (AVE) show that the independent variables, namely shopping experience and ease of transaction, have an AVE value of 0.594 and 0.694 which are declared valid because the AVE value is more than 0.50. And the dependent variable, namely consumer confidence and purchase intention, has an AVE value of 0.713 and 0.726 which is also declared valid because the AVE value is more than 0.50. Thus it can be stated that each variable has good discriminant validity. And according to Ardiansyah (2017) that if the AVE value is greater than 0.50 then the variable is declared valid and vice versa if the AVE value is less than 0.50 then the variable is invalid. In measuring the reliability of a construct with reflective indicators it can be known by looking at Cronbach's Alpha value.

Table 2. R-Square

	R-Square	Adjusted R-Square
Consumer Confidence (Y)	0.755	0.750
Buying Interest (Z)	0.898	0.895

Source. Output SmartPLS 4.0.2022

According to Chin, the R-square value is categorized as strong if it is more than 0.67. So from the results of the study, namely for the consumer trust variable, it has an R square value of 0.755 and a purchase interest variable of 0.898, which means that the regression that occurs is very good.

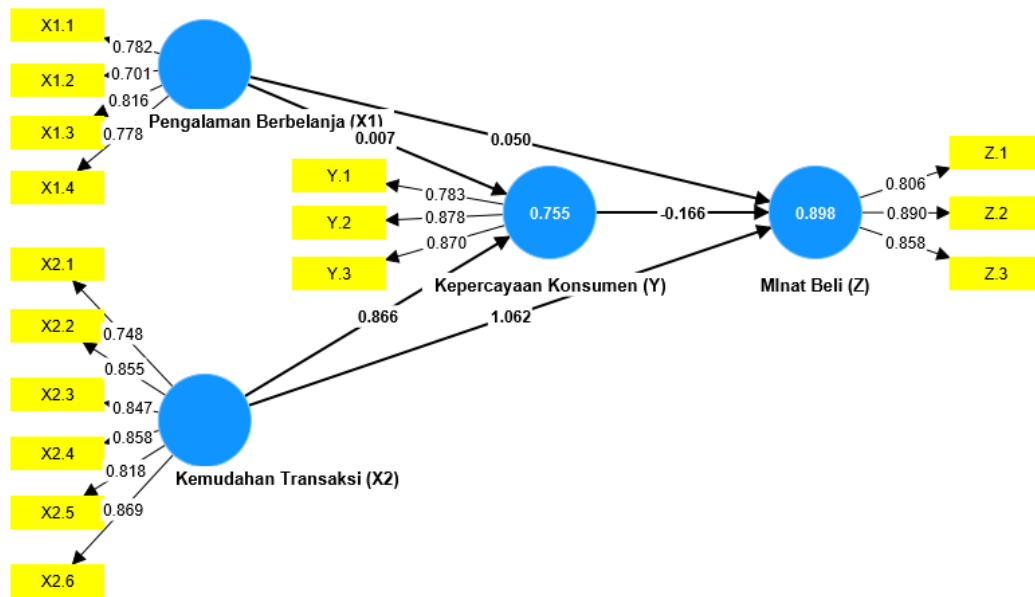


Figure 4. Result of SEM-PLS Model

Source: Algorithm SEM-PLS Model Test

Table 3. Path Coefficient, Mean, T-value, P-value

	Original sample (O)	Sample average (M)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P values	Results
Shopping Experience (X1)→Consumer Trust (Y)	0.007	0.002	0.080	0.085	0.932	Rejected
Ease of Transaction (X2)→Consumer Trust (Y)	0.866	0.870	0.870	16,987	0.000	Accepted
Consumer Confidence (Y)→Purchase Intention (Z)	-0.166	-0.159	0.109	1.518	0.129	Rejected
Shopping Experience (X1)→Purchase Intention (Z)	0.050	0.055	0.051	0.973	0.331	Rejected
Ease of Transaction (X2)→Purchase Interest (Z)	1,062	1,051	0.105	10.148	0.000	Accepted

Source: SamrtPLS 4.0 Test Results. 2022

4.2. Hypothesis testing

4.2.1. H1: The influence of shopping experience on consumer trust

From the results of hypothesis testing through table 3 above, it can be seen that testing the shopping experience variable on consumer confidence obtained a t statistic value of $0.085 < 1.96$. Besides that, it also obtained a significant value of $0.932 > 0.05$. So it can be concluded that H1 is not accepted or rejected. So with this the results of this study are not in line with research conducted by (Partha & Jatra, 2022) where the shopping experience affects consumer trust. But many factors influence the shopping experience on consumer trust, but many of the results from previous shopping were not good or the items ordered did not match the picture. Therefore the shopping experience for consumers is very weak. There are also other supported factors that make the shopping experience have no effect on consumer confidence, namely the lack of transparency in product or service information provided by the store, sometimes consumers doubt the products offered. Then there are other factors, namely, the lack of product availability, if the desired product is always out of stock at the store, consumers will be reluctant to make repeat purchases and trust in the store will also decrease.

4.2.2. H2: *The effect of ease of transaction on consumer confidence*

From the results of hypothesis testing through table 3 above, it can be seen that testing the ease of transaction variable on consumer trust obtained a t statistic value of $16.987 > 1.96$. Besides that, a significant value of $0.000 < 0.05$ was also obtained. So it can be concluded that H2 is accepted. So with this the results of this study are in line with previous studies (Yunus, 2021). In this study, the ease of transactions affects consumer trust. Ease of transaction is a factor for consumer trust, because the ease of transaction makes the process easy and consistent and also builds and maintains consumer trust. The ease of transactions can positively affect consumer confidence because it makes the process of buying and selling goods or services more convenient and efficient. This can lead to a better customer experience, and customers are more likely to return to the same business in the future if the transaction is smooth and hassle-free. Additionally, an efficient and secure payment process can help build trust by reducing the possibility of fraud and other security issues. In short, the easier it is for consumers to complete transactions, the more trust they have in the business. The ease of transactions also saves time and effort, because if transactions are made easily and quickly, consumers will trust the store to make the next transaction or purchase. And the last is providing safe payment options, because consumers can choose a payment method that is safe and trusted according to these consumers.

4.2.3. H3: *The influence of consumer confidence on purchase intention*

From the results of testing the hypothesis through table 3 above, it can be seen that testing the variable consumer confidence in buying interest obtained a t statistic value of $1.518 < 1.96$. Besides that, it also obtained a significant value of $0.129 > 0.05$. So it can be concluded that H3 is not accepted or rejected. So this research is in line with the research Hildaria, (2017) where consumer confidence is not significant and has no effect on purchase intention. But on research (Suparyanto and Rosad (2015, 2020), Mardiah & Anugrah, (2020) And Munatsir, (2019) not in line because consumer trust affects purchase intention. There are several factors that make consumer trust in buying interest have a weak influence, namely consumer trust in doubtful products where the store does not display details about the product. There are also other factors, namely price and quality that are sometimes inconsistent, making consumers suspicious and reluctant to make repeat purchases.

4.2.4. H4: *The influence of shopping experience on purchase intention*

From the results of hypothesis testing through table 3 above, it can be seen that testing the shopping experience variable on buying interest obtained a t statistic value of $0.973 < 1.96$. Besides that, it also obtained a significant value of $0.331 > 0.05$. So it can be concluded that H4 is neither accepted nor rejected. Then this research is in line with the research Alwafi et al., (2016) where the results show that the shopping experience has no effect on purchase intention. However, it is different for researchers (Idris, 2016), (Mardiah & Anugrah, 2020) And (Munatsir, 2019) the results of their research are significant shopping experience and influence on purchase intention, so the results of this study are not in line with their research. The shopping experience does not always have an important influence on purchase intention, because trust from previous shopping also influences consumers' online purchase intention. And there are also other factors, namely individual preferences, where each individual has different preferences in terms of the shopping experience, there are consumers who like a fast and efficient shopping experience that may not be affected by a slower shopping experience but are more trusting and according to their needs. which are desired.

4.2.5. H5: *The effect of ease of transaction on buying interest*

From the results of hypothesis testing through table 3 above, it can be seen that testing the ease of transaction variable on buying interest obtained a t statistic value of $10.148 > 1.96$. Besides that, a significant value of $0.000 < 0.05$ was also obtained. So it can be concluded that H2 is accepted. So this research is in line with the research Idris, (2016), Alwafi et al., (2016), Hanafi, (2021), Zulmi et al., (2018) And (Sugiyanto et al., 2021) ease of transaction is significant and has an effect on buying interest and in their research the variable is accepted. There are many factors that make transaction convenience play a role in consumer buying interest because with the convenience of transactions, all purchasing processes are carried out faster and easier. And there are other factors as well, namely consumers can choose what method to use in payments made because if the payment methods offered are more, the more it makes consumers trust and want to make transactions faster to buy the products offered. And transaction security provided to consumers is also important, if the transaction security and privacy system is adequate then consumers will not hesitate in making transactions for purchases.

5. Conclusions

Based on the results of the research conducted, it can be concluded that the shopping experience variable has no effect on consumer trust, the ease of transaction variable has an effect on consumer trust, the consumer trust variable has no effect on purchase intention, the shopping experience variable has no effect on purchase intention, and the last is Ease of transaction has an effect on buying interest.

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