



ANALYSIS OF FACTORS THAT INFLUENCE PURCHASE INTENTION IN THE ONLINE ENVIRONMENT

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Abstract: Tokopedia is an application that is popular now. Apart from offering many high-quality and economical products, this application can also make it easier for people to purchase goods without having to go out of the house. This research is focused to find out the effect of price, promotion, and product quality on people's decisions in purchasing products in Tokopedia. The sample used for this research is the people in Batam City. The method used is multiple regression analysis using IBM SPSS Statistics 24, based on 370 respondents gathered using a disproportionate random sampling method. The application we use for this research is IBM SPSS Statistics 24. we get in reading and analysis the hypothesis are that there is a significant effect between price, promotion, and product quality on product purchasing decisions in the Tokopedia.

Keywords: Price; Product Quality; Promotion; Purchase Decision

INTRODUCTION

Shopping online certainly makes it easier and saves people time. They only need to order the goods or food they want using only a smartphone (Nasution, 2018). Usually, the things that consumers always pay attention to when buying a product online are the sites that sell the product, whether the site is safe and reliable or vice versa. In buying and selling online, trust is very important because of the limited physical contact between buyers and sellers of a product to be purchased so they cannot carry out direct supervision. So no wonder. Tokopedia also has a transaction system that is different from other transactions which makes customers sometimes if a company cannot provide guarantees for the safety of the goods ordered or purchased (Dyatmika, 2018). sometimes there is a happening scam because of not being careful. common scams or fraud usually buyers do not get goods that match the criteria displayed by the marketplace or e-commerce. But for now, e-commerce has provided a joint account system that aims to provide security for people who make transactions online.

Nowadays e-commerces are very popular to use, even children can use them easily and can also choose and compare prices for a product according to what they are going to buy (Lailliya, 2020). According to statistical data obtained, Indonesia is the country in the 5th position with the most internet users in the world with a total number of 143 million internet users. A large number of internet users in Indonesia also increases the use of e-commerce in Indonesia (Prarono et al., 2020). One of the so-called e-commerce providers is Tokopedia because it makes it easy for people who want to sell goods or buy goods online where the products sold at Tokopedia are various, ranging from electronic goods, household appliances, clothing. William (CEO of tokopedia) said that Tokopedia has recently increased rapidly in usage by the people of Indonesia. Transactions made from year to year continue to increase, especially the use of Tokopedia in smartphones. And also many people visit Tokopedia through the website (Vania, 2017).

Every consumer is interested in an item if there is an interest in buying, Buying interest can be interpreted as a force that encourages people to pay attention



spontaneously to an item they want to buy and then proceed with a purchase decision (Wijaya & Oktavianti, 2019). One of the factors that attract customers to buy a product is advertising. Advertising options supported by endorsers can make brand awareness increase positively. Tokopedia must also create strong brand awareness to consumers so that consumers will be moved to make a product purchase at Tokopedia (Setiawan & Rabuani, 2019). There is a study conducted based on a journal entitled the influence of brand ambassador advertising, word of mouth, and brand awareness on purchasing decisions. From the results of this study, it is stated that the brand ambassador variable has a fairly high influence and reaches a figure of 32.9% on consumer purchasing decisions (Ilaisyah & Sulistyowati, 2020).

Not only advertising, but the brand image also has a big influence on someone's buying interest, consumers prefer to buy products whose brands are already well-known, with popular brands, the goods will automatically continue to be available and easy to find. So no wonder every company always develops a brand image to attract the attention of consumers. By maintaining a brand image or what is known as a positioning strategy that aims to instill the brand in the minds of consumers (Tanady & Fuad, 2020). In the brand image, there are factors in its formation, namely the first is quality, trustworthy products, benefits, and the price itself (Mudiar & Hervianto, 2019).

Every consumer has a big role in the continuity of this e-commerce system because it indirectly helps other consumers by reviewing and assessing an item so that other consumers can evaluate their purchasing decisions (Arbaini, 2020). Changes in behavior in Indonesian society are one of the biggest factors for the Tokopedia company. A company will be able to run well if the purchase of goods by consumers provides positive feedback or comments. The usual thing that consumers will see when buying goods is an attractive price and quality of the selected goods and goods that have been reviewed by many people who have bought them.

From the research that we did is to be able to find out the factors of our research model on purchasing decisions at Tokopedia. Then after we know these factors, it can be seen someone's interest in making a purchase of goods by people who live in Batam city.

This research is an idea from a previous study which is one of the studies that we use as a research reference. This study investigates the impact on the purchase of goods by STIESIA students in the city of Surabaya on products purchased at Tokopedia, which can be influenced by various factors, especially price and service quality. by using non-probability techniques and survey methods involving a sample of 100 respondents, with instrument testing using validation and reliability tests on the SPSS application. From the results of research conducted, it was found that the price and service quality had a positive and significant influence, meaning that the better the price is given, the higher the level of purchase, as well as the higher quality of service, the higher the level of purchase (Utsman, 2020).

Other research focuses on the purchase of a product by the people in the city of Kebumen. This research focuses more on price factors and vendor reputation and product reviews whether there is an increase in purchases by the public. The method used is purposive sampling by taking as many as 150 respondents with the condition that they have bought products at Tokopedia within the last one month. The results of the research are the factor of a price with product reviews having a significant effect on purchasing decisions, where varying price offers and also higher product reviews can improve decisions in purchasing goods, and for vendor reputation, there is no significant influence on society (Firmansyah, 2019).

In research conducted by (Vania, 2017), more focused mainly on the price factor which is the most important in a significant problem, then product reviews,



convenience, and safety of decisions in purchasing goods. This study also uses a purposive sampling method involving a research sample of 150 respondents. From the results of research conducted by (Vania, 2017) it is proven that the factor of price with product reviews is not significant in purchasing decisions, while convenience and security are positive and significant in purchasing decisions. Overall, the factors that are very influential in this online purchase are the convenience factor (Vania, 2017).

There are differences in the studies conducted by (Vania, 2017) compared to studies elsewhere. The difference is known from the results of research from (Vania, 2017) which states that price is not a problem in the purchase of a product made by customers, while the research results (Utsman, 2020) states that price is an important and significant factor in purchasing a product. Therefore, we made our research by examining the data we obtained from Batam City, Indonesia. The research population that we take is the people who live in the city of Batam as done by (Utsman, 2020). We hope that our research can contribute and be useful in analyzing the knowledge of factors where there are differences in the buying culture of each place.

METHODS

In our research, the method used is quantitative, Where the population in our study is the Batam community who have used the Tokopedia application using the Disproportionate Random Sampling Method. The data collection method was carried out by distributing questionnaires to the Batam community using google forms which were disseminated through social media and face-to-face to the public to obtain 385 samples based on Raosoft's calculations of the number of Batam residents. To analyze the data we got, we used the validation test (Pearson Correlation Product with standard correlation coefficient must be significant) and the reliability test (Cronbach's Alpha). For all data analysis performed using the SPSS application.

The research model we use is the first, namely the price, then there is promotion and product quality, then the last is the purchasing decision of the Batam community in using the Tokopedia application. There are 3 variables that we made as independent variables which include price and promotion and product quality, purchasing decisions as to the dependent variable.

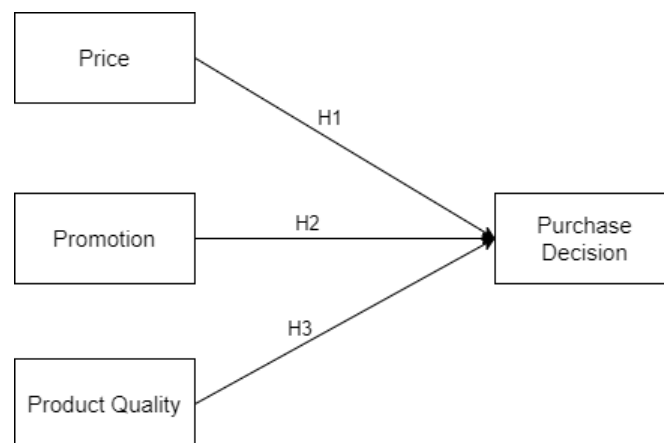


Figure 1. Research model
Source: Processed data (2021)

There are 6 hypothesis formulations that we will use, namely:
H1A: The price increases and has a significant effect on the purchasing decisions of the Batam people



- H1O: The price does not increase and has a significant effect on the purchasing decisions of the Batam people
 H2A: Promotions that increase and have a significant effect on purchasing decisions of Batam people
 H2O: Promotion that does not increase and has a significant effect on purchasing decisions of the Batam community
 H3A: Improved product quality and has a significant effect on the purchasing decisions of the Batam people
 H3O: Product quality that does not increase and has a significant effect on purchasing decisions of the Batam people

The questionnaire that we created and designed was following the research instrument with explanations and evidence by the theory and findings of previous research. This research is divided into 4 parts, namely:

Table 1. Variable Operational Definition Table

Variable	Indicator	Scale	Reference
Price (X ₁)	1. I will buy goods at Tokopedia at a low price 2. I will buy goods at Tokopedia if the price of the product can compete with other products. 3. I choose to buy goods at Tokopedia because the goods are of the existing quality 4. I will buy goods at Tokopedia because the price of the goods is by the tastes and benefits that I feel	Ordinal	(Gerungetal., 2017)
Promotion (X ₂)	1. The spread of promotional information clearly and by reality attracted my interest to buy goods at Tokopedia. 2. The frequent sales promotions for new products on Tokopedia attract me to buy them. 3. The offer of free shipping made me interested in knowing more about the item and buying it at Tokopedia 4. The savings promo that Tokopedia offered to me made me interested in buying an item	Ordinal	(Gerungetal., 2017)
Product Quality (X ₃)	1. The ability of the products produced at Tokopedia is quite superior so that it attracts my interest to buy 2. I believe that the goods in Tokopedia have a good function. 3. I believe that the goods sold on Tokopedia are guaranteed no damage. 4. I believe that the goods sold at Tokopedia are guaranteed and of high quality. 5. I believe that the goods sold at Tokopedia have product variants and sizes available by consumer expectations	Ordinal	(Gerungetal., 2017)
Purchase Decision (Y)	1. I buy goods with the Tokopedia application according to my daily needs 2. I believe that the goods in Tokopedia are of good price and quality 3. I decided to buy goods at Tokopedia based on the experiences of other people who have often bought them 4. I am confident in my decision to buy goods at Tokopedia because the product quality is good 5. I will re-purchase the product at Tokopedia because of the need and affordable price	Ordinal	(Gerungetal., 2017)

Source: Primary data processed (2021)



RESULTS AND DISCUSSION

The total that we get from this research is by distributing questionnaires to 385 samples and the questionnaires that are worth testing are 370 samples. Dissemination with questionnaires for this study was carried out by distributing links online using social media such as Whatsapp, Line, Facebook, Instagram. To find out the contents of the respondent's character, you ask questions about gender, age, income, and how often you use Tokopedia. Of the total samples that are eligible to be tested as many as 342 respondents, according to the table below.

Table 2. Questionnaire Statistic

Information	Amount
Distributed questionnaires	385
Inappropriate Questionnaire	15
Testable Questionnaire	370

Source: Primary data processed (2021)

Table 3. Gender

Gender	Number of respondents	Percentage figures
Female	134	36,22%
Male	236	63,78%
Total	370	100%

Source: Primary data processed (2021)

By the research data we got in the table above, it shows that 370 respondents from the total above. Males dominate and the number of respondents is higher than female respondents with a total of 134 (36.22%) and for male respondents as many as 236 (63.78%).

Table 4. Age

Age	Number of respondents	Percentage figures
Under 18 years old	64	17,30%
18-25 years old	244	65,95%
26-40 years old	53	14,32%
Over 40 years old	9	2,43%
Total	370	100%

Source: Primary data processed (2021)

Following the table above, the respondents who filled out the most questionnaires were aged between 18-25 years with a percentage of 65.95%. It is proven that the majority of the use of the Tokopedia application is among teenagers between the ages of 18 to 25 years.

Table 5. Frequency of using the Tokopedia Application

Frequency	Number of respondents	Percentage figures
Very often	99	26,76%
Often	119	32,16%
Neutral	57	15,41%
Rarely	27	7,30%
Very rarely	68	18,38%
Total	370	100%

Source: Primary data processed (2021)



Following the table above, it can be concluded that respondents who often make purchases of goods at Tokopedia are 119 (32.16%) respondents.

Table 6. Monthly Income

Monthly income	Number of respondents	Percentage figures
< 2.000.000	148	40,00%
2.000.000 – 4.000.000	108	29,19%
4.000.000 – 8.000.000	85	22,97%
8.000.000 – 10.000.000	22	5,95%
>10.000.000	7	1,87%
Total	370	100%

Source: Primary data processed (2021)

Following the data from the table above, it can be concluded that the respondents with salaries below Rp. 2,000,000 rupiah were 148 (40.00%). Of the total, almost half of the answers of other respondents. It can be proven that most of the respondents are students or employees whose salaries are below the minimum wage.

Validation test results

The research in the validity test shows that the calculated r-value of each question item is greater than the r_{table} of 0.098 and the level for the significance of each variable is less than 0.05. After testing the validity of each question on the existing variables, it can be proven that all the variables are valid

Table 7. The Result of the Validation Test of Price

Statement	Count	Information
Price1	0,736	Valid
Price2	0,778	Valid
Price3	0,694	Valid
Price4	0,790	Valid

Source: Primary data processed (2021)

Based on the table of a validation test result above, It can be concluded that all of the prices 1 to 4 are valid.

Table 8. The Result of the Validation Test of Promotion

Statement	Count	Information
Promotion1	0,813	Valid
Promotion2	0,759	Valid
Promotion3	0,688	Valid
Promotion4	0,760	valid

Source: Primary data processed (2021)

Based on the table of validation test results above, It can be concluded that all of the promotions 1 to 4 are valid.



Table 9. The Result of the Validation Test of Product Quality

Statement	Count	Information
Item1	0,756	Valid
Item2	0,793	Valid
Item3	0,746	Valid
Item4	0,782	Valid
Item5	0,742	Valid

Source : Primary data processed (2021)

Based on the table of validation test results above, It can be concluded that all of items 1 to 5 are valid.

Table 10. The result of the Validation test of Purchase Decision

Statement	Count	Information
Purchase1	0,822	Valid
Purchase2	0,785	Valid
Purchase3	0,728	Valid
Purchase4	0,771	Valid
Purchase5	0,807	Valid

Source : Primary data processed (2021)

Based on the table of validation test results above, It can be concluded that all of the Purchase 1 to 5 are valid.

Reliability test results

The test results using Cronbach's Alpha and questionnaire, The variable dais to be reliable if Cronbach Alpha value is 0,60.

Table 11. Reliability Test Result

Variable	Cronbach Alpha	Information
Price	0,740	Realible
Promotion	0,750	Realible
Product Quality	0,821	Realible
Purchase Decision	0,842	Realible

Source : Primary data processed (2021)

Prove that the value of the price variable is 0.74, promotion is 0.75, Quality of goods is 0.82, Decision in purchasing is 0.84. Based on the value of the variable, it is known that Cronbach's Alpha value > 0.70 states that the test results of each variable can be said to be consistent. This, it can be concluded that the reliability test for the variable (X) is reliable.

From the results of the tests carried out, it was found that the value of the coefficient of determination or R square was 0.65. The magnitude of the coefficient of determination (R square) is 0.65 or equal to 65%.

Table 12. R² Test Result

R	R square	Adjusted R square
0,808	0,653	0,650

Source : Primary data processed (2021)



This coefficient figure shows that the price variable (X_1), promotion (X_2), product quality (X_3) as a whole affects the purchasing decision variable (Y) as much as 65%, the remaining 35% is influenced by other variables that are not known or investigated in the research we are doing.

F-Test Result

From the tests carried out, it was found that the Sig value was 0.00. With a Sig value of $0.00 < 0.05$, it is concluded that the hypothesis is accepted.

Table 13. F-Test Result

F_{count}	F_{table}	Sig
211,779	2.60	0,000

Source : Primary data processed (2021)

In other words, the variable price (X_1), promotion (X_2), and product quality (X_3) as a whole affect purchasing decisions (Y). The results of testing the F value of 211.70. With an F value of $211.779 > F_{table} 2.60$, it can be concluded that the hypothesis is accepted or all variables in our study affect purchasing decisions (Y).

T-Test Result

Price variable

The results of the t-test of the price variable (X_1) with the number of $t_{count} = 4.16$ with a significant number of 0.00. With a minimum significance limit of 0.05, which means that H_{10} is rejected and H_{1A} is accepted.

Promotion variable

The results of the t-test of the promotion variable (X_2) with a total $t_{count} = 6.68$ with a significant number of 0.00. With a minimum significance limit of 0.05, which means that H_{20} is rejected and H_{2A} is accepted

Product Quality Variable

The results of the t-test of the product quality variable (X_3) with the number of $t_{count} = 7.08$ with a significant number of 0.00. With a minimum significance limit of 0.05, which means that H_{30} is rejected and H_{3A} is accepted.

Table 14. T-Test Result

Variable	B	T	Sig
Price	0,22	4,16	0,00
Promotion	0,33	6,68	0,00
Product quality	0,33	7,08	0,00

Source: Primary data processed (2021)

Normality test

From the graph in the image below, there is a spread of plot points that follow and approach the diagonal line, so it can be concluded that the normality test in this study is normal. The following is an overview of the test results below:

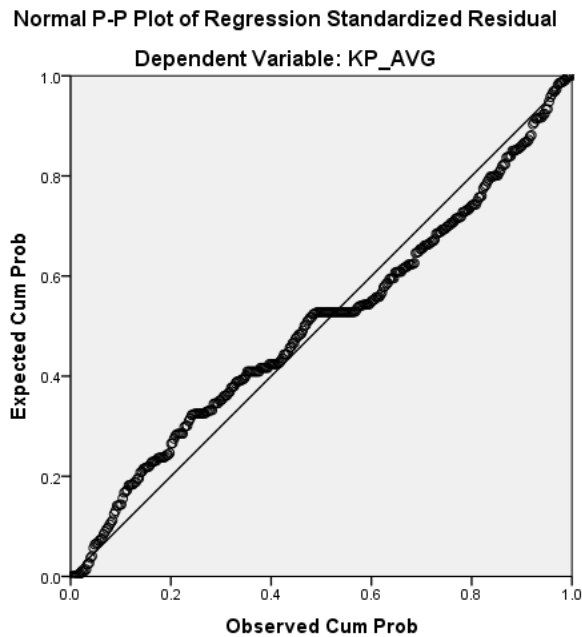


Figure 2. Normality Test Result
 Source: Primary data processed (2021)

Multicollinearity Test

Based on the table of multicollinearity test results, it can be concluded that the value of Tolerance in the price, promotion, and product quality variables is greater than 0.10. Then the VIF value in the price variable, promotion, and product quality is less than 10.00. So from the overall results, it can be concluded that there is no multicollinearity.

Table 15. Multicollinearity Test Result

Independent	Dependent	Tolerance	VIF
Price	Buying decision	0,40	2,48
Promotion	Buying decision	0,38	2,59
Product quality	Buying decision	0,44	2,27

Source: Primary data processed (2021)

Autocorrelation Test

From testing using the Durbin-Watson test, the test results show the number 1,830. By looking at the Durbin-Watson table, the dL we get is 1.7382 and dU is 1.7990 with K = 3 and n = 200. Based on our data, the Durbin-Watson value in our study is between the upper limit of dU and less than 4 -dU. It can be proved that in our study there was no autocorrelation symptom.

Heteroscedasticity Test

From the picture below, it can be seen that there are no points that form a certain pattern and the state of spreading. So it can be concluded that the regression model is free from heteroscedasticity cases.

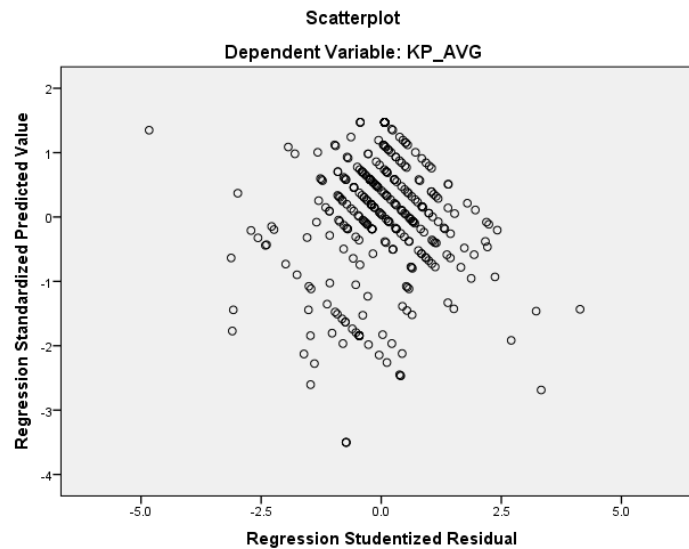


Figure 3. Heteroscedasticity Test result
Source: Primary data processed (2021)

Statistical Analysis with Multiple Regression Model

$$Y = 0,19 + 0,22 X_1 + 0,33 X_2 + 0,33 X_3$$

The figures above show that the variables of price, promotion, and product quality affect purchasing decisions. From the figures above, it can be concluded that the product quality and promotion variables are very influential with the same coefficient value of 0.33, and then followed by the price variable with a coefficient of 0.22.

CONCLUSION

The results of the data analysis concluded that the price can influence purchasing decisions at Tokopedia by the people in the city of Batam. Price is an important factor in purchasing decisions because prices that are not appropriate allow people not to buy a product. This study also proves that people will consider the price when they want to buy a product at Tokopedia. Subsequent research also proves that promotions can influence purchasing decisions made by people living in Batam city. This study also states that people will also consider promotion as a factor in buying a product at Tokopedia. Furthermore, product quality is an important factor in influencing the purchasing decisions of the Batam community on the Tokopedia application according to the results of the tests we have done. People will also consider buying a product if the goods sold are good and of good quality, this can make people interested in buying an item.

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