

## **Factor Determination of Online Purchasing Decision on Indonesia Marketplace**

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### **Abstract**

*This study aims to analyze the effect of promotion, service quality and trust in online purchasing decisions on the shopee website. The method used in sampling is nonprobability, namely purposive sampling based on considerations to adjust the criteria to improve the accuracy of the research sample, the sample was taken as many as 110 respondents using questionnaires through google form. The analysis method used in this research is the reliability test analyst, the validity test analyst, multiple regression analysis, t test, f test, and the coefficient of determination, using the calculation of the SPSS 25 application. The results show that promotion, service quality, trust have a significant effect on decisions. Purchase online on the shopee website.*

*Keywords: Promotion, Service Quality, Trust and Purchase Decisions.*

### **1. Introduction**

In an era that is increasingly developing like this, technology in this era of globalization is increasingly growing. We are currently entering a new era, namely the digital era 4.0 which is very easy and fast. Computers have progressed very rapidly, including the existence of the internet network which has also progressed very quickly, in Indonesia itself we see it as a developing country where the population is very open to the presence of new technology, this certainly greatly affects the high use of the internet, so the opinion from Fatin Fadila (2019). Including in Indonesia, as a developing country where the population is very open to the presence of new technology. With the millennial generation or what we usually call Gen-X, this is of course very influential in increasing internet users in this country every year. The use of the internet itself currently has far more benefits, not only for communication but also for purchase and order transactions. Besides that, it can also be used for transportation, business, or in terms of work and others. The internet today has developed widely and is very large as an information tool or as a communication tool that we cannot ignore in human life today. With the internet network, communication becomes easier and faster to get any news or information. Even in the business world, internet media itself also provides its own benefits for business owners and consumers. In terms of marketing goods and services through the internet, it is also very efficient, economical and practical.

Buyers can easily use the internet for buying and selling transactions or online shopping. In the digital era like today, in a matter of seconds there have been online buying and selling transactions between producers and consumers, and goods are becoming the property of consumers or buyers more quickly. With the development of the latest issue, namely the Covid-19 Pandemic or Corona Virus which has now hit almost all parts of the world, the majority of the world's people who feel the impact of the Covid-19 pandemic are starting to be haunted by anxiety, fear and worry when they have to deal with people. another.

The increasing number of positive COVID-19 patients has made the government make a policy to carry out all activities at home such as studying, working, and worshipping, that's what Diah Ayu Kumalasari (2020) said. This will certainly further limit the activities of the whole community, both children and adults, outside the home. Usually, we can shop directly at markets, supermarkets, or malls, nowadays people prefer to shop online because it is easier, faster, has many choices, and most importantly, they don't have to hang out with people during a pandemic like today. The current phenomenon seems to provide great opportunities for online-based businesses, including the increasing number of online shopping sites or marketplaces.

Online can be defined as an activity carried out by someone in cyberspace using the internet network or a large system. Online business is defined as the activity of selling goods / services for profit through the internet media (Rosinta Romauli Situmeang: 2018). Online shopping or also known as online shopping is a process where consumers buy goods and services directly from producers or sellers actively and at that time through internet media intermediaries, that's the opinion expressed by Mujiyana & Elissa (2013). All activities carried out by online sellers with the marketplace model are a service that is in great demand, this is because the internet itself has advantages in terms of speed, convenience, and ease of transactions.

Referring to Dewaweb (2020), Marketplace can be interpreted as a website or online application platform that facilitates all buying and selling activities from various stores. The marketplace itself has a concept that is the same as traditional markets. Basically, marketplace owners are not responsible for all items sold, this is because their job is only to provide a platform for sellers who want to sell their products and help them to meet customers and make transactions more simply and easily. The market or marketplace becomes an intermediary or third party between the buyer and seller, the function of the third party is to collect payments and store payments until the consumer receives the product as expected.

In Indonesia, there are now many online shopping sites that provide various online shopping services in a very easy, fast and safe way. On the site, there are various kinds of products that are sold, ranging from household needs, fashion, electronic goods, medicines, and other necessities. Each of these online shopping sites has different moves or strategies to win the market in Indonesia. One of which includes online shopping sites / online shopping applications in Indonesia is Shopee. As an online trading platform, Shopee has made several changes to attract customers to make more transactions through its site.

In this application consumers can find features, and various kinds of products that are sold both locally and internationally, this can make it easier for consumers in Indonesia to buy various products only with a smartphone and then the goods are delivered by courier to the place of the consumer. consumers can also compare prices, specifications of goods because there are so many goods or products that are sold at Shopee. Consumers can ask more clear and detailed things to sellers via chat (Chatting) that has been provided on the Shopee Application service. After chatting / chatting between the seller and the buyer, the next step is for the buyer to make payments through a modern minimarket, bank or COD (Cash on Delivery). The Shopee application can also be downloaded for free on the App Store and Google Play Store applications (Widyanita: 2018).

The Shopee site itself has also provided various services or facilities to consumers / buyers in the form of convenience and comfort in making transactions, namely there are free expedition fees throughout Indonesia with certain conditions, Shopee uses content or things that are viral in the

community as a marketing strategy, using brands Ambassadors who have big names such as Blackpink, Cristiano Ronaldo who can have a big influence on using a product and make a product look trusted, Shopee also participates in events such as Harbolnas (National Online Shopping Day) Shopee provides exciting information such as Flash Sale, Cash Back and others so, attractive promotions greatly influence the decision to buy products at Shopee, because promotion is a marketing strategy that can attract the attention of the public to make transactions, if the goods ordered by the consumer do not reach the consumer in time If determined in the application, consumers can submit a refund so that consumers do not feel disadvantaged when using Shopee to submit a purchase. The position of product or product delivery can be tracked via the internet by filling in the receipt number sent from Shopee. Things like this have led to consumer confidence that the product that has been purchased can be ascertained for its safety, said Rachel Christina (2019).

According to Delgado-Bellester & Munuera-Aleman 2001 (in Hesti Dwi Septini: 2017), trust is defined as a consumer's sense of security based on interactions with brands. This perception is based on trust in the brand and is responsible for the welfare and safety of consumers. Shopee is also responsible for the products purchased by consumers until they reach consumers. Shopee also provides a service system that guarantees consumer transactions, namely the Cash on Delivery system or commonly abbreviated as COD.

The meaning is that buyers can meet in person at the agreed location and provide 24-hour service if consumers experience difficulties. Thus, the quality of service provided by the company will make consumers feel satisfied with the services they receive. According to Lupiyoadi & Hamdani 2006 (in Triandi Wibawa: 2020) said that the quality of service is how far the difference between entities and customer intentions for the service the buyer receives. In order to be able to survive and remain the choice of consumers to make purchasing decisions, therefore the quality of service is an important thing to pay attention to.

Purchasing decision according to the opinion of Tjiptono 2008 (in Lenggang kurnia Intan Devi: 2019) is a process where the buyer knows the problem, looks for information about a particular product or brand and evaluates several things from each of these alternatives to be used in solving the problem, which then leading to purchasing decisions. Consumers can see various reviews or comments from previous buyers and can display an asterisk, this can influence purchasing decisions for a product on the Shopee shopping application.

The purchase decision is a form of consumer behavior using a product, when using a product to make a purchase decision, the consumer will go through a process which is an example of consumer behavior, namely analyzing the various choices made. So that Promotion, Service Quality and Trust can be taken into consideration in online purchasing decisions on the Shopee website or application. As there are many online purchasing platforms, this is a challenge for online shopping site businesses to always follow what trends are happening in society in order to maintain their presence and existence, to be able to see and take advantage of an existing opportunity. With a good stance or strategy and concept, it is hoped that this site can attract consumers to buy more products or shop and can become the best Market Place platform in Indonesia.

## **2. Literature Review**

### **Promotion**

Promotion is a technique or a variety of methods designed to market an item or an order that a company delivers to consumers about its product (Widiyono and Pakkana, 2013: 148). Daryanto argues that Promotion is a one-way flow of information or persuasive power that can guide an organization or individual to make an agreement between the vendor and the bidder. According to Kotler and Keller (2009: 172) Promotion is a means by which the industry seeks to inform, seduce, and inform clients continuously and incidentally about the goods and brands they sell. according to

Kotler and Armstrong (2008: 116) in Trisnawan Amron, the definition of promotion is the communication that occurs between companies and consumers about products and services produced to establish a mutually beneficial relationship.

### **Service Quality**

Suwithi's definition of service quality in Anwar (2002: 84) is the quality of service provided to internal and external customers based on standard service procedures. According to Fandy Tjiptono (in Sonia Oktarina 2020: 1), service quality is expressed in general terms of the location of the product or service, and the content provided or delivered is at least the same as the consumer. The hopes and hopes are the same. The overall characteristics of goods and services, which indicate that they can meet clear or hidden customer needs, are called service quality according to Kotler: 2007, Anggi Syahputra: 2015. According to Barata (2003: 290) service quality is an after-sales regulation for customers, and sellers are usually responsible for the quality of the goods sold.

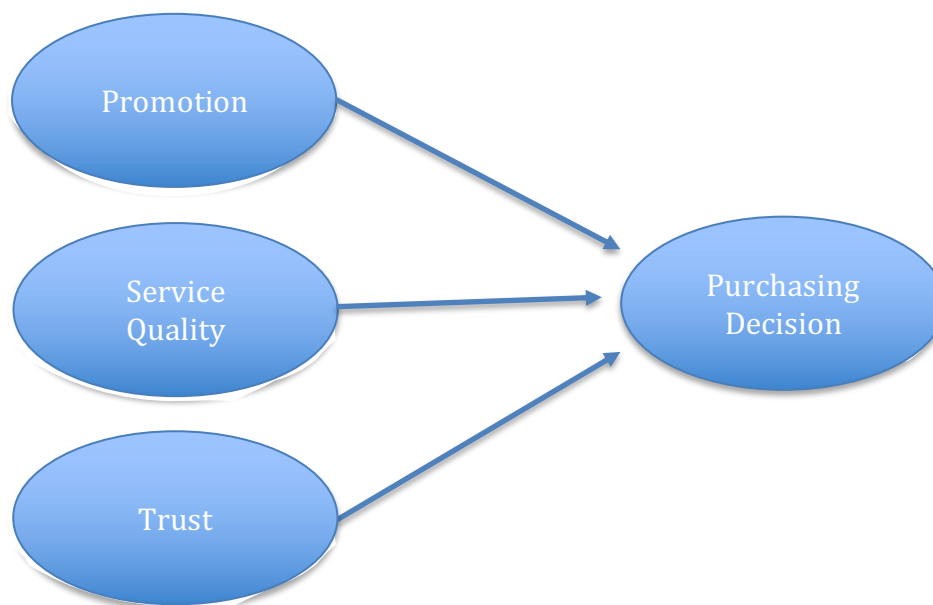
### **Trust**

Trust is one of the psychological factors that influence consumer behavior. In online shopping website transactions, if the parties involved get certainty from other parties and are willing and able to carry out their obligations, trust will arise. The main question that buyers need to consider is whether the website that provides online stores and online sellers on the website can be trusted. The more popular the website, the more buyers will trust and trust the reliability of the website (Setiadi: 2003; Ria Yunita et al: 2017). Buyer's trust in online vendors is also related to the reliability of online vendors in ensuring convenience in transactions and ensuring that transactions will be handled after the buyer has made a redemption. On online shopping sites there are not a few fictional online sellers who sell fictional products. Buyers must first check the existence of these online sellers. Many people often visit online stores and there are many comments about the information, Online shoppers can use this information.

### **Purchasing decision**

Consumer purchasing decisions are points of purchase in the evaluation process, as stated by Winardi (2010: 200), and according to the opinion of Kotler and Keller (2009: 184) in Cicilia Desy The process of purchasing decisions by consumers must go through five stages, namely: Purchasing decision is a decision-making process, identified first, then evaluated, and then determined the product that best suits your needs (Hestanto).

## Framework



**Figure 1. Research Framework**

Purchasing decisions are reviewed from the influence of promotional variables

The purchase decision is significantly influenced by promotion, meaning that if a promotional variable increase, the decision in a purchase will certainly increase (Desi: 2019). Consumers can see interesting advertisements posted on online stores, promotions and discounts or the best offers that can influence buyers to decide to buy online, (Nurmadina: 2016)

H1. Online purchasing decisions are significantly influenced by the promotional variable review

Purchasing decisions are viewed from the influence of service quality

The degree of influence caused by service quality factors shows that most consumers begin to show a demand for product information provided to consumers. Service quality factors have a positive and important influence on purchasing decisions made using social media sites (Baskara, 2014: 13). The relationship between service quality and online purchasing decisions shows a one-way relationship, meaning that the higher the quality of service in the eyes of consumers will increase online purchasing decisions. (Ardianto: 2016)

H2. Online purchasing decisions are positively and significantly influenced by service quality variables

Purchasing decisions are viewed from the influence of trust

Research on (Ardianto: 2016) suggests that trust has a significant influence on online purchasing decisions. Purchasing decisions made online are influenced by consumer trust and knowledge about the products contained in online stores. Research (Anindita: 2017) shows that there is an impact of trust on online purchasing decisions

H3. Online purchasing decisions are positively influenced by trust

## 3. Methods

According to Bungin 2013: 29, the research design based on this method uses quantitative research, not emphasizing the depth or quality of data, but recording or collecting as much data as possible from various kinds of populations. The possibility of the study population is large, but it is very easy to analyze using statistical formulas or computerization and using questionnaire media. This research is a quantitative study using 2 data, namely using primary data obtained from media questionnaires or questionnaires distributed to respondents aged 17-51 years who have purchased on the Shopee website, then using secondary data, namely obtaining data indirectly through literature books and through internet media.

The analytical method used in this study uses an unlimited population, where the boundaries of the area are not known or the measurement of the total number of individuals in the area where it is located and the sampling technique uses the Non-Probability Sampling technique with the Purposive Sampling method, namely the determination technique. samples with special or specific considerations so that they are suitable for sampling, in the study the samples were taken from respondents who had purchased or shopped on the Shopee website.

There are 2 variables used in this study, namely: Free Variable and Bound Variable. In the independent variable there are Promotion (X1), Service Quality (X2) and Trust (X3). Whereas in the dependent variable there is a Purchase Decision (Y). In this study, the Likert scale was used for measurement. The Likert scale is a method used to measure the attitudes, opinions and views of a person or group of people on social phenomena (Sugiyono, 2013: 168). The tool used is a questionnaire via google form which is distributed to the sample. Respondents taken in this study were 110 respondents. After obtaining data from 110 questionnaires that were entered via Google Drive, in addition, the researcher conducted an analysis as a research-related discussion using SPSS version 25.

#### **4. Results and Discussion**

##### **Validity Test**

The significance test is carried out by analogizing the calculated r-value with the r-table value for DF (Degree of freedom):  $n-2$ ,  $n$  is the number of samples in this case. . If r-count is greater than r-table and the value is positive, then the item, statement or indicator is declared valid (Ghozali, 2006) Large (DF) =  $110 - 2 = 108$  and the r-table is obtained; 0.187. Based on the results of data processing, here are the results of the validity test in this study.

**Table 1. Validity Test**

Variable	Indikator	r-value	(> / <)	r-table	Validity
Promotion	(X1,1)	1	>	0,187	valid
	(X1,2)	0,591	>	0,187	valid
	(X1,3)	0,536	>	0,187	valid
	(X1,4)	0,356	>	0,187	valid
	(X1,5)	0,265	>	0,187	valid
	(X1,6)	0,430	>	0,187	valid
Service Quality	(X2-1)	1	>	0,187	valid
	(X2-2)	0,653	>	0,187	valid
	(X2-3)	0,364	>	0,187	valid
	(X2-4)	0,459	>	0,187	valid

	(X2-5)		>		
	(X2.6)	0,243	>	0,187	valid
		0,489		0,187	valid
Trust	(X3;1)	1	>	0,187	valid
	(X3;2)	0,606	>	0,187	valid
	(X3;3)	0,523	>	0,187	valid
	(X3;4)	0,513	>	0,187	valid
	(X3;5)	0,675	>	0,187	valid
	(X3;6)	0,602	>	0,187	valid
Purchase Decision	(Y,1)	1	>	0,187	valid
	(Y,2)	0,790	>	0,187	valid
	(Y,3)	0,328	>	0,187	valid
	(Y,4)	0,207	>	0,187	valid
	(Y,5)	0,452	>	0,187	valid
	(Y,6)	0,552	>	0,187	valid

All r-calculated values of these indicators are greater than the r-table value, proving that all variables are declared valid in this test.

### Reliability Test

**Table 2. Reliability Test**

Variables	Alpha Cronbach	Validity
Promotion	0,752	Reliable
Service Quality	0,815	Reliable
Trust	0,824	Reliable
Purch Decision	0,864	Reliable

Based on table 2, the test results show that Cronbach's Alpha > (0.60), so it can be deduced that in this study it can be said to be reliable using this variable. Therefore, it is clear that it can be used for further research using these variables.

### Multiple Linier Regression

Multiple linear regression analysis is used in this study to determine whether there is an influence of the independent variable on the dependent variable. Statistical calculations in multiple linear regression analysis used in this study were to use SPSS software. The results of multiple linear regression are as follows:

**Table 3. Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	-1.775	1.549		-1.146	.254
	Promotion	.308	.066	.319	4.667	.000
	Service Quality	.529	.093	.444	5.677	.000
	Trust	.207	.084	.206	2.457	.016

Based on the SPSS output above, the regression equation is obtained as follows:

$$Y = -1,775 + 0,308 X_1 + 0,529 X_2 + 0,207 X_3$$

The model shows that: If  $X_{1,2,3}$  is 0 then the Y value is -1,775. If the promotion variable can be increased, the purchasing decision will increase. Promotion coefficient: 0.30. If the variable of service quality can be improved, the purchasing decision will increase. Service quality coefficient value: 0.529. If the trust variable can be increased, the purchasing decision will increase. Confidence coefficient: 0.207

### Partial Test

From the analysis using the error rate ( $\alpha$ ) 10% and degrees of freedom (df) = n-k-1.

**Table 4. Hypothesis Test**

No.	Variables	t-value	Sig
1.	Promotion	4.667	0,000
2.	Service Quality	5.677	0,000
3.	Trust	2.457	0,016

If the independent variable individually to the independent variable is accepted or proven if t-count > t-table. The purchasing decision is positively and significantly affected by the promotion variable. Purchasing decisions are positively and significantly affected by service quality variables. The purchasing decision is positively and significantly affected by the trust variable.

### Goodness of Fit

The results of the data obtained are as follows:

**Table 5. ANOVA**

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	994.052	3	331.351	109.479	.000 <sup>b</sup>
	Residual	320.820	106	3.027		
	Total	1314.873	109			

Simultaneous Test (Test F) means: All variables have a significance value of  $0.000 < 0.05$ . And F-count value  $109.479 > F\text{-table } 3.08$ . The hypothesis is accepted that there is an effect of promotion, service quality and trust in purchasing decisions.

### Coefficient of Determination ( $R^2$ )

The coefficient of determination can be seen in the following table:

**Table 6. Model Summary**



Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,869 <sup>a</sup>	,756	,749	1.740

The results from the table above can be seen that the coefficient of determination (adjusted R<sup>2</sup>) obtained is 0.749. This shows that the influence of the independent variable is 74.9%, while the rest, namely 25.1%, the employee's performance is influenced by other variables not examined in this study.

## 5. Conclusion

The conclusions from researching online purchasing decisions with an overview of the effect of promotion, service quality and trust are 1) Online purchasing decisions are significantly influenced by promotion, meaning that if the promotion is more attractive to customers, online purchasing decisions will increase. 2) Online purchasing decisions are significantly influenced by service quality, meaning that if the level of customer service quality is higher, online purchasing decisions will increase. 3) Online purchasing decisions are significantly influenced by trust, meaning that if customers gain greater trust, online purchasing decisions will increase. 4) Promotion, service quality and trust are explained by the calculated r-value of each of these indicators is greater than the r-table value, this means that online purchasing decisions at Shopee are significantly influenced by promotion, service quality and trust.

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