How to Drive Purchase Decisions on Tokopedia E-Commerce

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh brand image, kelengkapan fitur dan persepsi konsumen terhadap keputusan pembelian pada E-commerce Tokopedia di Kabupaten Tangerang. Penelitian ini merupakan pendekatan kuantitatif dengan sampel penelitian berjumlah 96 responden pengguna Tokopedia yang ditentukan dengan purposive sampling. Pengambilan data sampel menggunakan instrumen kuesioner. Metode analisis data yang digunakan adalah uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linear berganda, dan uji koefisien determinasi dengan menggunakan Software SPSS versi 25. Hasil Penelitian menunjukan bahwa secara parsial brand image (X1) berpengaruh secara positif dan signifikan terhadap keputusan pembelian (Y). hal ini ditunjukan dengan t hitung > t tabel yakni (2,095 > t-tabel 1,985), kelengkapan fitur (X2) berpengaruh secara positif dengan signifikan terhadap keputusan pembelian (Y). hal ini ditunjukan dengan t hitung > t tabel (3,558 > t-tabel 1,985). Persepsi konsumen (X3) berpengaruh secara positif dan signifikan terhadap keputusan pembelian (Y), ditunjukan dengan t hitung > t tabel yakni (6,869 > t-tabel 1,985). Dan secara simultan brand image (X1), kelengkapan fitur (X2) dan persepsi konsumen (X3) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y) hal ini ditunjukan dengan Fhitung > Ftabel yakni (99,980 > F-tabel 2,70). Hasil uji determinasi sebesar sebesar 75,8%.

ABSTRACT

This study aims to analyze the influence of brand image, feature completeness, and consumer perception on purchase decisions on Tokopedia E-commerce in Tangerang Regency. This study is a quantitative approach with a research sample of 96 respondents using Tokopedia determined by purposive sampling. Sample data collection using a questionnaire instrument. The data analysis methods used are validity test, reliability test, classical assumption test, multiple linear regression test, and determination coefficient test using SPSS software version 25. The results of the study show that partially brand image (X1) has a positive and significant effect on purchase decisions (Y). This is shown by the t calculation > t table, namely (2.095 > t-table 1.985), the completeness of the feature (X2) has a positive and significant effect on the purchase decision (Y). This is shown by t calculation > t table (3.558 > t-table 1.985). Consumer perception (X3) has a positive and significant effect on purchase decisions (Y), shown by t calculation > t table, namely (6.869 > t-table 1.985). And simultaneously brand image (X1), feature completeness (X2), and consumer perception (X3) have a positive and significant effect on purchase decisions (Y), this is shown by Fcal > Ftable, namely (99.980 > F-table 2.70). The result of the determination test was 75.8%.

INTRODUCTION

The growing trend of internet users has an impact on the emergence of economic activities that are very open and provide great opportunities that affect businesses, especially in terms of shopping. Many people have left conventional stores and switched to online shopping for the reason that it is more effective and efficient.

Various E-commerce that are currently increasingly advanced and competing with each other provide the best service for their consumers. Companies must be able to market products or services so that consumers can be loyal and can compete with other companies. To create a marketing strategy that appeals to consumers in considering a purchase decision.
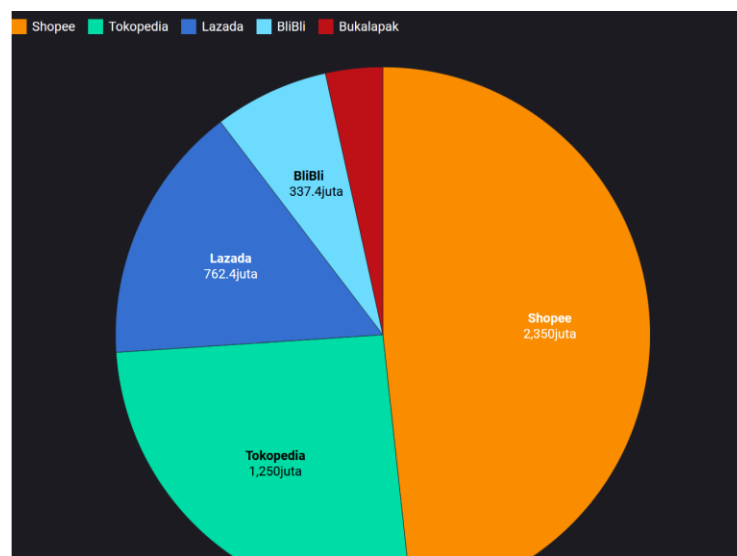

Figure 1. Number of Visits to the 5 Largest E-Commerce Sites in Indonesia 2023
Source: (Darin Rania, 2024)

During 2023, Shopee achieved around 2.3 billion visits and surpassed its competitors. Although last year Tokopedia was ranked first, in fact in 2023 it will be taken over by Shopee again. In the same period, the Tokopedia website gained around 1,2 billion visits, and the Lazada website 762,4 million visits. Meanwhile, BliBli received 337,4 million visits, and the Bukalapak website had 168,2 million visits. Tokopedia showed a decrease in the number of visits down 31% compared to the beginning of the year (Ahdiat, 2023). The data shows that there are problems in decreasing the number of visitors to Tokopedia in 2023. Seeing this, Tokopedia's head

of corporate affairs Ekhel Chandra Wijaya said that people certainly have their preferences in shopping to meet their needs (Fitra, 2023).

Brand image plays an important role in consumer purchasing decisions on Tokopedia. The brand image reflects consumers' perception of a company's reputation and can affect trust, loyalty, and purchase preferences. Therefore, consumers' attitudes and actions toward a brand are largely determined by the brand (Fadillah et al., 2017). The placement of a brand image in the minds of consumers must be done so that the brand remains in a strong position and can be well received among consumers who buy it.

With #SelaluaAdaSelaluBisa commitment, Tokopedia continues to present a variety of features to make it easier for local business activists to create opportunities through digital channels, get consumer satisfaction, and innovate. Tokopedia collaborates with 13 logistics and fulfillment partners who are equipped with same-day delivery services with an integrated system. Then the GoTo feature is a collaboration between Gojek & Tokopedia to provide a positive social impact on MSME actors. Other features are installments without a credit card, 0% installments, top-up credit and pay bills, and others (Ginee.com, 2021).

Consumer perception is one of the measures of the success of a business by increasing trust in a product so that they have a very large desire to buy the product (Shiratina & Afiatun, 2017). Consumer perception will usually appear when a consumer reads product reviews, needs, and desires of previous shopping experiences, shopping motivations, and interpretations.

Based on the results of a pre-survey conducted by researchers, as many as 33 respondents of which 51.5% stated that Tokopedia is an unfamiliar E-commerce. 57.6% said they found it difficult to place an order on Tokopedia.54.5% stated that the feature design on Tokopedia was difficult to understand. 57.6% stated that they would not buy back on Tokopedia E-commerce. 69.7% stated that the price of products on Tokopedia is more expensive than other E-commerce.

Research (Nawangsari & Ariyatanti, 2023) provides results that brand image has a positive and significant effect on purchase decisions. This means that the higher the brand image given, the higher the volume of purchase decisions. These results are

contrary to research (Nareswari & Azizah, 2024) (Putra & Abiyoga, 2023) which states that brand image is partially insignificant to purchase decisions. Next is the feature completeness variable (Xu et al., 2020) (Galang Nusantara Achmad and Jannah 2021) which states that features in the application affect consumer behavior in deciding to buy. It is inversely proportional to the results of the study (Setia Pratama & Sudarmiatin, 2024). (Wu et al., 2015) stated excessive features lead to customer dissatisfaction, resulting in negative word of mouth, which adversely impacts future purchasing decisions and reduces customer equity. Next, the variable of consumer perception (Gandhy et al., 2023) (Diven & Khoiri, 2023) states that consumer perception has a positive and significant effect on purchase decisions. It is inversely proportional to the results of research (Juariah & Fadeli, 2017) which states that consumer perception has an insignificant effect on purchase decisions.

From the results of these conflicting research findings, the researcher is interested in researching the variables of brand image, completeness of features, and purchase decisions in Tokopedia E-Commerce in Tangerang Regency. The latest from the previous research is that there has been no previous research that has completely examined the brand image, completeness of features, and consumer perception which are important factors that can shape the purchase decision.

LITERATURE REVIEW

Brand image to Purchase Decision

Brand image is a representation of a perception of a brand and is built from past information and experiences (Juliyanti et al., 2024b). Brand image is a factor that can influence consumers' purchasing decisions. A good brand image will have a positive impact on the company which will ultimately provide benefits for the company through increased consumer purchases due to the trust of consumers in the product. According to the results of the study (Prasetio & Angelina, 2023), brand image has a significant and positive influence on purchase decisions. The better brand image provided by Tokopedia will encourage more consumers to make purchase decisions.

H1: Brand image affects purchasing decisions on Tokopedia E-Commerce.

Feature Completeness and Purchase Decision

Features are characteristics created by a company in a product or service provided to its consumers by providing added value as a differentiator between its products or services and its competitors. With the features of this product, it is hoped that consumers will find it easier to make purchases. The results of the study (Setia Pratama & Sudarmiatin, 2024) that features in an E-Commerce application have a significant and positive influence on purchase decisions, the better and more attractive the features that an application has, the more consumer purchase decisions will increase.

H2: The completeness of features affects purchase decisions on Tokopedia E-Commerce.

Consumer Perception and Purchase Decisions

Consumer Perception is the process by which we select, organize, and translate information inputs to create a meaningful picture of the world. Perception is a way for consumers to describe what they feel about a product or service. Consumer Perception Usually appears when a Consumer reads product reviews, past Shopping Experiences, and others. According to the results of the study (Juhari & Rachim, 2023) stated that the variables of product quality, advertising, and consumer perception have a positive and significant influence on the variables of purchase decisions.

H3: Consumer perception affects purchase decisions on Tokopedia E-Commerce.

Brand Image, Feature Completeness, and Consumer Perception and Purchase Decisions

Research shows that a strong brand image increases consumer buying interest, which in turn positively influences purchasing decisions (Cahyani, 2024). Research shows that a strong brand image increases purchase intent, which in turn positively influences purchase decisions across various products (Juliyanti et al., 2024a). (Diven & Khoiri, 2023) States that consumer perception has a positive and significant influence on purchase decisions. Therefore, it is necessary to conduct a test to find out

whether the brand image, completeness of features, and consumer perception affect the purchase decision.

H4: Brand image, purchase decisions, and consumer perceptions affect purchase decisions on Tokopedia E-commerce.
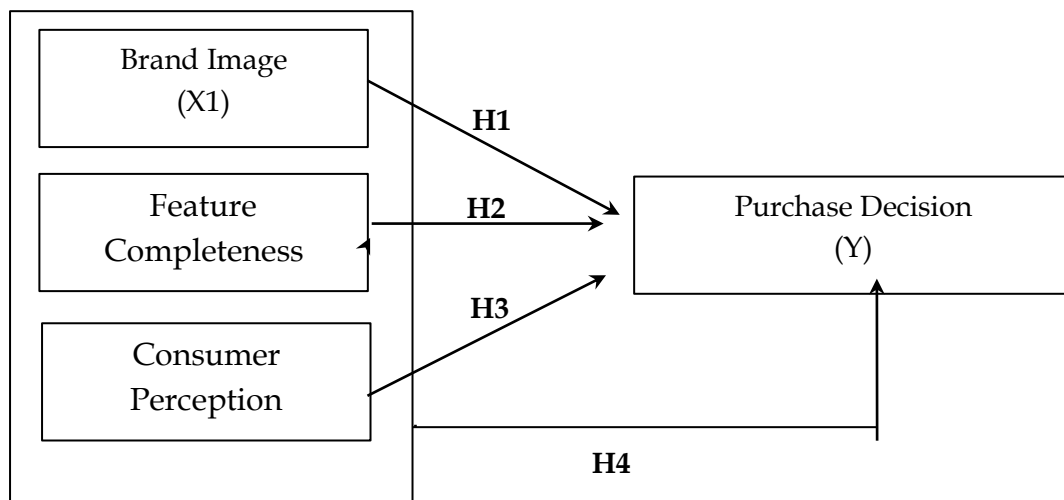

Figure 2. Conceptual Framework

METHODS

This study uses a type of causal quantitative research aimed at examining the influence of an independent variable on the dependent variable. The variables used are brand image variables, completeness of features, consumer perception as independent variables, and purchase decisions as dependent variables. This research is an object researched by the E-Commerce company Tokopedia. The method used is the e-survey method by distributing questionnaires through G-Form to respondents who are determined using the Lameshow formula as many as 96 people. In data collection, a purposive sampling technique was used with sample criteria that had used Tokopedia E-Commerce at least 3 times, respondents are domiciled in Tangerang Regency. The data collected was then processed using SPSS24 software to test validity, reliability, regression tests, and determination tests.

RESULTS

Based on table 1. Above in the validity test, it can be concluded that all variable questionnaire items of brand image, feature completeness, consumer perception, and

purchase decision have been declared valid. This shows that the r-statistic value is greater than the r-table = 0,361. In the reliability test, the value of Cronbach's Alpha for each variable has a > value of 0,6 from the required Cronbach's Alpha. Thus Cronbach's Alpha is acceptable and reliable.

Table 1. Validity and reliability test results

Variable	Instrument	Validity Test	Reliability Test
		r statistic	Cronbach's Alpha
Brand Image (X1)	X1.1	0,911	0,927
	X1.2	0,704	
	X1.3	0,732	
	X1.4	0,693	
	X1.5	0,823	
	X1.6	0,906	
	X1.7	0,837	
	X1.8	0,671	
	X1.9	0,799	
Feature Completeness (X2)	X2.1	0,639	0,857
	X2.2	0,751	
	X2.3	0,704	
	X2.4	0,759	
	X2.5	0,565	
	X2.6	0,590	
	X2.7	0,779	
	X2.8	0,765	
	X2.9	0,713	
Consumer Perception (X3)	X3.1	0,871	0,927
	X3.2	0,770	
	X3.3	0,773	
	X3.4	0,794	
	X3.5	0,831	
	X3.6	0,891	
	X3.7	0,893	
	X3.8	0,622	
	X3.9	0,803	
Purchase Decision (Y)	Y.1	0,843	0,956
	Y.2	0,704	
	Y.3	0,842	
	Y.4	0,909	
	Y.5	0,889	
	Y.6	0,893	
	Y.7	0,851	
	Y.8	0,890	
	Y.9	0,897	

Source: Data processed in 2024. n=33 respondent

Based on the Kolmogorov-Smirnov Test, the Asymp.Sig (2-tailed) value of 0.200 shows that the value obtained is greater than 0.05. Therefore, this data is

normally distributed. In the multicollinearity test, the tolerance value obtained from the research variable> 0.10 and the VIF value of < 10, there was no multicollinearity. It can be seen in Figure 3 that the dots are randomly spread both above and below the number 0 on the Y axis, which shows that there is no heteroscedasticity. Thus, the regression model is feasible to use for brand image variables, feature completeness, and consumer perception of purchase decisions.

Table 2. Kolmogorov-Smirnov Test Reliability Test Results

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.29907311
Most Extreme Differences	Absolute	.061
	Positive	.061
	Negative	-.055
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200[c,d]

Table 3. Multicollinearity Test Results

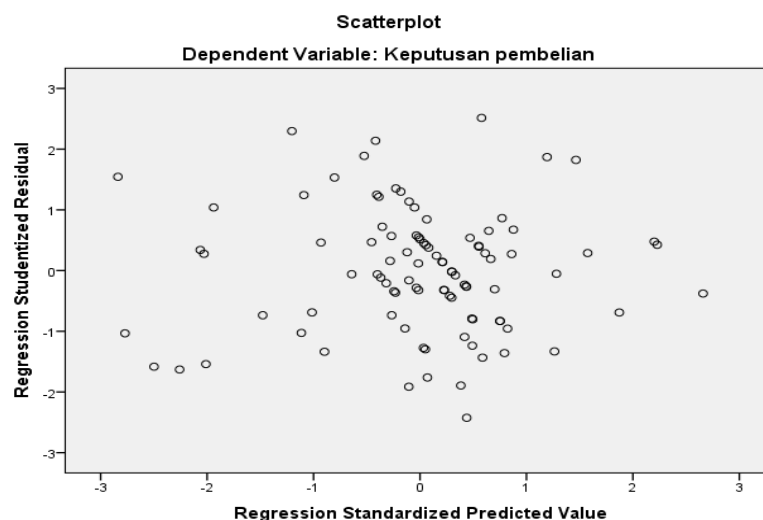| Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Image	.586	1.706
	Feature Completeness	.412	2.426
	Consumer Perception	.401	2.497
a. Dependent Variable: Purchase decision			

Figure 3. Heterokedacity Test Results

Table 4. Multiple Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.181	2.374		-1.340	.184
	Brand Image	.144	.069	.138	2.095	.039
	Feature Completeness	.358	.101	.280	3.558	.001
	Consumer Perception	.587	.085	.548	6.869	.000
a. Dependent Variable: Purchase decision						

Source: data processed with SPSS Versi24 in 2024

The results of multiple regression analysis are obtained from the regression equation: $Y = -3,181 + 0,144X1 + 0,358X2 + 0,587X3 + \varepsilon$

The result of the regression equation can be interpreted as a decision if the brand image, completeness of feature, and consumer perception each increase by one unit, then the consumer decision will increase by 0.1444 brand image, 0.358 completeness of features, and 0.587 consumer perception. It can be seen that the most dominant variable influencing purchase decisions is the consumer perception variable which is driven by a regression coefficient value of 0.587.

It is shown from the results of the coefficient of determination, that the adjusted R square value is 0.758. This indicates that the variables brand image (X1), feature completeness (X2), and consumer perception (X3) have a joint influence on the purchase decision variable by 75.8%, and the remaining 24.2% is influenced by other variables outside this study.

Table 5. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.875[a]	.765	.758	2.336
a. Predictors: (Constant), consumer perception, Brand Image, feature completeness				

Source: data processed with SPSS Versi24 in 2024

The results of the hypothesis test showed that **H1 was accepted,** this was evidenced by the t-count value of 2.095 > t-table 1.985. So this shows that the brand

image variable has a positive and significant effect on purchase decisions. A good *brand image* will have a positive impact on the company which will ultimately provide benefits for the company through increased consumer purchases due to the trust of consumers in the product. This shows that Tokopedia is good in terms of service and transaction security, and must continue to improve the value and integrity of the company to build a good corporate image. The results of this study are strengthened by previous research conducted (Margatan, 2024) (Sulihandini et al., 2022).

The completeness of the feature has a positive and significant effect on the purchase decision as shown by the t-count result of 3.558 > t-table 1.985, **H2 is accepted.** The results of this study are strengthened by research (Komang et al., 2023) (Ningsih & Putri, 2024). Features on Tokopedia make it easier for consumers to make purchases. Features are the part of software that performs certain functions by providing added value as a differentiator of its product or service from its competitors. It was found that the highest indicator in the feature completeness variable was "attractive design" with a mean of 3.99 and the lowest was found in the indicator "satisfaction with product" with a mean of 3.85. This shows that Tokopedia not only has an attractive and easy-to-use design but also has to pay attention to the product information provided so that consumers make more purchases.

H3 was accepted, and there was a positive and significant influence between consumer perception and purchase decisions as evidenced by the t-count results of 6.869 > t-table 1.985. This is shown by consumers feeling that buying products at Tokopedia E-commerce is more practical and efficient than conventional stores. This research is in line with (Tika et al., 2020) (Nalindah et al., 2022). Consumer Perception is an assumption based on experiences that sometimes differ from one person to another depending on the condition. Consumer perception will usually appear when a consumer reads product reviews, previous shopping experiences, and others.

Brand image, feature completeness, and consumer perception have a positive and significant effect on Purchase Decisions. This is evidenced based on the results of F-count 99.980 > F-table 2.70, **H4 is accepted**. The results of this study are reinforced by (Sulihandini et al., 2022). (Nawangsari & Ariyatanti, 2023) which states that the growth of *E-Commerce* in Indonesia causes a lot of competition, requiring companies

to maintain their existence by strengthening *their Brand Image*, completeness of features, and consumer perception that drives purchase decisions (Arief Aulia Fahmy et al., 2024) that brand image and a positive perception will create consumer trust in a product which will ultimately encourage them to make a purchase.

CONCLUSION AND SUGGESTION

Based on the results and discussion, the author can conclude that brand image has a positive and significant influence on purchase decisions. A positive brand image of the Tokopedia company causes consumers to decide to buy. There is an influence of feature completeness has a positive and significant influence on purchase decisions. Tokopedia's complete and functional features, ease of operation, satisfaction with products, and attractive designs will encourage consumers to make purchases. Consumer Perception has a positive and significant influence on purchase decisions. Perception is formed from a variety of factors, including previous experiences, needs, desires, and interpretations. Consumers who have a positive perception tend to be more confident and feel comfortable when making purchases. Simultaneously, brand image, completeness of features, and consumer perception have a positive and significant influence on purchase decisions. Together, these three variables create a positive and satisfying shopping experience that encourages consumers to make purchases on Tokopedia.

The advice that can be given is related to the brand image, it is hoped that Tokopedia will continue to improve its brand image through innovation, service improvement, and effective communication by actively responding to reviews and feedback from consumers on various online platforms and making improvements based on the feedback. In terms of feature completeness, it is hoped that Tokopedia will continue to develop and update its features to meet consumer needs and increase user satisfaction with all features in Tokopedia. In consumer perception, Tokopedia is expected to continue to maintain and improve the shopping experience and create a positive shopping environment through good interaction with consumers.

For the next study, based on the results of the determination test, there were 24.2% that there were still other variables that influenced the purchase decision. The

researcher suggested adding the confidence variable as an independent variable to increase the impact on the purchase decision.

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