The Influence of Consumer Behavior on Purchasing Decision Process of Tokopedia E-Commerce Customers in Indonesia

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Abstract

Along with technological developments, especially in information and communication, the world is increasingly developing, one of which is the changes in the people's economy. This is supported by the development of e-commerce technology, namely business transactions conducted online. One such e-commerce is Tokopedia. With the increasing number of Indonesians using e-commerce services, it proves that the high public trust in Indonesia regarding the use of shopping services through e-commerce. Each community will choose e-commerce services based on the experience of each consumer in using e-commerce services. This study aims to determine and analyze the effect of consumer behavior on purchasing decisions on Tokopedia consumers in Indonesia. The research method used in this research is a quantitative method with descriptive-causality research. Sampling was carried out by using a non-probability sampling technique used was purposive sampling with the number of respondents 100 respondents of Tokopedia consumers in Indonesia. The data analysis technique used is descriptive analysis and simple linear regression analysis. The results of the research is that consumer behavior has a significant effect on purchasing decisions.

Keywords: e-business, e-commerce, business administration

1. Introduction

Along with the development of technology, especially in information and communication, it makes the world more and more developing (Dewi et al. 2019). Thanks to advances in

technology, everything has become easy and practical. At this time information and communication technology can bring about changing effects in the economy (Maharani et al. 2016). Particularly changes in people who have businesses in small and medium scale, they began to take advantage of technology to market their products. This is supported by developments of e-commerce technology or commerce over the internet. E-commerce has always survived the term electronic trade. E-commerce (electronic commerce) is a new concept and means the process of transactions business that is done online. Then there were many people's wishes regarding a shopping system which is easy to travel far without visiting the store in person and comfortable to operate.

Consumers then turn to technology that is all digital and practically one of the retail business strategies interesting to discuss, namely the non-store retail business strategy. So nowadays there is a lot of electronic commerce (e-commerce) began to appear. This is a form of application of information and communication technology in the retail business. The use of e-commerce in Indonesia has grown very high, up to less than 210 million users with a penetration rate of 78%. This shows the year 2023 will come from a position on the previous year, namely in 2017 with only about 140 million users penetration of 48%. This can happen because at this time many Indonesians have started see about the uses and benefits of the internet to support their shopping activities, namely switching from conventional shopping activities using more modern online shopping methods use shopping services from e-commerce based on the choice of each e-commerce service which is already available in Indonesia (Pradana et al. 2020).

In Indonesia, there are several e-commerce sites that are very popular in Indonesian society such as Shopee, Tokopedia, Bukalapak, Lazada, Blibli.com. The five e-commerce sites are competing in a healthy manner with carry out various kinds of business concepts and business promotion strategies to attract more consumers. Among the five e-commerce sites, I am interested in researching Tokopedia because based on iPrice.co.id, Tokopedia ranked first from Q1 to Q3 in 2019, in the website visitors category which has the most monthly visit compared to other e-commerce. With so many Indonesian people using various kinds of e-commerce services, proves that the high public trust in Indonesia regarding the use of shopping services through e-commerce makes it easier for activities their shopping, with various attractive advantages and also shopping that is more modern in comparison with conventional shopping. Of course, every society will choose an e commerce service based on the experience of every consumer in using these e-commerce services. besides, the decision process purchases between one consumer and another must be different.

Based on Malau (2018), the purchase decision process is in stages that will be passed by consumers before making a purchase. According to Kotler and Keller (2016), a process where consumers go through the purchase decision process, namely recognizing a problem or need, searching information about certain products or brands needed, fulfilling each alternative in choosing brands, making purchase decisions, and determining post-purchase behavior.

Based on research by Setiadi (2015), it is said that purchasing decisions are closely related to consumer behavior. The existence of consumer behavior in purchasing decisions, namely because at this stage of the decision process is carried out by consumers. According to Kotler and Armstrong (2016), consumer behavior is buying behavior made by consumers, individuals and households who buy goods and services to meet personal needs caused by cultural, social, personal, psychological factors which are the basic determinants of a person using a product.

2. Literature Review

Definition of Marketing According to Kotler and Keller (2016) provides a definition of marketing as a function in the organization and a series of processes to be able to create, communicate and deliver value to customers to manage customer relationships in a way that is profitable for the organization and stakeholders. Meanwhile, according to Rafsandjani (2017: 84) Marketing is the main activity and the most important thing that must be done by a company.

According to Pradana & Novitasari (2017), the definition of consumer behavior is as a dynamic the interaction between influence and awareness, behavior, and the environment in which humans exchange aspects of life. According to Sulistijono et al.(2020), customer behavior it is study of the processes involved when individuals or groups select, purchase, use, or dispose of product, service, ideas, or experieces to satisfy needs and desires. According to Kotler and Keller (2016), in the consumer behavior variable there are dimensions which consists of Cultural, Social and Personal.

The full customer purchase decision stage is a process that comes from all of us their experience in learning, selecting, using and even getting rid of a product (Kartawinata et al., 2020). Process of purchase decisions include dimensions such as problem recognition, information retrieval, evaluation of alternatives, purchase decisions, post-purchase behavior (Kotler and Keller (2016).

Based on research questions and theoretical frameworks, the authors formulate several things regarding hypothesis that: "There is a positive and significant influence between consumer behavior on purchasing decisions consumers on Tokopedia Indonesia "

3. Methods

The research used in this research is through a quantitative approach to this type of research descriptive and causal. The sample technique in this study is nonprobability sampling. Data analysis technique using descriptive analysis and simple linear regression analysis. According to Sugiyono (2019), the sample is members of the population who are elected to be involved in research, either to be observed, given treatment, or asked for their opinion about what is being researched. In this study, the total population of Indonesians who choose to shop at the Tokopedia known for certain through Instagram followers. Following Pradana et al. (2019), to determine the number of samples that are needed, we needed to determine the number of samples used the Slovin formula to determine the sample
is as follows:

n = Number of samples
N = total population
e = error tolerance limit

The error rate is set at 10%. Meanwhile, the probability that the questionnaire is correct (received) or rejected (false) is 0.5 respectively. Based on the formula above, the following results are obtained:

$n = $ 2,100,000 1+ (2,100,000 x 0.12)
$n = $ 2,100,000 = 21,001
$n = 99.99 \approx 100$

Based on the results of the sample count, the figure is 99.99 for the minimum number of samples, but the author round it up to 100 respondents to reduce errors in filling out the questionnaire as well obtain good data processing results.

4. Results and Discussion

Respondents' Responses Regarding Consumer Behavior. Based on the results of a descriptive analysis of consumer behavior in Tokopedia consumers in Indonesia, it is deep good category with a percentage of 71.2%. This shows that consumer behavior is in a group that process related to Tokopedia can be said to be good. Respondents' Responses Regarding Purchasing Decisions. Based on the results of descriptive analysis, the Purchase Decision on Tokopedia consumers in Indonesia is deep good category with a percentage of 73.68%. This shows that the consumer's decision to choose company, namely Tokopedia, as an option for making online purchases can be said to be good.

Simple Linear Regression Analysis Test Results.

Table 1: T-test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	.000	1,167	.184		6.329	(Constant)
	Purchase	.644	.061	.732	10.621	.000

a. Dependent Variable:Interest

Based on the results of the t test obtained based on the processing of SPSS, it can be seen in table 1 that the value can be obtained t count of 10,621 and a significance value of 0,000, then H0 is rejected. Because t-count (10,621)> t-table (1.66055) so that H0 is rejected and H1 is accepted. That is, consumer behavior has a significant effect on the purchase decision process for Tokopedia consumers in Indonesia.

5. Conclusion

Based on the results of research and discussion on "The influence of consumer behavior on the decision process of Tokopedia consumer purchases in Indonesia ", can be concluded as follows:
   a. Consumer Behavior towards Tokopedia consumers in Indonesia is already in the good category with value in the average percentage was 71.2%.
   b. The Purchasing Decision Process for Tokopedia consumers in Indonesia is already in a good category with the average percentage value is 73.68%.
   c. There is a positive and significant influence between consumer behavior on the purchasing decision process of Tokopedia consumers in Indonesia amounted to 53.5%.

We suggest that e-commerce companies Tokopedia maintain relationships with Facebook customers want to choose our company for online shopping is to provide other attractive promo options. Thus, the company not only offers free postage promos, but the company must make an effort to provide promo options such as cashback promos, reward points, promos for payment methods through banks or e-wallets, and thematic discounts. This is done in addition to being able

to accommodate all consumer desires, as well as able to attract more consumers with a variety of promo choices that are provided.

We also suggest to companies in an effort to get their customers to make repeat purchases at the same Tokopedia e-commerce company so that the company must have a differentiator from other companies, has certain characteristics both in terms of concept, content and features that are presented attractive so that this will continue to be remembered in the minds of consumers. In addition to these efforts, other efforts that e-commerce companies can make to be able to attract customers back to shop and buy again at the e-commerce company, according to the author, is to maximize customer database management for the sake of provide information related to programs that will take place in the future, for example giving information related to monthly promotions or annual promotions, of course. Then taking care of the company's reputation with the best service provided may give you more trust to customers to make product purchases at the e-commerce store.

From the results of research and discussion that has been done, it is known that the variable consumer behavior positive and significant effect on the purchasing decision process. In an effort to improve decisions of purchases so that customers want to use the company as a medium for online purchases, in the digital and all-round era instant like now, companies must always be required to follow the changes that exist continuously. For example, in the millennial era like today, companies must be able to provide services and be careful in assessing between millennial generation customers and generation z because we know that the two generations are different, so companies must be careful in managing their potential customer. This can be identified and studied by companies through, for example, adaptation of technology, where the millennial generation existed when technology began to be created and found its way, is different from Generation Z was present when information technology existed, so they just used it without following the process of technological development as the millennial generation does. The next one is, companies must be able to pay close attention to the social media platforms that millennial and generation z use, then from there the company can put information related to sales and promos on each social media platform accordingly target customers, namely the millennial generation and generation z. With this, it is hoped that it will have an impact to the high purchasing decisions that e-commerce companies expect nowadays can be said to be a means of shopping that is safe, easy, fast, and instant.

Further researchers are advised to conduct further research that affects the decision process e-commerce purchases, such as brand image, brand loyalty, convenience and trust. Further researchers are also expected to add indicators to measure consumer behavior variables and the purchase decision process so that it can be measured precisely.

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