

Factors Influencing Consumer Purchase Interest in Shopee and Tokopedia

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Received: 10/10/2023

Revised: 23/03/2024

Accepted: 30/04/2024

Abstract

The phenomena of internet usage, which is anticipated to grow over time, presents a new economic potential for e-commerce. One of the businesses owned by Pondok Modern Gontor, situated in Ponorogo City, East Java, is La Tansa Gontor Book & Stationery Store which currently also using e-commerce. This study aims to investigate the factors that influence consumer purchase interest in e-commerce used by La Tansa. The Theory of Planned Behavior, popularized by Icek Ajzen, is the theory applied in this study. This hypothesis is predicated on three different variables: behavioral attitude, subjective norms, and perceived behavioral control. In this study, a descriptive survey method is combined with a quantitative approach. With a sample size of 358 participants, the population in this study consisted of the 3,416 followers in marketplace platform. Several linear regression tests were employed in this investigation. A total score of 31,038 indicated that the aspects of product price and quality were thought to be very influential. The product pricing component, one of the two variables included in the study, had the most significant impact on consumer purchasing interest. With a 66.3% percentage. Product quality, on the other hand, has a 11.48% influence on consumer purchasing interest. Overall, the factors of product price and product quality jointly affect consumer purchasing interest with a significance of 0.05 and a F computed value of 293,715 F table 3.021, indicating that both factors have an impact.

Keywords: e-Commerce; Product Price; Product Quality; Purchase Interest

INTRODUCTION

Today's emerging information technology advancements influence a variety of facets of life. For its users, information technology offers a variety of conveniences. The online method will attract greater attention since there are more people using the internet. The internet offers broad access and coverage throughout the community, low communication costs, is manageable, and swiftly disseminates information. Hence, additional to other basic necessities like clothing, food, and housing, the majority of people today consider the internet to be a basic need. Indeed, the phenomenon of internet use, which is anticipated to grow over time, presents a new economic potential for e-commerce (Santoso, 2022).



According to the Indonesian Digital Report (2020), there were 175.4 million internet users in Indonesia as of January 2020, up 17% from 2019. This data puts the country's internet penetration at 64%. The total number of Indonesians using digital platforms like social media and marketplaces is closely correlated with the country's growing internet user base. As of January 2020, there were 160 million users of digital platforms, with 59% of those users in Indonesia using social media as a communication tool and a network expansion tool, while 80% of internet users in Indonesia used a digital marketplace platform to do business, shop online (APJII, 2023).

Almost every industry and sector of the global economy, including trade, banking, health, tourism, industry, education and training, transportation, and agriculture, are under the authority of this economic activity, which began to be conducted via applications and websites. Out of all of these many areas, the trade sector also known as e-commerce is the one that today dominates and almost controls the entire Indonesian market (Putri & Zakaria, 2020).

The Theory of Planned Behavior regulates three conceptual factors that influence intention, claim Ajzen and Fishbein (1977). Choices are based on variables, such as attitudes toward behavior, subjective norms, and perceived behavioural control, in particular. The amount of appraisal or how positively or negatively an individual views their own behavior is referred to as attitude toward behavior. Salient behavioral ideas and result judgments are the basis of attitudes. Behavioural beliefs pertain to the perceived possibility of an expected event occurring as a result of engaging in a particular behavior, and outcome evaluation entails a calculation of the potential repercussions of a given behaviour (Han & Kim, 2010).

According to the Islamic of view, e-commerce transactions are defined as sales and purchases that share fundamental parallels with bai' as-salam in a number of ways, including the suspension of products and marketing components. The parties involved in e-commerce and bai 'as-salam transactions are composed of the vendor and the buyer, the item being traded, and the sight transaction. There is, however, a key distinction between the two. In particular, there is no direct face-toface encounter between the vendor and the buyer when conducting business online. Just the internet is used by the two to communicate. Islam permits e-commerce transactions as long as they adhere to certain Islamic rules, such as refraining from usury, gharar, maisir, etc. Avoiding to use a credit card as part of the e-commerce payment system, according to advice (Shah & Susilo, 2022).

Previous research on the Theory of Planned Behavior has demonstrated its ability to predict and explain the behaviour of organic consumers in emerging market (Le-Anh & Nguyen-To, 2020), to comprehend consumer shopping behaviour in Malaysia (Yahya et al., 2020), and to explain intentional behaviour that significantly influences green consumption behaviour (Emekci, 2019; Thi Tuyet Mai, 2019).

Kotler and Armstrong (2012) define the marketing mix as a set of managed factors used to elicit the desired reaction from the target market. Essentially, the primary goal of the marketing mix is to present an offer through product distribution and promotion in the hopes that a product or service purchase process would take place (Ibrahim & Afif, 2020; Haryadi & Shodiq, 2022). Kotler and Keller (2012) define the components of the 7P marketing mix as it is currently being used (product, price, promotion, place, people, process, physical evidence)

Bai 'as-salam is a sale and buy arrangement where the goods are sent once full payment has been received. Accordingly, as-salam also known as as-salaf which is a sale and buy with payment. It is further noted that Assalam contains the notion of delivery while the distribution of commodities is halted (Zatadini & Syamsuri, 2019). Considering the aforementioned justification, researcher are drawn to studying the La Tansa Gontor Book & Stationery Shop, a Pondok Modern Darussalam Gontor subsidiary renowned for its explosive marketing growth.

Stationery & Bookstore is one of the enterprise owned by Pondok Modern Gontor, situated in Ponorogo City, East Java, is La Tansa Gontor. One of several bookstores in Ponorogo Regency is La Tansa Bookstore. La Tansa Bookstore regularly promotes through social media on Facebook, Instagram, and Whatsapp. It also runs a number of marketplaces, including Shopee and Tokopedia, to reach more customers (Siahaan et al., 2019; Fanani & Hakim, 2023).

The use of the marketplace as a sales medium is certainly a new thing for Pondok Modern Darussalam Gontor, especially the La Tansa Gontor Bookstore because none of the cottage business units has used the marketplace as a sales medium, and by holding sales through the Shopee and Tokopedia platforms, it has received a positive response. From the community, this is indicated by the high interest of buyers from various regions, and the congregation responds well, as evidenced by the addition of followers and a large number of interactions between customers and the online admin of the La Tansa Bookstore (Siahaan et al., 2019; Iriani et al., 2021).

Therefore, this study aims to seek the factors that influence consumer purchase interest in La Tansa bookstore & Stationery through e-Commerce shopee and Tokopedia.

METHOD

This study is empirical study with quantitative approach. Multiple regression analysis was employs in this study to investigate the relationship between dependent variable (Y) and independent variables (X). Dependent variable (DV) in this study is purchase interest (Y) and independent variables (IV) in this study is product price (X1) and product quality (X2).

Data in this study obtained from the consumer of La Tansa Bookstore & Stationery through it followers in shopee and tokopedia e-commerce with total approximately 3,416 followers. Hence, the population of this study is 3,416 which will be taken the sample size using Slovin (Sugiyono, 2011). Based on Slovin theory the sample size of this study is about 358 sample size. The data of this study gained by questionnaire distributed to the 358 sample with simple random sampling (Pandey & Pandey, 2021).

The questionnaire distributed in this study has been validated and tested its reliability to be analyzed. The data analysis on this study employs multiple regression analysis with 3 hypotheses test they are partial test (t-test), simultaneous test (F-test), and R2 coefficient determination. The grid of questionnaire that has been validated and tested its reliability as follow:

Table 1. Questionnaire Grid

Variables	Indicator	Item
Product Quality	Benefit	The goods in the La Tansa Gontor Bookstore provide benefits to consumers
	Goods Quality	The goods in the La Tansa Gontor Bookstore are of good quality
	Necessity	The goods at the La Tansa Gontor Bookstore meet the needs of local consumers
Product Price	Price Affordability	The prices of products at La Tansa Bookstore are relatively cheaper The prices of products at the La Tansa Bookstore are affordable for local consumers
	Suitability of Price to Quality	The quality of the goods sold at the La tansa Gontor Bookstore is in accordance with the prices offered. Consumers do just fine with high prices as long as the quality and quantity of goods are in line with the price.

	Price Competitiveness	The price offered by La Tansa Gontor Bookstore can compete well
	Price Match with Benefits	The price offered by La Tansa Gontor Bookstore has benefits that are in accordance with the price. The price offered by La Tansa Gontor Bookstore has benefits that are in accordance with the needs of the customers.
Purchase Interest	Attention	Love to notice the products offered by La Tansa Bookstore through social media
	Attraction	Interested in the products offered by La Tansa Bookstore through online shopping platforms
	Desire	Purchasing at La Tansa Bookstore through an online shopping platform is self-directed

Source: (Kotler & Armstrong, 2012; Kotler & Keller, 2012; Gitosudarmo, 2017)

Meanwhile, to obtain a clear result in analysis, hypotheses of the study is necessary to be developed. Based on the previous studies, there are relationship between product quality and product price to purchase interest. Product quality in particular found to be affecting the purchase interest (Sinurat et al., 2021) it is also affecting purchasing decision of customer (Hatta et al., 2018). Meanwhile, product price also found to be influencing purchase decision (Herawati et al., 2019). Based on the previous studies above, the hypotheses of study and the framework is described as below:

H1: there is a relationship between product quality and purchase interest

H2: there is a relationship between product price and purchase interest

H3: there is relationship of product quality and purchase interest on purchase interest

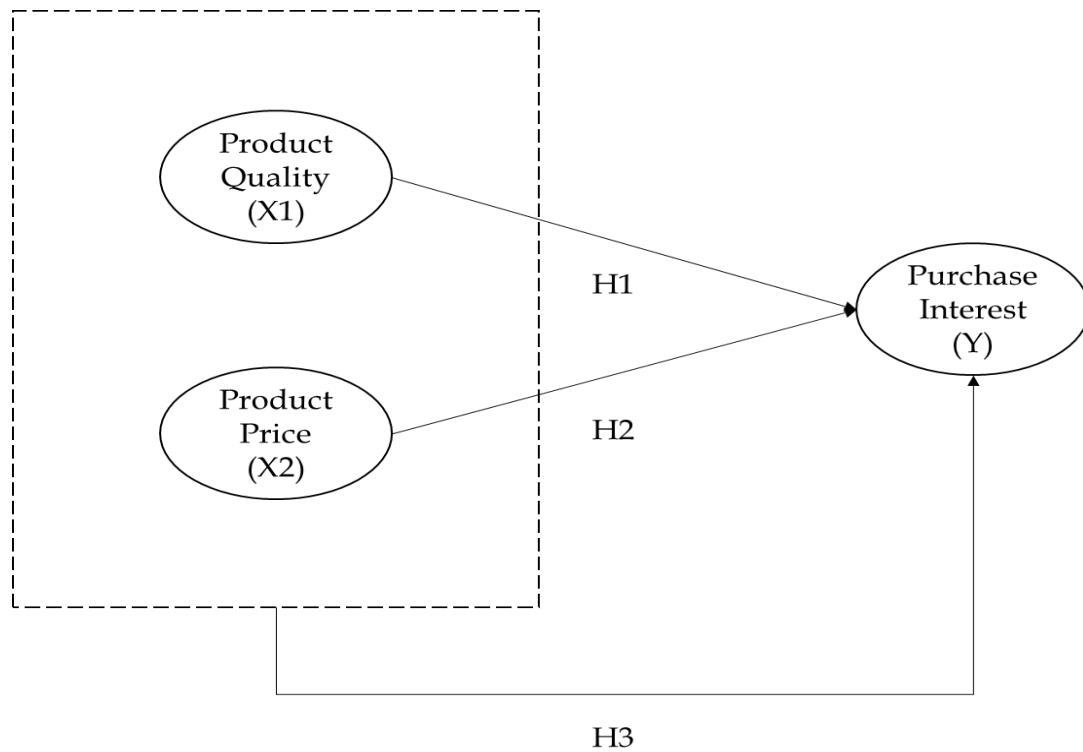


Figure 1. Research Framework

RESULT AND DISCUSSION

Partial Test

Partial test in multiple regression analysis is to show whether the IV are influencing the DV through t-value which is compared to t-table as well as the p-value of each IV on DV. In the same result, it also describes the regression equation of this study. The t-table of this study is 1.967 with the p-value, which should be below or less than 0.05. Partial test of this study is as follows:

Table 2. The Result of Partial Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.512	1.473		5.099	.000
Product Quality (X1)	1.148	.170	.355	6.742	.000
Product Price (X2)	.663	.073	.479	9.105	.000

a. Dependent Variable: Purchase Interest (Y)

Based on table 2 above, the t-value of X1 are about 6.742 and t-value of X2 are about 9.105 which means both IV t-value are above t-table 1.967 with p-value for both IV are 0.000 which are below or less than 0.05. Therefore it can be conclude that product quality and product price have positive influence on purchase intention. In other words, H1 and H2 are supported. Meanwhile, in the same table the result of B (beta) coefficient for the C (constant of IV or Y variable) are 7.152. It means the constant or value of purchase intention (Y) in this study are about 7.152 if it not influenced by the IV. Furthermore, the B coefficient for X1 are around 1.148 means if product quality increase by 1 point the purchase intention would be increase around 1.148. Moreover, the B coefficient for X2 are about 0.663 means if product price increase by 1 point purchase intention would increase about 0.663. The regression equation based on the B coefficient formulated as follow:

$$Y = 7.152 + 1.148 (X1) + 0.663 (X2) + e$$

Simultaneous Test

Simultaneous test is F-test using ANOVA with compare between F-table and F-value with p-value should be below or less than 0.05. F-table in this study are around 3.021. The result of F-Test as follow:

Table 3. F-Test Result

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4231.541	2	2115.771	293.715	.000 ^b
Residual	2557.232	355	7.203		
Total	6788.774	357			

a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), Product Price, Product Quality

Based on the table 3 above, it show that t-value of this study is about 293.715 which are above the t-table 3.021 and the p-value is 0.000 which are less than 0.05. Therefore, it can be conclude that product price (X1) and product quality (X2) are simultaneously influence purchase interest (Y) or in other word, H3 is accepted.

R2 Coefficient Determination

R2 square coefficient determination are mean to show the relationship of IV to DV on the form of percentage. Minimum requirement for IV reliability of relationship are should be 0.6 or above. The result of R2 in this study as follow:

Table 4. R2 Coefficient Determination Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790 ^a	.623	.621	2.68393

a. Predictors: (Constant), Product Price, Product Quality

Based on the table 4 above, the R2 of this study is about 0.623 or 62.3% of IV (product price and product quality) are contributes to DV (purchase interest) while the rest of it 37.7% or influenced by another variables excluded from this study. Based on the R value which about 0.790 means that this study shows that X1 and X2 have a strong relationship between the Y as the reliability standard are should be 0.6 or above.

Discussion

Product quality refers to a product's capacity to fulfil a range of tasks, including those requiring sturdiness, dependability, precision, and usability (Susilo, 2020). Kotler and Armstrong define product quality as a property of a good or service that depends on the fulfilment of explicit or implicit customer needs. It is a top marketing positioning tool that has an immediate impact on how well customers are treated (Kotler & Armstrong, 2012).

The degree to which an object complies with established measurement standards also known as product quality (Baker et al., 2007). Every buyer has standards for the quality of the goods he purchases. If the goods they purchase meets or surpasses their expectations, customers will be satisfied. Standardizing the quality of a product is necessary to produce the appropriate level of quality. To prevent consumers from losing faith, quality standardization assures that the final product fulfils set requirements (Gordon & Williams, 2020; Okpala & Korzeniowska, 2023).

Meanwhile, product price is the only element of the marketing mix that provides income or income for the company, while the other three elements (product, distribution and promotion) cause costs (expenses) (Susilo, 2020). In addition, price is an element of the flexible marketing mix, meaning that it can be changed quickly, unlike with product characteristics or commitment to distribution channels. The last two things cannot be changed/adjusted easily and quickly because they usually involve long-term decisions (Tjiptono, 2014). Price plays an essential role in every business because the set price level affects the number of goods sold. In other words, the set price level affects the circulation of goods sold (Flaen et al., 2020). The quantity of goods sold affects the costs incurred with procuring goods for trading companies and production efficiency for manufacturing companies. So prices affect total revenue and total

costs, so in the end, prices affect operating profits and the financial position of a business/business entity. Accordingly, in this digital era using e-commerce as platform also affecting operating profits and indeed the total cost as well. Whether it would be profitable or increasing the total cost that led to loss of profit (Dolega et al., 2021).

CONCLUSION

To sum up, this study found that partially product price are influence purchase interest as well as product quality that positively have significant effect on purchase interest. Meanwhile, simultaneously product price and product quality significantly influence purchase interest. Lastly, the relationship between IV and DV are about 0.623 means purchase interest are described by product quality and product price about 62.3% while the rest of it about 37.7% described by another variables excluded from this study. Indeed, this study have several limitation for example the IV of this study only 2 that possibly there are another variable have strong relationship with DV. Furthermore, the method employs in this study are suggested to develop along with additional variable using SEM and promote with mediating or intervening variables.

ACKNOWLEDGEMENTS

The authors of this study is extends gratitude to CIES as the Center of Islamic Economic at UNIDA Gontor for providing this opportunity to contribute in scientific research. Also, authors would like to thanks in special to the La Tansa Bookstore & Stationery for allowing and supporting this research.

AUTHOR CONTRIBUTION STATEMENT

This study is contributed by 3 author by 2 lecturer and an assistant from undergraduate student. First and second author contribute in the description as well as the writing of this article. Meanwhile, third author was contribute in data collection and data analysis which is supervised by the first author

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