

THE INFLUENCE OF PROMOTION AND PRODUCT QUALITY ON PURCHASING DECISIONS AT TOKOPEDIA IN WEST SURABAYA

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ABSTRACT

The purpose of this study is to determine how advertising influences the purchase decision of Tokopedia consumers, and how product quality influences the purchase decision of Tokopedia consumers. The population in this study were people who use Tokopedia marketplace in West Surabaya area. The sample used was 100 people using the Slovin formula. The method used in this research is the multiple linear regression analysis method, which aims to measure the relationship between different variables. Meanwhile, to support this research, it was obtained through the distribution of questionnaires (questionnaires) and literature study. After distributing the questionnaires, the results of the questionnaires were calculated using the SPSS application. This study proves that advertising has no effect on purchase decisions. Product quality has a positive and significant effect on purchase decision in West Surabaya.

Keywords: *Promotion, Product Quality, Purchasing Decisions*

A. INTRODUCTION

The evolution of commercial enterprises within the context of the information globalization era in Indonesia is experiencing an unprecedented rate of acceleration, which in turn is intensifying the competitive dynamics among various firms as they strive to uphold and enhance their respective shares in the marketplace. Consequently, it becomes imperative for business practitioners and stakeholders to exhibit a heightened level of sensitivity and responsiveness to the myriad changes occurring, particularly those that influence consumer purchasing behaviors and decisions. The phenomenon of E-Commerce, defined as the intricate system that enables the buying and selling of goods and services through electronic means with the aid of computer technology acting as intermediaries (Laudon & Laudon, 2019), has rapidly surged in popularity and adoption across the nation. Within the Indonesian context, a multitude of digital platforms such as Tokopedia, Shopee, Lazada, and Bukalapak have emerged to facilitate seamless online transactions, offering users the convenience of engaging in commerce from the comfort of their own homes. Notably, Tokopedia has distinguished itself in this competitive landscape by providing innovative services such as Cash On Delivery (COD), which allows customers to pay for products upon delivery, alongside an extensive customer support system that operates around the clock to address inquiries and concerns. This robust integration of technology and commerce not only revolutionizes the shopping experience for consumers but also significantly alters the operational strategies of businesses vying for success in an increasingly digital marketplace.

In the year of 2023, the prominent e-commerce platform known as Tokopedia secured a noteworthy position, ranking second among its contemporaries, as evidenced by an impressive average of approximately 1.25 billion visitors annually, which underscores its substantial reach and influence in the digital marketplace. Nonetheless, it is critical to highlight that the overall number of visits to Tokopedia experienced a notable decline of 21.08% during the entirety of the year, spanning from January to December 2023, in stark contrast to its competitor Shopee, which remarkably saw an increase in traffic by 41.39%, signifying a shift in consumer preferences and behaviors. Additionally, other major players in the e-commerce sector, such as Lazada and Bukalapak, also faced significant downturns in their visitor statistics, indicating a broader trend of challenges within the online shopping landscape.

This marked decline in visitor numbers for Tokopedia not only reflects potential issues regarding consumer purchasing decisions but also suggests that various external factors may be contributing to this downturn, impacting the company's overall ability to effectively attract and retain a loyal customer base. Furthermore, it is essential to consider how these dynamics may be influenced by the evolving competitive landscape and the shifting priorities of consumers, which necessitate a strategic reassessment of marketing and engagement efforts by Tokopedia. Ultimately, the interplay of these internal and external elements creates a complex environment that warrants careful analysis in order to understand the implications for Tokopedia's future growth and sustainability in the ever-evolving e-commerce ecosystem.

The decisions made by consumers regarding their purchases are subject to a multitude of influences that encompass a wide range of factors, with marketing strategies and promotional activities standing out as particularly significant elements within this complex decision-making process. According to the seminal work by Kotler and Armstrong (2018), marketing can be defined as the systematic efforts undertaken by a company to foster and nurture relationships with its customers while simultaneously creating substantial value that meets their needs and desires. Furthermore, promotional strategies, which may include enticing discount offers, comprehensive marketing promotions, and robust product guarantees, such as those effectively employed by Tokopedia, serve as critical mechanisms for capturing the attention of potential consumers and driving their engagement. In a recent study conducted by Guntara (2021), it was demonstrated that these promotional activities exert a markedly positive effect on the purchasing decisions made by consumers, thereby highlighting the integral role that such strategies play in influencing market behavior. Consequently, it becomes increasingly evident that the interplay between marketing initiatives and promotional tactics is not only fundamental to the success of a business but also essential in shaping consumer perceptions and behaviors in an ever-evolving marketplace. As we continue to examine the dynamics of consumer purchasing decisions, it is crucial to recognize the profound implications of these findings for both marketers and businesses aiming to optimize their strategies in order to achieve sustainable growth and profitability.

In addition to the critical role that advertising plays in influencing consumer behavior and market dynamics, it is imperative to recognize that the quality of service provided by

an organization holds equal significance in shaping customer perceptions and satisfaction levels. As elucidated by Kotler (2019), the overall quality of service is fundamentally assessed through the lens of customer expectations and the extent to which these expectations are met or exceeded during their interactions with the service provider. When customers experience satisfactory levels of service, they are far more inclined to engage in purchasing behaviors, thereby reinforcing their loyalty to the brand. For instance, the e-commerce platform Shopee has strategically implemented cash on delivery (COD) services and offers round-the-clock customer support to enhance the overall satisfaction of its clientele, thereby fostering a more favorable shopping environment. Promotion serves as a pivotal component within the realm of marketing strategies, functioning as a persuasive mechanism that effectively encourages consumers to make purchases by accentuating the various advantages and unique features of products. According to Kotler and Armstrong (2019), not only does promotion serve as a fundamental communication tool to convey information about products, but it also plays a significant role in shaping purchasing decisions and capturing consumer attention, which ultimately leads to increased product recognition and desirability among potential buyers. Given the aforementioned insights, one can formulate the null hypothesis, which posits that promotion does not exert any significant influence on consumers' purchasing decisions.

Turning our attention to the aspect of product quality, it is essential to consider that the physical condition, functionality, and overall quality of a product or service—including critical factors such as reliability, accuracy, user-friendliness, and durability—are what confer a distinct competitive advantage, as articulated by Garvin and A. Dale Timpe (2011). Product quality emerges as a fundamental determinant of competitive positioning in the marketplace, as consumers are consistently in search of products that not only meet their expectations but also align with the price they are willing to pay; it is important to note that a general perception exists whereby high-quality products are frequently associated with elevated price points. Nevertheless, it remains a prevailing expectation among consumers to derive the utmost value from their purchases, reflecting a desire for a favorable balance between quality and cost. In light of the detailed analysis presented above, one can derive the alternative hypothesis, which asserts that product quality exerts a positive influence on purchasing decisions, thereby underscoring the critical importance of maintaining high standards in product development and delivery.

B. RESEARCH METHOD

1. Population and Sample

According to Sugiyono (2019), the population refers to the entire set of things or subjects being studied, while the sample is a portion of the population that possesses characteristics that can be compared. Tokopedia users in Surabaya are the population in this study. To estimate a portion of the population, the sample size is calculated using Slovin's formula with a margin of error of 10%.

2. Data Instrument Testing

a. Validity Test

erifying the reliability and validity of the questionnaire is the main objective of the validity test. A valid questionnaire can be defined as a questionnaire in which each question measures the construct that is intended to be measured. (Ghozali, 2018). Validity testing depends on the following factors for decision-making: a. It is classified as valid if the calculated r value is greater than or equal to the table r value (Sig. 0.05). b. It is considered invalid if the calculated r value is less than or equal to the table r value (Sig. 0.05).

b. Reliability Testing

As a measure of conceptual variables, reliability testing seeks to determine how stable or consistent the responses from survey respondents are. The reliability of the questionnaire is determined by how constant the respondents' answers are over time. (Ghozali, 2018). The statistical test known as Cronbach's Alpha is used to determine reliability. When Cronbach's Alpha is above 0.60, we say that the variable is reliable; when it is below 0.60, we say that the data is unreliable.(Ghozali, 2018).

3. Classic Assumption Test

a. Normality Test

The normality test is conducted to examine whether the dependent and independent factors in the regression model follow a normal distribution. Ghozali (2018) states that a good regression model is one where the data distribution is normal or approximately normal. The Kolmogorov-Smirnov test is used to assess normality, and the significance level (sig) is set at 0.05 using SPSS software. If the significance level (sig) exceeds 0.05, the information is considered to indicate a typical distribution, in accordance with the testing setup. On the contrary, if the significance level (sig) is below 0.05, the information is considered not to be widely circulated.

b. Multicollinearity Test

The normality test is to survey whether the dependent and independent factors in the regression model follow a normal distribution. The data must have a normal distribution or be close to normal for the regression model to be acceptable. (Ghozali, 2018). The Kolmogorov-Smirnov test is used to determine normality, and the significance level (sig) is set at 0.05 using SPSS software. Generally, the information is considered to follow a normal distribution if the probability value (sig) exceeds 0.05. On the contrary, information is considered unusual if the significance level (sig) is below 0.05.

4. Analysis Tools

Multiple Linear Regression Test . This study uses IBM SPSS software and a multiple linear regression approach to analyze the relationships between variables. By using regression equations, this method determines how many independent factors influence one dependent variable.

5. Hypothesis Testing

- a. Coefficient of Determination (R^2). By using the coefficient of determination, one can survey the extent to which the model can understand the influence of independent factors on the dependent variable. If the R^2 value is low, the ability of the

independent variable to estimate the dependent variable provides most of the information needed to predict the dependent variable (Ghozali, 2013).

- b. T-test. According to Ghozali (2018), the t-statistic aims to assess the significance of each independent variable in explaining the dependent variable. The statistic, also known as the partial test, evaluates each independent variable individually. If we are interested in determining whether there is a significant correlation between the coefficients of the independent variables, namely: If the t-statistic for each variable, obtained from the processing results, is below the determined significance threshold of 5%, then the effect of the independent variable on the dependent variable will be clearly visible.
- c. The processing results indicate that the effect of the independent variable on the dependent variable is relatively insignificant if the t-statistic for each variable is higher than the 5% significance threshold.
- d. F-Statistic Test. To determine whether all independent factors significantly affect the dependent variable, the F-Statistic test is used. The significance of the regression equation is determined by whether the calculated F value is higher than the table F value. Because a model is considered important when the probability value is below 5%, lower numbers are preferred.(Ghozali, 2016).

C. RESULTS AND DISCUSSION

Respondent Identity

The identity of the respondents, including gender, age, income, and frequency of purchases on Tokopedia, is presented to understand their background. This study involved 100 respondents from Surabaya who shop on Tokopedia, with questionnaires collected online via Google Form. The data includes information about gender, age, monthly income, and purchasing intensity. Responden Berdasarkan Jenis Kelamin

Table 4.1 Respondent Gender

No	Gender	Frequency	Presentation
1	Man	25 people	25%
2	Women	75 people	75%
Amount		100 people	100%

Source: Researcher Data, 2024

Based on Table 4.1, the majority of respondents are female, totaling 75 individuals (75%), while 25 respondents are male (25%).

1. Respondents Based on Age

Table 4.2 Age of Respondents

No	Age	Frequency	Presentation
1	17 – 20 Age	26 people	26%
2	21 – 24 Age	66 people	66%
3	25 – 28 Age	8 people	8%
Amount		100 people	100%

Source: Data processed by the researcher, 2024

Based on Table 4.2, the majority of respondents are aged 21–24 years, with a total of 66 individuals (66%). This data indicates that the consumers of the Tokopedia marketplace are predominantly from the 21–24 age group.

2. Respondents Based on Income

Table 4.3 Respondent Income

No	Income	Frequency	Presentation
1	< 1.000.000	40 people	40%
2	Rp. 1.000.000- Rp. 2. 000.000	38 people	38%
3	Rp. 2.000.000 – Rp. 3. 000.000	20 people	20%
4	> Rp. 3.000.000	2 people	2%
Amount		100 people	100%

Source: Data processed by the researcher, 2024

The largest category, consisting of 40 individuals or 40% of the total respondents, is those with an income of less than Rp 1,000,000, as shown in Table 4.3.

3. Respondents Based on Purchasing Intensity in the Tokopedia Marketplace

Table 4.4 Respondents' Purchasing Intensity in the Tokopedia Marketplace

No	Purchase	Frequency	Presentation
1	2 *	38 people	38%
2	3 - 5*	44 people	44%
3	>5*	21 people	21%
Amount		100 people	100%

Source: Data processed by the researcher, 2024

Based on Table 4.4, it can be seen that the majority of respondents purchased from the Tokopedia marketplace 3-5 times, totaling 44 respondents or 44%.

1. Test Classical Assumptions

a. Normality Test

Tabel 4.12 Results of Normality Test

		KualitasProduk1
N		100
Normal Parameters ^{a,b}	Mean	32.2300
	Std. Deviation	4.31943
Most Extreme Differences Absolute		.083
	Positive	.060
	Negative	-.083
Test Statistic		.083
Asymp. Sig. (2-tailed)		.087 ^c

b. Multicollinearity Test

Table 4.12 Results of the Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1. PROMOSI	.668	1.498

c. Multiple Linear Regression Analysis

Table 4.14 Results of Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.876	3.671		4.324	.000
PROMOSI	.111	.202	.062	.550	.584
KualitasProduk1	.403	.123	.370	3.267	.002

Based on table 4.14, the results of the multiple linear regression equation in this study are as follows:

$$Y = 15.876 + 0.111X_1 + 0.403X_2$$

Explanation:

X₁ = Promotion

X₂ = Product Quality

Y = Purchase Decision

The results of the multiple regression equation indicate that both X₁ and X₂ have a positive influence on Y.

1. An increase in the Promotion variable will lead to a further increase in the Purchase Decision, as indicated by the significant regression coefficient of 0.111 at < 0.05.
2. The noteworthy regression coefficient of 0.403 for the Product Quality variable at < 0.05 indicates that an improvement in Product Quality will lead to a corresponding increase in the Purchase Decision.
3. X₁ and X₂ have a positive influence on Y₁ according to the regression equation. X₂ has a higher regression coefficient of 0.403 compared to Promotion, making it the most important factor influencing Y.

d. Test the Correlation Coefficient (R) and the Coefficient of Determination. (r²)

Table 4.16 Measurement Results (R) and (r²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.409 ^a	.168	.151	4.330	1.896

- a. The RRR value of 0.409 indicates a correlation of 40.9% between the dependent variable of purchasing decisions and promotion and product quality.

- b. The R^2 value of 0.168 means that promotion and product quality predict purchasing decisions by 16.8%, while the remaining 83.2% is influenced by other unexamined variables.
- c. The Adjusted R^2 value of 0.151 reveals that other variables contribute 84.9% of the variance in purchasing choices, while only 15.1% can be explained by product quality and promotion.
- d. For more than two variables, the Adjusted R^2 is used. Therefore, the coefficient of determination used is 15.1%.
- e. The standard error of the estimate is 4.330, indicating the level of estimation error from the multiple linear regression model is 4.330.

b. Test F

Table 4.15 Results of the F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	366.373	2	183.186	9.771	.000 ^b
Residual	1818.537	97	18.748		
Total	2184.910	99			

As shown in Table 4.15, the F-statistic yielded a result of 9.771, which is greater than the F-table value of 3.089 at a significance level of 0.00. This indicates that the result is statistically significant, as it falls below the predetermined probability threshold of 0.05. It has been proven that customers in Tokopedia West Surabaya are greatly influenced by factors such as promotions and product quality when they choose to make purchases online.

c. T-test Model Test

Table 4.15 Results of the T-test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	15.876	3.671			4.324	.000
PROMOSI	.111	.202	.062		.550	.584
KualitasProduk1	.403	.123	.370		3.267	.002

a. The Influence of Promotion on Purchase Decisions

By looking at the test results in table 4.15, it can be seen that there is no significant impact of progress on purchasing choices. The progress variable has an importance value of 0.584, which is higher than the threshold of 0.05. Additionally, the t-value is 0.550. This finding aligns with the exploration by Indra Ade Irawan and Islamiah Kamil (2022), who also discovered that cost and brand image fundamentally influence purchasing choices, while promotion does not. Meanwhile, Ayuningtyas (2017) found that overall progress impacts purchasing choices; however, the consequences of our review contradict this finding and support Agustina, the return on invested capital, and Hufon (2019), who indicated that progress does not affect purchasing choices.

b. The Influence of Product Quality on Purchase Decisions

Table 4.15 shows that the calculated t value of 3.267 is higher than the table t value of 1.661, and the significance level of 0.00 is lower than the threshold of 0.05 ($\alpha=5\%$). Showing product quality significantly influences consumer choices. Product quality is the most important consideration for businesses, according to Oentoro (2010), as it influences customers' purchasing decisions. Product quality encompasses various aspects such as durability, accuracy, reliability, ease of use, and repairability, as stated by Kotler and Armstrong. (2004: 347). Lenggang Kurnia Intan Devi (2019) also found that product quality, price, and promotion have a significant influence on purchasing decisions in the Shopee Marketplace, thus confirming the alignment of these findings.

D. CONCLUSION

The conclusion of this study examines the impact of promotions and product quality on the purchasing decisions of Tokopedia users in Surabaya. After carefully analyzing the data, we draw the following conclusions: 1) This study found that promotions do not have a relevant influence on the shopping choices of residents in West Surabaya when using Tokopedia. The t-test produced this result, with a t-value of 0.550, which is smaller than the t-table value of 1.661, and a significance level of 0.584, which is higher than 0.05 ($\alpha = 5\%$). 2) Customers of Tokopedia in West Surabaya are influenced by product quality when making purchasing decisions, according to this study. The t-test yielded this result, with a calculated t-value of 3.267 above the t-table value of 1.661, and a significance level of 0.00, which is lower than 0.05 ($\alpha = 5\%$).

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