

ANALYSIS OF FACTORS AFFECTING CONSUMERS IN CHOOSING USING THE ONLINE SHOPPING PLATFORM (SHOPEE)

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Abstract

The purpose of the study is to investigate the important factors that affect the decision of the buying on online platform. The sample used in this study were 215 respondents. The data analysis technique that will be used in this research is SEM – PLS. This research is expected to be a reference / consideration for companies, especially E-Commerce companies in making online marketing strategies.

Keywords: Brand Image, Brand Ambassador, Service Quality, Decision to Use.

Introduction

In this era of globalization, increasingly sophisticated technology also has a fairly rapid impact on business development. Currently, many marketers have switched from a traditional marketing system to a marketing system using the E-Marketing method or better known as Electronic Marketing. Indonesia is currently one of the countries with the highest use of E-Commerce. Shopee is one of the largest E-Commerce in Indonesia. Shopee has a Business to Consumer (B2C) type of business. Shopee is one of the online buying and selling platforms loved by the Indonesian people, but even though Shopee is an online trading platform category with ranking no. 1 on which is widely downloaded by the Indonesian people, in fact there are still many Shopee consumers who write unfavorable reviews on Google Play, so based on this phenomenon, this research will examine and further analyze the factors that influence consumer decisions in using Shopee, namely the brand factor. image, brand ambassador, and service quality. This research is expected to be a reference / consideration for companies, especially E-Commerce companies in making online marketing strategies. This research is also expected to be able to contribute to the development of marketing management science, especially online marketing (E-Marketing). The sample used in this study were 215 respondents. The population in this study are consumers who have used shopee or have bought shopee products. The output target for this research is the Journal of Business Studies and Management Review. The data analysis technique that will be used in this research is SEM – PLS. The Technological Readiness Level (TKT) in this study is TKT 3, namely proof-of-concept of functions and/or analytically important characteristics.

Literature Review

The conceptual framework (Figure 1) in this study was obtained from the results of the preliminary survey:

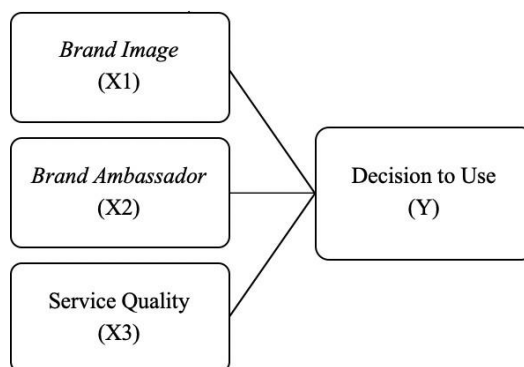


Figure 1. Research Framework

According to Agus Sriyanto, et al, (2016), Tjiptono (2011) brand image is descriptive of associations and consumer beliefs about certain brands. Previous research conducted by Utomo (2017) which shows that Brand Image has a positive and significant influence on purchasing decisions. Research related to brand image was also carried out by Tyas (2016) and Rizki et al., (2019), the results of which stated that the Brand Image variable was also the dominant variable influencing the Purchase Decision variable. Meanwhile, according to Shimp (2010: 250) says that a brand ambassador is a person who supports a brand from various popular public figures, apart from the popular community, it can also be supported by ordinary people and is

more often referred to as an ordinary endorser. Previous research on brand ambassadors has been carried out by Utomo (2017), Sriyanto and Kuncoro (2019), Sterie et al., (2019) whose results show that Brand Ambassadors have a positive and significant effect on purchasing decisions. Meanwhile, service quality is an activity, or a group of certain activities, which are usually intangible in nature, taking place through interactions between service providers and service users and the physical resources used to support the services provided by service providers (Yulia, 2019). Previous research on service quality has been carried out by Weenas (2013) and Panjaitan & Suryoko (2017). The results of previous studies suggest that Service Quality has a positive and significant influence on purchasing decisions.

Methods

The paradigm of this research is quantitative. Creswell explained that quantitative research attempts to quantify, collect and analyze numerical data, and focus on the links among a smaller number of attributes across many cases. The design that will be used in this research is a conclusive research design with a type of causal study [23]. According to Maholtra, conclusive research is a research designed to test hypotheses and test relationships, where the information needed is clearly defined [24]. Maholtra added that causal research is one type of conclusive research that has the main purpose of obtaining evidence of causation (causal relationship). Data collection techniques in this study used a questionnaire. The population in this study are Shopee application users. Meanwhile, the sample according to Sugiyono (2014) is part of the number and characteristics possessed by a population. The number of samples in this study were 215 respondents. This study consists of 3 independent variables with a total of 43 indicators. The sample required in this study using representative theory according to Hair et al., in Kiswati (2010) is dependent on the number of indicators multiplied by 5 to 10, namely 43 indicators by 5 so that the sample required in this study amounted to 215 respondents.

Result and Discussion

The results of testing the one tailed hypothesis in this study, there are three accepted hypotheses. This can be seen based on Table 4.16 where each t-value shows that a value greater than $\alpha 0.05 = 1.64$ is 1.925 for the brand image variable, 5.642 for the brand ambassador variable, 5.473 for the service quality variable. Then it can be seen from the P-value which shows a value of less than 0.05, which is 0.027 for the brand image variable, 0.000 for the brand ambassador variable, 0.000 for the service quality variable. So it can be concluded that the variables of brand image, brand ambassador and service quality are stated to have an influence on the purchasing decision variables.

Conclusion and Recommendation

Based on the formulation of the problem along with data analysis and discussion presented in the previous chapter, it can be concluded as follows: Brand Image has a positive and significant influence on purchasing decisions. This shows that brand image is very influential on purchasing decisions. The better the brand image, the higher the purchase decision, and vice versa; Brand Ambassador has a positive and significant impact on purchasing decisions. This shows that brand image is very influential on purchasing decisions. The higher the brand ambassador, the higher the purchase decision, and vice versa; Service quality has a positive and significant effect on purchasing decisions. This shows that brand image is very influential on purchasing decisions. The higher the brand ambassador, the higher the purchase decision, and vice versa.

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