

No. Issue: 3 / Concept and Analysis | pp. 95-101

Consumer Behavior in Purchasing Products Online at the Tokopedia Marketplace

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Received: 19 January 2020; Accepted: 26 January 2020; Published: 5 July 2020

Abstract: The purpose of this study (1) Knowing how marketing stimuli encourage consumers to make purchases online at Tokopedia, (2) individual characteristics encourage consumers to make purchases online at Tokopedia. (3) the process of consumers deciding to make an online purchase at Tokopedia. Determination of the subject by purposive sampling. data collection: interviews, observation techniques and observation techniques. The method used is descriptive method through a qualitative approach, data analysis, namely data reduction, data display and conclusion drawing / verification. Research results Some of the main factors of marketing stimulation that encourage consumers to shop online at Tokopedia are the ease of getting an item The main factor in product selection is based on positive reviews / reviews / testimonials from other buyers about the product. Brand selection is driven by brand loyalty and if there are better products with positive reviews, consumers will try to buy with a new brand that has positive reviews.

Keywords: marketplace, consumer behavior, products, tokopedia

1. Introduction

The development of technology is increasingly developing, making a shift in consumer behavior from direct purchases in stores to online purchases either through mobile phones or computers. Kasali, (2018) Data obtained from the Association of Indonesian Internet Service Providers (APJII) internet users in 2018 reached 171.17 million people, this figure is up 10.12% compared to the previous year of 143.26 million people (Meeker & Wu, 2018). Compared to the population of the BPS version of 264.16 million, it can be said that there are already 64.8% of Indonesia's population who have accessed the internet (Juventia et al., 2019). Through the existence of internet technology and the increase in internet users in the world, trading activities began to experience development.

Tokopedia.com is one of the online shopping centers in Indonesia that carries the marketplace business model. Tokopedia allows individuals, small shops, and brands to open and manage online stores (Tobagus, 2018). In developing a business by marketing products online, besides knowledge needed in the use of technology, knowledge of consumer behavior is also needed. Based on the background description, the title in this study is Consumer Behavior in Buying Products Online at the Tokopedia Marketplace.

Based on the explanation above, it can be explained that that becomes the purpose of this qualitative research is to describe the empirical reality in Behind the phenomenon in depth, in detail and thoroughly, according to the problem of the researcher. Therefore the use of a qualitative approach in this research is in accordance with the focus of the research that the researchers discussed, namely obtaining a clear and in-depth description of consumer behavior in purchasing products online at the Tokopedia marketplace (Bashir, 2013).

2. Research Methods

Determination of research subjects in this study was done by purposive sampling. As for who was the subject of this research, the people who had already done online shopping at Tokopedia, as well as some informants who know the most information needed in research. The primary data in this study were data from interviews, observations and documentation directly on the Tokopedia.com website. While the secondary data obtained from various library materials, both in the form of books, journals, and other documents related to the study material. There were several techniques in this data collection including interviews, observation techniques and documentation techniques.

The method used researchers to descriptive method and through a qualitative approach. This means that the data collected was not in the form of numbers, but the data comes from interview scripts, field notes, personal documents, memo notes, and other official documents and was described in narrative form (Sugiyono, 2011). Source and data sampling was done by purposive and snowball, data collection techniques were done by triangulation (combined) data analysis is inductive / qualitative, and qualitative research results emphasize more on meaning rather than generalization

In qualitative research, research was conducted on objects by naturally meant, objects that develop as they are not manipulated by researchers and the presence of researchers does not really affect the dynamics of these objects. Raw data would have no meaning, if it was not analyzed. To analyze data was done by connecting answers and opinions. Qualitative methods, namely to answer research questions through formal and argumentative thinking and to analyze the dynamics of the relationship between observed phenomena with the following steps:

- 1) Collecting data obtained from the results of initial observations, interviews and documentation and compile data based on units of problem formulation.
- 2) After the data is collected then classified according to their respective types.
- 3) After the data is classified, it is connected to one another, namely the interview data and the data obtained in the field.
- 4) Then interpreted and analyzed.
- 5) Draw conclusions based on theories of consumer behavior.

According to Sugiono, (2016), data analysis in qualitative research is conducted at the time the data collection takes place and after the data collection is completed within a certain period, at the time of the interview, the researcher has done an analysis of the answers being interviewed. If the answers interviewed after being analyzed were not satisfactory, then the researcher would continue the question again to a certain stage, obtained credible data.

Miles and Huberman (1984) in Sugiyono (2012) suggested that the activities in qualitative data analysis are carried out interactively and take place continuously until they are finished, so that the data is already saturated. Activities in data analysis, namely data reduction, data display and conclusion drawing / verification.

3. Result and Discussion

Tokopedia makes easy for all Indonesian people from Sabang to Merauke to get their needs. Aside from being the first marketplace to implement an escrow system or joint account in Indonesia, Tokopedia also became the first technology company in Indonesia to introduce instant shipping through partnerships with online transportation companies. This allows consumers to get goods quickly. Kusuma (2016) conducted research to find out the factors that influence online purchasing decisions on the Tokopedia website. In his research, all four variables of trust, security, service quality, and risk perception simultaneously and partially have an influence on Online Purchasing Decisions on the Tokopedia Website.

Another study by Baubonienė, Šivilė and Gintarė Gulevičiūtė (2015), in his journal entitled E-Commerce Factors Influencing Consumers Online Shopping Decision. Empirical findings from this study indicate that the main factors influencing consumers to shop online are convenience, simplicity and better prices Jukariya. T and R. Singhvi (2018), in their journal A Study of Factors Affecting Online Buying Behavior of Students, it was found that security transactions, several payment options, privacy and personal security, product prices, quality, speed of access and after sales service are several factors The main influence on online shopping behavior. How marketing stimuli encourage consumers to make online purchases on Tokopedia Table 1.

Table 1. Informant Answers Related to Marketing Stimulation (7P)

No.	Marketing Stimulation (7P)	Informant's Answer
1	Product	1. No need to leave the house to buy an item 2. Complete, unique products, some not available in physical stores
2	Price	1. Some have cheaper prices
3	Location / Distribution Channels	1. Many shipping services are available 2. Fast shipping 3. Some sellers want to send outside the shipping service provided
4	Promotion	1. Many interesting promos provided 2. Promotion of cashback can later be used for shopping again
5	People	1. The majority of sellers are friendly, polite, respond well 2. A complaint service is available when the product is not suitable
6	Physical Evidence	1. Review / positive test from other customers related to the products received accordingly 2. Photos of goods that have been received by other buyers 3. Product Photos
7	Process (Process)	1. The seller responds quickly 2. The majority of the shipping speed is good 3. Products according to pictures 4. Some do not match the picture, but can be resolved through the center of resolution

2. How individual characteristics encourage consumers to make online purchases on Tokopedia

By shopping online at Tokopedia, only the recipient of the item and the sender knows the contents of the item, so for some items that require privacy, it can be done at Tokopedia. This is something that cannot be done when shopping at conventional stores. Using technology is one of solution in this era (Setyawan, 2017). With face to face with the seller, a buyer may feel ashamed to buy certain products. Another case with online shopping at Tokopedia, a buyer does not come face to face with the seller, so there is no shame and free to ask anything. From the above explanation it can be concluded that cultural, social, personal and psychological factors can

encourage someone to make an online purchase at Tokopedia. In summary, it can be seen in the table below:

Table 2 Informant Answers Regarding Individual Characteristics

No	Individual Characteristics of Informant Answers	Informant Answers
1	Culture	<ol style="list-style-type: none"> 1. In the neighborhood many people buy things online 2. Used to shop online at Tokopedia
2	Social	<ol style="list-style-type: none"> 1. Many friends who shop online at Tokopedia 2. Getting different items from most people
3	Personal	<ol style="list-style-type: none"> 1. Want to get a cheaper price 2. Busy and do not have much time 3. Easy to compare products and prices 4. Buy saat promo items for resale in the neighborhood 5. Do not know where the seller sells the desired item 6. Dropship
4	Psychological	<ol style="list-style-type: none"> 1. Shopping online is a fun and easy thing to do 2. Practical and time saving 3. Some items are shy if purchased directly at a physical store

According to Setiadi (2008), in order to understand consumers and develop appropriate marketing strategies, we must understand what they think (cognition) and they feel (affection), what they do (behavior), and where (surrounding events) affect and influenced by what consumers think, feel, and do. Meanwhile, according to Engel et al (2010) consumer behavior is an action that is directly involved in obtaining, consuming, and consuming products and services, including processes that precede and follow up from this action. Electronic commerce (e-commerce) according to Laudon (2012) is the use of the internet and the web to transact business, it can be concluded that e-commerce is conducting trade or business transactions online using internet media and other online devices. Online shop is a facility or shop to offer goods and services via the internet so that online shop visitors can see goods in online stores (Loekamto, 2012). This is supported by research conducted by Nofri (2018), finding that cultural, social, personality and psychological factors have a positive and significant influence on online purchasing decisions both simultaneously and partially. The most dominant variable influencing online purchasing decisions is social factors. According to Kotler and Keller (2009), factors that influence consumer behavior are cultural, social, personal and psychological

factors. In this case, the existing theory and research carried out to get the appropriate results.

Map of E-Commerce in Indonesia

According to data released by iPrice, Tokopedia becomes the e-commerce with the highest monthly active user (MAU) in Indonesia. Tokopedia is visited by around 140 million users every month. The company consistently occupies the top position for the average number of monthly visitors the most since the second quarter of 2018. The second rank is occupied by Shopee with 90 million user visits every month.

Another e-commerce from Indonesia, Bukalapak, occupies the third position with an average number of visitors of 89 million per month. After that, Lazada and Blibli occupy the positions of four, and five.

4. Conclusion

Based on the results of research conducted in the previous chapter, the following conclusions can be drawn:

1. Some of the main factors of marketing stimulation that encourage consumers to shop online at Tokopedia are the ease of getting an item so that they don't have to leave the house, have cheaper prices, many shipping services, many attractive promos are provided, the majority of sellers are friendly, review from other buyers can be seen transparently, and sellers respond quickly. Although when received some products do not match the picture, this can be resolved through a resolution center.
2. Some of the main factors of individual characteristics that encourage online shopping at Tokopedia are when the environment around many who buy goods online, many friends who shop online at Tokopedia, want to get a cheaper price, busy not having much time, and online shopping is a fun and easy to do and practical thing. In addition, it was found that there was a shame factor when buying goods at conventional stores where the items required privacy, other results were obtained that buying at Tokopedia was for the purpose of resale and for Dropship.

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