
**THE COMPARATIVE ANALYSIS OF PURCHASE DECISION ON E-SHOP
MATAHARIMALL.COM AND LAZADA.CO.ID**

*ANALISA PERBANDINGAN KEPUTUSAN PEMBELIAN TERHADAP TOKO ONLINE
MATAHARIMALL.COM DAN LAZADA.CO.ID*

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Abstract: This research will analyze purchase decision on two e-comers, which are mataharimall.com and lazada.co.id. Both of them claim they are number one online shopping in Indonesia. This research conducts objective to know the differences in purchase decision based on security factor, brand factor, price factor, promotion factor and information factor between Mataharimall.com and Lazada.co.id users in Manado. But both are still have the advantages and disadvantages of Mataharimall.com and Lazada.co.id. The averages indicators of purchase decision are brand, price, promotion, security and information. And its depends to consumer to choose where they want to shopping. There is no significant difference in purchase decision based on security factors between both online shop, there is no significant difference in purchase decision based on brand factors between both online shop, there is asignificant difference in purchase decision based on price factors between both online shop, there is no significant difference in purchase decision based on promotion factors between both online shop, there is no significant difference in purchase decision based on information factors between both online shop.

Keyword: *online shop, purchase decision*

Abstrak : Penelitian ini akan menganalisa perilaku keputusan pembeli diantara dua toko online yaitu matahaimall.com dan lazada.co.id. Keduanya mengklaim sebagai online shopping di Indonesia Tujuan penelitian ini untuk mengetahui perbedaan keputusan pembelian berdasarkan faktor keamanan, faktor merk, faktor harga, faktor promosi dan faktor informasi. Keduanya tetaplah memiliki kelebihan dan kekurangan. Tingkatan dari indikator dari keputusan membeli kostumer antara lain merk, harga, promosi, keamanan dan informasi. Dan itu tergantung dari kostumer untuk memilih dimana merekan akan berbelanja. Tidak ada perbedaan yang terlalu kentara dalam memutuskan untuk membeli berdasarkan dari faktor keamanan diantara kedua online shop, tidak ada perbedaan yang terlalau kentara dalam memutuskan untuk membeli berdasarkan dari faktor merk diantara kedua online shop, ada perbedaan yang terlalau kentara dalam memutuskan untuk membeli berdasarkan dari faktor harga diantara kedua online shop, tidak ada perbedaan yang terlalau kentara dalam memutuskan untuk membeli berdasarkan dari faktor promosi diantara kedua online shop, tidak ada perbedaan yang terlalau kentara dalam memutuskan untuk membeli berdasarkan dari faktor informasi diantara kedua online shop.

Kata Kunci: *toko online, keputusan pembelian*

INTRODUCTION**Research Background**

There are many reasons why people shop online. For examples, consumers can buy anything at anytime without going to the store; they can find the same product at a lower price by comparing different websites at the same time; they sometime want to avoid pressure when having a face-to-face interaction with sales people; they can avoid in store traffic jam, etc. Online shopping is considered to be a very helpful way of buying products through the internet especially during the holidays and clearance seasons. It allows customers to enjoy a wide variety of products and items not only from a specific store, but from a diverse storage that includes all kinds of items. Online shopping also provides customers with a good customer service that also occurs online. Many people around the world prefer to shop online and buy products from several brands and companies that they cannot find or are not available for purchase in their home countries.

The consumer makes decisions that affect the quality of his life significantly; many of his decisions are represented by the purchasing processes of services and goods which in turn affect the quality of his life, especially that there are many goods and services such as medicine and travel services which are considered the basics in our daily lives (Cutright, 2005). The consumer makes a series of purchasing decisions based on a lot of data, the most important is that goods should be tangible (ie, can be touched and benefited from), and the service should be adequate for his needs. Academics in the field of economics and marketing emphasize the presence of important external factors that affect the consumer purchasing decision; such factors are important indicators that must be guided by the salesman who is competent to prices when determining the price structure and presenting it to the consumer before making a purchasing decision. The purchasing decision-making process is defined as different situations faced by the buyer when carrying out the process of buying products or services that meet his desires, a process that consists of five phases include discrimination of problem, searching for information, evaluating alternatives, purchasing and the evaluation phase after the purchase. On the other hand, the process of making a purchase decision is defined as the rush of consumer or consumers toward purchasing a commodity or take advantage of a service, which is a sequence process within several phases, based on many motives of the consumer or consumers. As well as, many external influences play a role in the purchase decision made by the consumer or some consumers, and there are many phases of the decision-making process (Al-Abdali, and Al-Allaq, 2002).

Research Objective

There are five research objectives that the researcher would like to achieve by conducting this research.

1. To know the difference in purchase decision based on security factor between Mataharimall.com and Lazada.co.id users in Manado.
2. To know the difference in purchase decision based on brand factor between Mataharimall.com and Lazada.co.id users in Manado.
3. To know the difference in purchase decision based on price factor between Mataharimall.com and Lazada.co.id users in Manado.
4. To know the difference in purchase decision based on promotion factor between Mataharimall.com and Lazada.co.id users in Manado.
5. To know the difference in purchase decision based on information factor between Mataharimall.com and Lazada.co.id users in Manado.

THEORETICAL FRAMEWORK**Consumer Buying Behavior**

According to McDaniel et. al (2011) consumer behavior is processes a consumer uses to make purchase decisions, as well as to use and dispose of purchased goods and services. It also includes factors that influence purchase decisions and product use. Furthermore, consumer behavior is a process and purchase is only one step in that process.

Purchase Decision

Purchase decision is having evaluate various solutions, the buyer may develop a preposition to make a purchase. This will involve matching motive and evaluate criteria with products attributes. This necessitates the used of the process of learning and attitude formation (Chris Fill, 2006).

Factors of Purchase Decision

There are many factors influences and affect customers in related to how consumers make purchasing decision. The purchasing decision process starts long before actual purchase and continues long after. Usually in more routine purchases, consumers often reserve or skip some of purchase decision process (Kotler and Armstrong, 2004). The researcher used 5 independent factors in this study are security, brand, price, promotion, information.

Research Hypotheses

H1 : There is a significant difference in purchase decision based on security factors between Mataharimall.com and Lazada.co.id.

H2 : There is a significant difference in purchase decision based on brand factors between Mataharimall.com and Lazada.co.id.

H3 : There is a significant difference in purchase decision based on price factors between Mataharimall.com and Lazada.co.id.

H4 : There is a significant difference in purchase decision based on promotion factors between Mataharimall.com and Lazada.co.id.

H5 : There is a significant difference in purchase decision based on information factors between Mataharimall.com and Lazada.co.id.

REASERCH METHOD

Types of Research

This research use comparative analysis to investigate purchase decision toward E-Shop case study Mataharimall.com and Lazada.co.id.

Place and Time of Research

This research will be conducted in Manado from the beginning of October 2016.

Population and Sample

The population in this research is people in Manado that ever purchase on Mataharimall.com and Lazada.co.id. Sampling may be useful if the population size are larger and if both the cost and time associated with obtaining information from population is high. Further, the opportunity to make a quick decision maybe lost if a large population must be surveyed. Also with sampling, in a given time period, more time can be spend on each interview, thereby increase the response quality (Aaker et al. 2004). The sample of this research are people in Manado that ever purchase on Mataharimall.com and Lazada.co.id as many as 50 respondents.

Data Collection Method

As quoted from Sekaran and Bougie (2009) Primary data are data gathered for research from the actual site of occurrences of events are called primary data. All of the primary data is gained by questionnaire, a collective data method by spreading list of questions which systematically arranged by several option of answer in order to make it easier to understand. The procedural explained below :

1. Giving the questionnaire to customers of Mataharimall.com and Lazada.co.id.

2. Explaining and giving a short guide about how to answer the questionnaire without giving any ascendancy to the respondent for any certain reason.
3. Rechecking and sorting the answered questionnaires for data validation.
4. Valid questionnaires are going to have tabulation by Microsot Office Excel, and have it analyzed by Statistical Package for the Social Science (SPSS).

Reliability test

The main usage of the Reliability test is to make sure that the used measurement tool (questionnaire) is really consistent in measuring some cases, even though the observation has been conducted frequently at the same object. According to Zikmund (2003) Reliability is the degree to which measures are free from error and therefore yield consistent results.

Validity Test

The validity test is the degree to which a test procedure accurately measures what it was designed to measure. According to Zikmund (2003) Validity is the ability of a measure to measure what it is supposed to measure. If it does not measure what it is designated to measure, there will be problems. Constructing validity is the assesment of validity (truth that an item is measuring something that actually measurement) based on the pattern of linkages between items that measure the questions.

Independent Sample T-Test

Independent sample t-test evaluates the difference between the means of two independent or unrelated groups. This evaluate whether the means for two independent groups are significantly different from each other. The independent sample t-test is commonly referred to as a between-groups design, and can also be used to analyze a control and experimental group. A t-test is any statistical hypothesis test in which the test statistic follows a student's *t* distribution, if the null hypothesis is supported. It is most commonly applied when the test statistic would follow a normal distribution if the value of a scaling term in the test statistic were known. When the scaling term is unknown and is replaced by an estimated based on the data, the test statistic follows a Student's *t* distribution. This t-test is used to analyze the purchase decision on e-shop between Mataharimall.com and Lazada.co.id

RESULT AND DISCUSSION

Result

Characteristics of Respondent

In this first sub-section, all the respondents that become the main source of the primary data for this current research will separated into three main characteristics and are derived from two different groups, which are the group of Mataharimall.com and the group of Lazada.co.id.

Gender Characteristics

Table 1. Frequency of Respondents Based on Gender

Gender	Frequency
Male	10
Female	40
Total	50

Source : Data Processed, 2017

Table 1 shows the male respondents are 10 respondents and female respondents are 40 respondents. From the data above, it can be concluded that most of the respondents from this research are female with total of 40 respondents out of 50 samples. Meanwhile, the gender of male results lesser than the female respondents with total of the 10 respondents.

Age Characteristic**Table 2. Frequency of Respondents Based on Age**

Age	Frequency
18-25years old	46
26-35 years old	4
Total	50

Source : Data Processed, 2017

Table 2 shows from total of 50 respondents, 46 respondents are between 18-25 years old, 4 respondents are between 26-35 years old, 4 respondents are between 31-40 years old. From the data processed by the researcher, it can be concluded most of the respondents of this research are between 18-25 years old with total of 46 respondents.

Respondents Based on Occupation**Table 3. Frequency of Respondents Based on Occupation**

Occupation	Frequency
Student/College Student	37
Civil Servant	4
Private Worker	4
Housewife	5
Total	50

Table 3 above shows the pie chart of occupation of the respondents in this research. From total of 50 respondents, 37 respondents are students from senior high school and college students, 5 respondents are housewives, 4 respondents are civil servant, and 4 respondents are private worker.

Respondents Based on Transaction Every Month**Table 4. Frequency of Respondents Based on Transaction Every Month**

Transaction Every Month	Frequency
1-2 times every month	43
3-5 times every month	5
>5 times every month	2
Total	50

Source : Data Processed, 2017

Table 4 shows the pie chart of transaction each month of the respondents in this research. From total of 50 respondents, 43 respondents are 1-2 times, 5 respondents are 3-5 times, 2 respondents more than 5 times.

Respondents Based on Product**Table 5. Frequency of Respondents Based on Product**

Goods	Frequency
Fashion	40
Cosmetics	6
Electronics	4
Total	50

Source : Data Processed, 2017

Table 5 shows the pie chart of goods of the respondents in this research. From total of 50 respondents, 40 respondents are buy clothes, shoes, pants. 6 respondents are buy cosmetics, and 4 respondents are buy electronics stuff.

Respondents Based on Payment**Table 6. Frequency of Respondents Based on Payment**

Payment	Frequency
Transfer	39
Cash on Delivery	10
Credit Card	1
Total	50

Source : Data Processed, 2017

Table 6 below shows the pie chart of goods of the respondents in this research. From total of 50 respondents, 39 respondents are pay through transfer. 10 respondents are pay through cash on delivery (cod), and 1 respondents are pay through credit card.

Reliability Test**Table 7. Reliability Test**

Cronbach's Alpha	N of Items	Conclusion
.839	5	Reliable

Source: Data Processed, SPSS 2017

Table 7 shows the Cronbach's Alpha Value of all indicators are above 0.6, it means that all the variables in this research considered reliable and can be used to retrieve data.

Validity Test**Table 8. Validity Testing Data For Purchase Decision Element Factors Between Mataharimall.com and Lazada.co.id**

	Group	N	Mean	Std. Deviation	Std. Error Mean
Security	Mataharimall.com	50	4.4600	85021	.120
	Lazada.co.id	50	4.6400	79565	.112
Brand	Mataharimall.com	50	4.7000	82685	.116
	Lazada.co.id	50	4.6400	70740	.100
Price	Mataharimal.com	50	4.0300	63415	.089
	Lazada.co.id	50	4.4000	59761	.084
Promotion	Mataharimall.com	50	4.6500	79700	.112
	Lazada.co.id	50	4.7100	80869	.114
Information	Mataharimall.com	50	4.6000	67006	.094
	Lazada.co.id	50	4.6000	73540	.104

The table 8 shows the value of all indicators of Purchase Decision on E- shop between mataharimall.com and lazada.co.id are above 0.3, since the correlation value is above 0.3, so it means that all indicators of variables in this research stated as valid.

T-test Equity Of Means**Table 9. T-test for Equity of Means**

T-test for Equality of Means							
	T	Df	Sig. tailed)	(2- Mean Difference	Std. Difference	Error 95% Interval Difference	Confidence of the Upper
						Lower	
Security	-1.093	98	.277	-.18000	.16468	-.50680	.14680
	-1.093	97.572	.277	-.18000	.16468	-.50681	.14681
Brand	.390	98	.697	.06000	.15389	-.24539	.36539
	.390	95.707	.697	.06000	.15389	-.24548	.36548
Price	-3.003	98	.003	-.37000	.12323	-61455	-.12545
	-3.003	97.657	.003	-.37000	.12323	-61456	-.12544
Promotion	-.374	98	.709	-.06000	.16057	-.37865	.25865
	-.374	97.979	.709	-.06000	.16057	-.37865	.25865
Information	.000	98	1.000	.00000	.14070	-.27921	.27921
	.000	97.164	1.000	.00000	.14070	-.27924	.27924

Source: SPSS Output, 2017

Table 9 informs about the difference of purchase decision on E-Shop between Mataharimall.com and Lazada.co.id measured by five of variables there are Security, Brand, Price, Promotion, Information (X_1 - X_5). Shows that purchase decision of consumers differs significantly only based on price. The other factors which are security, brand, promotion and information do not significant difference of purchase decision of consumers between Lazada.co.id and Mataharimall.com. The value comparison in Table 1 will partially support the explained regarding with the perception of security aspect between Mataharimall.com and Lazada.co.id Consumers.

- Purchase decision in terms of security between Mataharimall.com and Lazada.co.id consumers does not have significant difference as shown by the sig.(2-tailed) in table 9 security factor is $0.277 > 0.05$.
- Purchase decision in terms of brand between Mataharimall.com and Lazada.co.id consumers does not have significant difference as shown by the sig.(2-tailed) in table 9 brand factor is $0.697 > 0.05$.
- Purchase decision in terms of price between Mataharimall.com and Lazada.co.id consumers does have significant difference as shown by the sig.(2-tailed) in table 9 price actor is $0.003 < 0.05$.
- Purchase decision in terms of promotion between Mataharimall.com and Lazada.co.id consumers does not have significant difference as shown by the sig.(2-tailed) in table 9 promotion factor is $0.709 > 0.05$.
- Purchase decision in terms of information between Mataharimall.com and Lazada.co.id consumers does not have significant difference as shown by the sig.(2-tailed) in table 9 information factor is $1 > 0.05$.

Discussion

The main objective of this research is to find out if there is a difference of Purchase Decision between Mataharimall.com and Lazada.co.id. Data analysis in this research shows the independent sample t-test result between the group test of Mataharimall.com and Lazada.co.id. Purchase decision is the thought process that leads a consumer from identifying a need, choosing a specific product, brand and etc. Purchasing Decision is the final decision made by the consumer for getting commodities or services according to consumer purchasing power, consumer freedom to make this decision or his decision for not getting these commodities and services. Purchase decision is having evaluation upon solution; the buyer may develop a preposition to make a purchase. This will involve matching motive and evaluate criteria with products attributes. This necessitates the used of the process of learning and attitude formation (Chris Fill, 2006).

There are 5 stages of consumer buying decision process. First problem recognition, problem recognition is the first and most important step in the buying decision. Without the recognition of the

need, a purchase cannot take place. This recognition happens when there is a lag between the consumer's actual situation and the ideal and desired one. Second problem is information search, once the need is identified; it is time for the consumer to seek information about possible solutions to the problem. There are two types of information search, the first is internal information. This information is already present in the consumer's memory. It comes from previous experiences consumer had with a product or brand and the opinion consumer may have of the brand. The second is external information. This information on a product or brand received from and obtained by friends or family, by reviews from other consumers or from the press. Not to mention, of course, official business sources such as an advertising or a seller's speech. Third problem is alternative evaluation, once the information collected, the consumer will be able to evaluate the different alternatives that offer to consumer, evaluate the most suitable to consumer needs and choose the one consumer think it is better. Fourth problem is purchase decision. The consumer has evaluated the different solutions and products available for responding to consumer needs, consumer will be able to choose the product or brand that seems most appropriate to consumer needs. Then proceed to the actual purchase itself. Fifth is post-purchase behavior, the consumer will evaluate the adequacy with consumer original need. In addition, whether consumer has made the right choice in buying this product or not. Consumer will feel either a sense of satisfaction for the product. On the contrary, a disappointment is the product has fallen far short of expectations.

According to (Blackwell, Miniard, and Engel 2005). Intentions have been defined as the subjectives judgements about how we will behave in the future. This research support the previous research, based on previous research there are 5 factors that explain this research, such as security, since the payment modes in online shopping are most likely made with credit card, so customers sometime pay attention to seller's information in order to protect themselves. Online consumers are concerned about security issues when they deal with online shopping. The security in terms of privacy, personal details and financial information, are major concerns among consumers. When consumers feel insecure, especially when they have to deal with financial transaction fear of any fraudulent purposes, intention to purchase online becomes distorted. Brand, Brand was defined as the quality related to the products or services. Often, brand was referred to the seller's reputation and consumer loyalty in associated with the seller. Brands and features increases as more information is obtained, knowledge of the available and consumer awareness. E-retailers should strengthen shopper trust and believe by buying famous Website such as google.com to promote the online purchase rate. Brands play a very important role in the consumer decision making processes. It is really important for companies to find out consumer's decision making process and identify the conditions, which consumers apply while making decision. Price factor involves checking the respondent's attitude to save money when shopping online. The consumer felt that they are saving money when they are shopping online as compare to physical shopping. Argued that often online shoppers were not price-sensitive, cause of these consumers' price comparisons among different e-retailers on each product was time- consuming and the price difference was very small. Promotion is the advancement of a product, idea, or point of view through publicity and or advertising. Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others. There are several types of promotions. Above the line promotions include advertising, press releases, consumer promotions (schemes, discounts, contests). Information, In addition to get information from its website, consumers can also benefit from products' reviews by other customers. They can read those reviews before they make a decision. When the requirement occurred, the customers will search the related commodity information to pick the goods and producer. This is a good method to reduce the perceiving risks. Information is valuable because it affect behavior, a decision, or an outcome.

Based on this research, Mataharimall.com and Lazada.co.id claim that both of them have high safety security. In this research, based on consumer transaction, security of mataharimall.com is more safety as well as identity than lazada.co.id. Based on consumer purchase decision security is one of influence consumer to buy a product. In this research Mataharimall.com brand is more famous than Lazada.co.id., because Mataharimall.com partnership with matahari department store which have physics store that most people knew. Even though Lazada.co.id is the first launch in Indonesia. Price of product offered by the shops that are in Mataharimall.com has more affordable price with good quality stuff compared with Lazada.co.id.

Mataharimall.com also has the brand equity value that worth with the price. Also they give free shipping all around place in Indonesia with minimum purchasing IDR 200.000. Based on this research, According to consumer, Lazada.co.id promotion is better than Mataharimall.com. Lazada.co.id promotion not just as commercial in tv but they also have promotion in social media that most people used. Both of the companies have product information that can be understood by consumer. Based on this research most consumers are preferred to Lazada.co.id, because the information that consumer need is easy to find such as review by previous buyer.

CONCLUSION AND RECOMENDATION

Conclusion

Based on the results of the research, it can be drawn conclusions as follows:

1. There is no significant difference in purchase decision based on security factors between Mataharimall.com and Lazada.co.id.
2. There is no significant difference in purchase decision based on brand factors between Mataharimall.com and Lazada.co.id.
3. There is a significant difference in purchase decision based on price factors between Mataharimall.com and Lazada.co.id.
4. There is no significant difference in purchase decision based on promotion factors between Mataharimall.com and Lazada.co.id.
5. There is no significant difference in purchase decision based on information factors between Mataharimall.com and Lazada.co.id.

Recommendation

Based on the result and conclusion of the research, the recommendation given are as follows :

1. Based on the result of a case study should be considered as a plan to conduct further research. This study is only based purchase decision element factor in which there are security, brand, price, promotion and information. For the future researcher, might consider to use another factors such as socio-demographic to compare and find out if there is a difference or not.
2. There are needed to further investigate the Purchase Decision Element factor on a company, might consider to develop the purchase decision of E-Shop. It needs to provide more clear information of security, brand, price, promotion and information which will offer a clear purchase decision. Thus, the consumer will not wrong in taking the decision to buy and make it easier to choose the product that will buy.

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