

FACTORS INFLUENCING ONLINE PURCHASE DECISION OF TIKTOKSHOP CUSTOMERS IN MANADO*FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN ONLINE PELANGGAN TIKTOKSHOP DI MANADO*

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Abstract: In the world of marketing, buying decisions that will be made by someone is one of the important things to do analysis. This is important because it can help marketers to understand what the target market needs and also what the target market wants so that marketers can make a profit. This research was conducted with the aim of analyzing what factors influencing online purchase decision of Tiktokshop customers in Manado by using the factor analysis method for data reduction with the aim of summarizing the observed factors. The results of the validity test and reliability test show that the instrument in this study can be used because it meets the requirements. The results of the study showed that all the 20 variable factors met the requirements based on the KMO table and Bartlett's test. The results of the factor analysis test show that all factor items have the same criteria so that they can be used as a single factor. Among 20 factors tested, there are 4 factors that give the most dominant influence which are convenience (0.783), Perceived ease of used (0.777), perceived benefit (0.770), and quality of information (0.763).

Keywords: online purchasing decision, marketing

Abstrak: Didalam dunia marketing, keputusan pembelian yang akan dilakukan seseorang merupakan salah satu hal yang penting untuk dilakukan analisis. Hal tersebut menjadi penting sebab hal tersebut bisa membantu pemasar untuk memahami apa yang target market butuhkan dan juga apa yang target market inginkan sehingga pemasar bisa memperoleh keuntungan. Penelitian ini dilakukan dengan tujuan untuk menganalisis factor-faktor apa saja yang mempengaruhi keputusan pembelian online pelanggan Tiktokshop di Manado dengan menggunakan metode analisis factor untuk reduksi data dengan tujuan untuk merangkum factor-faktor yang diamati. Hasil dari uji validitas dan uji reabilitas menunjukkan jika Instrument pada penelitian ini bisa digunakan karena memenuhi syarat. Hasil dari penelitian menunjukkan jika semua variable factor yang berjumlah 20 faktor memenuhi syarat berdasarkan table KMO and Bartlett's test. Hasil dari uji analisis factor menunjukkan jika semua item factor memiliki kriteria yang sama sehingga dapat dijadikan sebagai satu kesatuan factor. Dari 20 faktor yang di uji, terdapat 4 faktor yang memberikan pengaruh paling dominant yaitu kenyamanan (0.783), kemudahan dalam penggunaan (0.777), manfaat yang dirasakan (0.770) dan kualitas informasi (0.763).

Kata Kunci: keputusan pembelian online, pemasaran

INTRODUCTION**Research Background**

The development of technology in Indonesia is developing very rapidly from time to time. This can be seen from the many emergences of new technology innovations that facilitate human activities, one of which is online shopping that can save money, time and effort. This is because when someone is shopping online, they no

need to pay for transportation and goods sold online are usually cheaper than goods purchased directly and online shopping can be done anytime and anywhere. This is also accompanied by an increase in internet productivity in Indonesia which supports all existing technological advances.

Nowadays people no longer need to go to the store directly to get the product they want but they can shop online because the ease of purchasing online that they felt, especially during the Pandemic. During the pandemic, the government imposed social restrictions that forced all activities to be carried out from home and closed public places such as schools, offices, and including shopping centers. This makes online business increase during the pandemic. According to Bank Indonesia data, online business transactions at the end of 2021 grew 63.4 percent from the beginning of 2021, which was 186.7 trillion to 395 trillion. The increase in online shopping is also supported by many e-commerce and social media that provides features for shopping online such as Shopee, Tokopedia, Lazada, Facebook marketplace and one of which is Tiktok with their new features namely Tiktokshop. Tiktok itself is a music video application and platform from China which was first released in September 2016 by a technology-based entrepreneur named Zhang Yiming. Tiktok Became Popular in Indonesia in 2019 especially in Pandemic. Based on data from Kompas technology, Tiktok became one of the 5 most used applications during the pandemic, including WhatsApp, YouTube, Instagram, and Facebook, with the number of Tiktok users in Indonesia estimated at 1.5 billion. at the end of 2021. In April 2021, Tiktok launched their latest features, Tiktokshop which in this feature provides services to sell and buy goods online. In addition, Tiktokshop has many advantages compared to online buying and selling features provided by social media.

In making a decision to make a purchase online, people must go through a six of the process of the process. In making a decision to make a purchase online, one must go through several stages of the process. According to Kotler and Keller (2009), when someone makes a decision to make a purchase, the first stage they have to go through is identifying the problem, after that the next stage is looking for information related to the problem. After getting information related to the problem, the next step is to look for information related to the problem. The next step is that they evaluate existing alternatives, after evaluating existing alternatives then they make a purchase decision and the last stage they do after making a purchase is behavior after making a purchase

In addition to providing convenience for consumers, online shopping has many problems compared to shopping directly, for example, such as the quality of the products that come inappropriate to what is in the picture, the price is not appropriate, what is promoted is different from the reality, the seller that cannot be trusted, the consumer character What is different, a review of inappropriate stores, products sold online do not match the lifestyle, cannot meet with sellers directly, expensive shipping costs, damaged goods during shipping, information about products that are not clear and so on.

So based on these problems there are several factors such as Product Quality, Price, Promotion, Trust, Consumer Psychology, Perceived Ease of Use, Online Consumer Reviews, Lifestyle, Perceived Benefits, Brand Image, Risk, Discount, Free Delivery, Quality of Service, Place, People, Process, Physical Evidence, Quality of Information, and Convenience which are considered by consumers when shopping online especially in Tiktokshop. To find out what are the most factors that influencers to make purchases online, the author wants to do research using various approaches.

Research Objective

To determine the factors influencing online purchase decision of Tiktokshop users in Manado.

THEORETICAL FRAMEWORK

Consumer Behavior

Consumer Behavior is an activity carried out by consumer related to searching, then selecting, making purchases and using and evaluating products or services that are carried out to meet the wants and needs of consumer. Schiffman and Wisenblit (2015) stated that consumer behavior is the study of consumer actions while searching for, using and evaluating goods and services that expect to satisfy their needs.

Purchasing Decision

The Purchase Decision is a decision taken by consumers where the decision is influenced by technology,

financial economy, products, culture, politics, location, price, promotion, people, process, and physical evidence (Alma, 2016). According to Kotler and Armstrong (2016), Purchasing Decision consists of several stages which are problem recognition, information search, evaluation of alternatives, purchase decisions and purchase decisions.

Product Quality

Product quality is the ability of a product to perform its function, which includes the entirety of durability, reliability, accuracy, ease of operation to product repair and other attributes of the product. Kotler and Keller (2009) Explain that product quality is the ability of a product to perform the function of the product, the capabilities of intended including reliability, durability, accuracy obtained by the product as a whole.

Price

Prices are some money that must be paid by someone to get the services or products they want. The opinion of Dharmmesta (2014) reveals that the price is the amount of money (plus some products if possible) needs to get a number of combinations of goods and services.

Promotion

Promotion is an attendance to offer products or services through various media to get people interest in buying or using the service that they provided in order to create profit for the company. According to Kotler and Armstrong in Ridwansyah (2017: 52), promotion is a tool or activity used to communicate customer value by the Company.

Trust

Trust is important when shopping online because transactions can occur if the emergence of trust in consumers. According to Priansa, (2017: 116), expressing trust is when carrying out a transactional relationship based on the belief that the person, he trusts is in accordance what they expect.

Consumer Psychology

Consumer Psychology is a form of application of psychological theories to study of consumer behavior that study about consumer psychology of consumer. According to Schiffman and Kanuk (2007), Consumer Psychology Contains the Basic Concepts of Psychology that Influence Consumption Behavior and Determine Individual Behavior.

Perceived Ease of Use

Perceived ease of used is a time when someone feels confident about the systems and the systems is not discounted to learn and does not require a lot of effort to be able to operate the systems. Perceived ease of use is a level of expectation that users give to the effort they have to expend in using a system (Davis, 2019: 30).

Online Consumer Reviews

Online Consumer Review is a form of word of mouth (WOM) in online sales. According to Susanto and Aprianingsih (2016), Online Consumer Review is one type of electronic word of mouth and can be interpreted as a new marketing communication today and can influence and play a role some someone will make a decision to make a purchase.

Lifestyle

The lifestyle of the consumer is an outward expression of the consumer value and needs. According to the Kotler and Keller (2009), Lifestyle of a person 18 which is expressing in activities, interest and opinion that describe a person fully interacting with his environment.

Perceived Benefits

Perceived Benefits are the benefits felt by consumers of these products or services. According to Jogiyanto (2019: 933), Reveals that perceived benefit is the extent to which a person believes that uses a certain technology

can improve the performance of his work.

Brand image

Brand image is something that will make consumers remember the product or service provided by the company. Firmansyah (2019: 60) reveals that brand image is a perception that arises in the minds of consumer when remembering a brand from a particular product.

Risk

Risk is one factor in consideration when shopping online. Featherman and Pavlou (2003) revealed that risk perception is assessed as the level of consumer perception of negative results obtained from online transactions.

Discount

According to Sonata (2019), a discount is a form of price reduction made by marketers given to customers for a product for a certificate of period with the attraction of the attention of the consumers and stimulating consumer 'desire to buy the product.

Free Shipping Cost

According to Amalia and Wibowo Free shipping is another form of sales marketing that uses Various Impulses to stimulate product purchases as Quickly As Possible and Increase the Quality of Products Purchased by Customers.

Service Quality

According to Kotler and Keller (2009), Service quality is a form of an assessment of given by consumer to the level of service obtained with the level of service expected. The purpose of service quality to keep consumer feeling cared for all their needs, to foster consumer confidence in products or services offered, to create trust and customer satisfaction and to avoid the occurrence from demands from consumers.

Place

Place is a form of connection with the transfer of ownership of the product from a producer to a customer. According to Cannon, Perreault, and McCarthy (2008), Place is collection of companies or individuals who participate in the flow of product from producer to consumer.

People

People is an important part in a company because if the company hired the right people it can help to improve the performance of that company. Hurriyati (2019) explains that people are people who are directly involved in carrying out the activities of the Company and as one of the factors that play an important role for an organization.

Process

Process in this research is refers to process when someone make decision to shop online start from first step until the customer received the product. The process is a combination of all activities which are generally consisting of procedures, work schedules, mechanisms and where the services are produced and also deliver to consumers.

Physical Evidence

According to Zeithaml and Bitner (2019), it is explained that physical evidence is something that influences the consumer decisions to buy and use the products or services offered. From this definition, we can connect that physical evidence influences the decision to buy or use the goods and services offered.

Quality of Information

The quality of information is an important factor because if information about products or services is short, solid, clear and also easy to understand, the buyer will be interested in making purchases. According to Azemi et al., (2017), the high quality of information that has been produced can improve decision process and Become Competitive.

Convenience

Palma and Lestari (2016) explained that the indications of convenience are easy to use the systems as the expected, easy to use, time efficient and flexible shopping site. Convenience Shows a Measure of the Time and Effort that Consumers spend to buy a product (Duarte et al., 2018).

Previous Research

Krisnadi and Budiman (2020) explained What Factors That Influence People in Making Online Purchasing Decision. The factors discussed in this research are perceived benefits, trustworthiness, the influence of advertising on social media, ease of shopping, discounts, shipping costs, technology users, consumer characteristics, many choices and products information. The research uses literature studies 26 that taken from various journals that influence people in making online purchasing decisions. The results of this study indicate that the factors that influence online shopping decisions are perceived benefits, trust in online stores, ease of shopping, influence of advertising on social media, discounts (price discounts), postage (free shipping costing) and price information can be known in advance so that it becomes a shopping consultation, good use of internet technology, consumer characteristics (online shopping addiction/consumptive behavior) and other factors such as quality Others.

Nasution, Putri and Lesmana (2019) examined Factors That Influence Consumer Purchasing Decisions To Conduct Research. This research uses a quantitative descriptive method using factor analysis techniques. Questionnaires were distributed to 100 respondents. The results of this research explain that there are three factors that influenceonline purchasing decisions, which are convenience, lifestyle and price. This is indicated by the total initial eigenvalues, each > 1.

Bauboniene and Guleviciute (2015) examined factors that driving online shopping and to develop an understanding of what factors that influence online purchasing decisions by the consumer. This research uses quantitative research by analyzing data collected via a web-based on questionnaire survey. The sample of this research consist of 183 Lithuanian Consumers Who Were Purchasing Online. This research done by exploring the factors that encourage consumers to shop online through advances advantages as security, fast delivery, comparable price, convenience, cheaper price and a wider choice. The result of this research shows that the main factors that influencers confluence to shop online there are convenience, simplicity and the better price.

Conceptual Framework

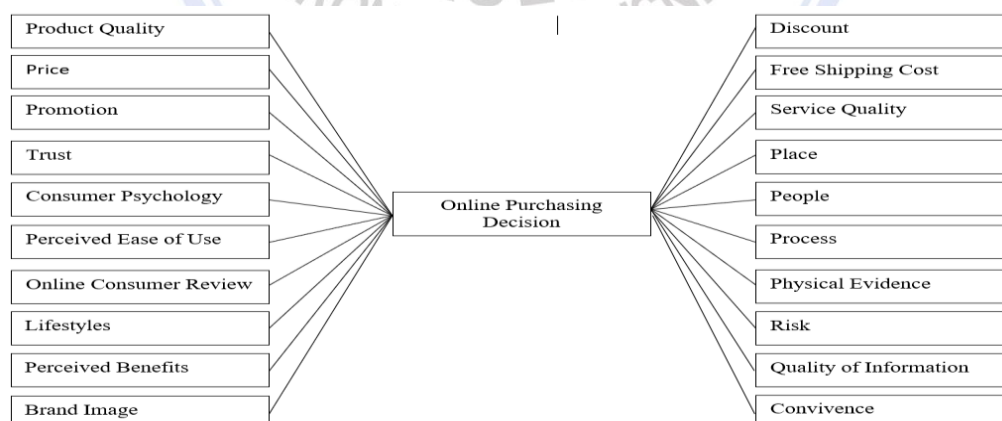


Figure 1. Conceptual Framework

Source: Data Processed (2022)

RESEARCH METHOD

Research Approach

According to Darmadi (2013:153), the research method is a scientific way to obtain data with a specific purpose. The method that will be used in this study is a quantitative method. Sujarweni (2014:39) explaining that quantitative research is a type of research that produces findings that can be obtained using statistical procedures or other means of quantification. This research uses descriptive exploratory study. The aim to use descriptive exploratory study is to find out "what is" so observational and surveys methods are frequently used to collect the descriptive data (Borg and Gall, 1989:1)

Population, Sample, Sampling Techniques

According to Arikunto (1998:117), population is the whole object of research. the population in this research is Tiktok users in Manado. According to Sugiyono (2018), sample is part of the number and characteristics possessed by the population. The sampling technique that will be used in this study is a non-probability sampling technique. The non-probability technique is a technique used to take samples that do not provide equal opportunities and opportunities for every member of the population to be sampled. The sample of this research is Tiktok users who have used the Tiktokshop feature on the Tiktok application. This research will use incidental sampling. Incidental sampling is constructed to serve a very specific purpose or need, the respondents that already shopped on Tiktokshop. Roscoe (1982) in Sugiyono (2018) suggested the sample size that proper in the research is 30 to 500. The sample size of this research is 100 Tiktok users in Manado who have shopped in tiktokshop.

Data Collection Techniques

The data to be collected in this study are primary data and secondary data. Primary data are data that directly provide data to data collectors (Sugiyono 2018) and secondary data are data that do not directly provide data to data collectors that function to complete the data required by primary data (Sugiyono 2018). The primary data were obtained directly through a questionnaire that would be given to respondents that distributed via Google form. The secondary data obtained through a literature study from the library and the internet.

Validity and Reliability Test

Validity test use to measure the obtaining data are in line with the research concept. According to Sunyoto (2013: 86), a variable is said to be valid if $r_{count} > r_{table}$ and vice versa if a variable is said to be invalid If $r_{count} < r_{table}$. Reliability test defined as an index that showed how far instrument items can be trusted or dependable. According to Sunyoto (2013:81), the research instrument is said to be reliable If the value of $a > \text{or} = r_{table}$ and the research instrument is not said to be reliable If the value of $a < r_{table}$. The value of a good reliability coefficient is above 0.6 (good enough), and above 0.8 (good).

Factors Analysis Techniques

According to Santoso (2016: 58), factor analysis is an analysis that tries to find a relationship (interrelationship) between a number of variables that are initially independent of each other, so that one or several sets of variables can be made which are less than the initial number of variables. This study uses factor analysis to identify the factors that influence online purchasing decisions through tiktokshop. factor analysis is used to group a number of variables, therefore a strong correlation is needed for each variable, and variables that have a weak correlation will be excluded from factor analysis.

RESULT AND DISCUSSION

Result

Validity and Reliability Test

The results of the validity test and reliability test in table 1 show that the value for every statement is alpha, which is 0.05 so that all statements are valid. For the value of Cronbach Alpha of every statement is > 0.6

so that all statements are reliable.

Table 1. Reliability Test and Validity Test

Variable	Statement	Pearson Correlation	Sig	Status	Cronbach Alpha	Status
Product Quality (X1)	X1.1	0.821	0.000	Valid	0.972	Reliable
Price (X2)	X2.1	0.774	0.000	Valid	0.973	Reliable
Promotion (X3)	X3.1	0.763	0.000	Valid	0.973	Reliable
Trust (X4)	X4.1	0.790	0.000	Valid	0.973	Reliable
Consumer Psychology (X5)	X5.1	0.787	0.000	Valid	0.973	Reliable
Perceived Ease of Use (X6)	X6.1	0.878	0.000	Valid	0.972	Reliable
Online Consumer Review (X7)	X7.1	0.823	0.000	Valid	0.972	Reliable
Lifestyle (X8)	X8.1	0.793	0.000	Valid	0.973	Reliable
Perceived Benefit (X9)	X9.1	0.874	0.000	Valid	0.972	Reliable
Brand Image (X10)	X10.1	0.797	0.000	Valid	0.972	Reliable
Risk (X11)	X11.1	0.814	0.000	Valid	0.972	Reliable
Discount (X12)	X12.1	0.825	0.000	Valid	0.972	Reliable
Free Shipping Cost (X13)	X13.1	0.787	0.000	Valid	0.973	Reliable
Service Quality (X14)	X14.1	0.859	0.000	Valid	0.972	Reliable
Place (X15)	X15.1	0.814	0.000	Valid	0.972	Reliable
People (X16)	X16.1	0.802	0.000	Valid	0.972	Reliable
Process (X17)	X17.1	0.828	0.000	Valid	0.972	Reliable
Physical Evidence (X18)	X18.1	0.843	0.000	Valid	0.972	Reliable
Quality of Information (X19)	X19.1	0.869	0.000	Valid	0.972	Reliable
Convenience (X20)	X20.1	0.881	0.000	Valid	0.972	Reliable

Source: Data Processed (2022)

Factors Analysis Techniques

Table 2. Communalities

	Initial	Extraction
Product Quality	1.000	.677
Price	1.000	.597
Promotion	1.000	.576
Trust	1.000	.617
Consumer Psychology	1.000	.611
Perceived Ease of Used	1.000	.777
Online Consumer Review	1.000	.683
Lifestyle	1.000	.535
Perceived Benefits	1.000	.770
Brand Image	1.000	.635
Risk	1.000	.667
Discount	1.000	.682
Free Shipping Cost	1.000	.619
Service Quality	1.000	.740
Place	1.000	.661
People	1.000	.638
Process	1.000	.686
Physical Evidence	1.000	.716
Quality of Information	1.000	.763
Convenience	1.000	

Table 2 which is the result of factor analysis which shows that if the 20 factor variables tested meet the requirements of communality which is greater than 0.5 (communality > 0.5) and if there is one factor whose values in the Extraction table are less than 0.5, then it means that the variable factor is not eligible communality. Of the 20 factors tested, there are four variable factors that have the highest extraction value which are Convenience (0.783), Perceived ease of use (0.777), Perceived benefit (0.770), and quality of information (0.763).

Discussion

In the world of marketing, buying decisions that will be made by someone is one of the important things for analysis. This is important because by doing an analysis, it can help marketers to understand what the target market needs and also what the target market wants so that marketers can make a profit. This research finds that all factors are qualified and there are four factors that influence Tiktokshop users in Manado in making online purchasing decision on Tiktokshop which are Convenience, Perceived ease of use, Perceived benefit, and quality of information.

These four factors are most dominant from twenty factors that have been tested, which are product quality, price, promotion, trust, consumer psychology, perceived ease of use, online consumer reviews, lifestyle, perceived benefits, brands, image, risk, discount, free delivery, quality of service, place, people, process, physical evidence, quality of information, and convenience. The highest value of extraction are Convenience (0.783), Perceived ease of use (0.777), Perceived benefit (0.770), and quality of information (0.763).

Convenience referred to in this research is convenience related to saving time, space and also saving efforts made by consumers. According to Palvia (2009), the convenience felt by consumers when shopping is the convenience that consumers can feel when they make online transactions. The results of this research are supported by research conducted by Chiang and Dholakia (2003) and Izquierdo-Yusta and Schultz (2011) which these two researches state that convenience affects online purchasing decisions. The second factor is perceived ease of use which is the ease with which a person can shop online through Tiktokshop compared to those who shop conventionally. The results of this research are supported by research conducted by Hardiawan (2013) that perceived ease of use has a positive and significant effect on purchasing decisions. The next factor is The perceived benefits which are the benefits felt by consumers when shopping online compared to shopping in person, including easy, fast and practical. research conducted by Purnomo and Hidayat (2021) that the greater the level of perceived benefits that are met, the higher the level of consumer decisions in online purchases. Perceived benefit is one of the dominant factors when shopping online because shopping online especially through Tiktokshop is easy, fast and practical. And the last one is the quality of the information which is the information contained in the Tiktokshop feature, which is clear and easy to understand by Tiktokshop users.

This information consists of two which are product information provided by the seller and information about the services provided by Tiktokshop. research conducted by Park and Kim (2003) that the quality of information has a significant influence in influencing purchasing decisions. The quality of information is one of the dominant factors because when shopping online, the information contained on the website is very important.

Conclusion

1. There are four most dominant out of twenty factors (product quality, price, promotion, trust, consumer psychology, perceived ease of use, online consumer reviews, lifestyle, perceived benefits, brands, image, risk, discount, free delivery, quality of service, place, people, process, physical evidence, quality of information, and convenience) of online purchasing decision of Tiktokshop users in Manado, which are Convenience, Perceived ease of use, Perceived benefit, and quality of information. Based on communality test, the highest value is Convenience, followed by Perceived ease of use, Perceived benefit, and quality of information.

Recommendation

1. There are four most dominant factors, namely Convenience, Perceived ease of use, Perceived benefits, and quality of information, so the company can continue to maintain the quality of these factors and begin to improve other factors that also have an influence on shopping decisions. on line.
2. It is hoped that tiktokshop customers can pay attention to other factors when shopping online through

tiktokshop such as risk perception, online consumer reviews and other factors so that problems do not occur when shopping online.

3. Further research that will discuss the factors that influence online purchasing decisions through tiktokshop, if you want to get more than one factor component, you can add other items that have different criteria.

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