

## THE EFFECT OF PRODUCT QUALITY AND PRICE OF ACCESSORIES ON PURCHASING DECISIONS FOR TOKOPEDIA APPLICATION CUSTOMERS

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### Abstract

In the era of industrial revolution 4.0, the development of communication technology is increasing so that people can enjoy ease in communicating. For entrepreneurs to create marketing strategies to expand the market by creating or providing online stores. Purchasing decisions have a very important role because they can increase profits for the company in improving the products being marketed. The aim of this research is to find out and analyze how much influence product quality and accessory prices have on Tokopedia users' purchasing decisions. The sample used was STIE UNISADHUGUNA students majoring in economics and totaling 69 students. The results obtained show that product quality does not have a positive and significant effect on purchasing decisions, and price has a positive and significant effect on purchasing decisions

Keywords: Accessory Prices, Product Quality, Purchasing Decisions

### Introduction

The era of globalization in the development of technology has been increasingly sophisticated and very rapidly this can not be avoided because technological progress goes according to science and human activities. Human life can not be separated from the existence of a technology because the role of technology makes it easier for humans to get their needs and desires quickly (Dr. Riris Retno Wati, M.Si. 2017). According to the research of the Indonesian Internet Service Providers Association (2016:25), that internet users most often access commercial content on-line shop of 82.2 million users. The Data illustrates that internet use in Indonesia is increasing, and people have a high interest in shopping online. According to Suseno (2008: 14), the transaction process carried out in the business world without a meeting between the parties who use the internet media included in digital transactions, one of which is e-commerce

According To Dr. John Doe (2018) accessories are an object used by a man or woman to make himself look more beautiful or look charming and confident, the form of accessories has a variety ranging from rings, bracelets taupun necklaces and many others. The development of accessories at this time is very much, because accessories are in great demand by women or men as an addition to fashion that is indetik so that the appearance is more attractive by appearing confident. In addition, accessories can also be symbolized for a symbol of marriage, friendship, fiancée, or position

According to Ding, Y., Tu, R., Xu, Y., & Park, S. K. (2022) states that the e-comers problem is caused by the quality of goods and the competitiveness of prices between cheaper stores that have an impact on customer satisfaction, consumers are faced with various choices of online buying and selling sites with almost the same concept. Relatively equal prices can ultimately allow consumers to switch from one marketplace to another

E-marketplace can also be interpreted as an interactive electronic business community that provides a marketplace where companies can take over in B2B e-commerce and / or other e-business activities. The core of emarketplace's offerings is to bring buyers and sellers together according to their

needs and offer efficiency in transactions. Bruun, et al (in Aditya, et al 2019:38). The competition between marketplaces is currently very tight in Indonesia, there are five large marketplaces that strive to be the best from others, especially Tokopedia. The five marketplaces are Shoope, Tokopedia, Lazada, Blibli and Bukalapak (Source: Bank Indonesia)

From Ipsos research data in Indonesia online, involving 1000 respondents aged 18-35 years and over. Based on the brand use Most Often (BUMO) indicator, 54% of respondents chose Shoope, followed by Tokopedia 30% and Lazada 13%. In the Top of Mind indicator, Shoope ranked first 54% followed by Tokopedia 27% and Lazada 12%. This means that Shoope is the brand or e-commerce platform that is most remembered by the majority of Indonesian consumers. This proves that the Tokopedia marketplace is not superior to the Shoope marketplace which has become BUMO (Brand Use Most Often) and Top of mind consumers in Indonesia. This study aims to determine the importance of product quality and price of accessories that affect customer decisions in the Tokopedia marketplace, and factors that affect customer satisfaction in the Tokopedia marketplace

### **Theoretical studies**

Product Quality (Product Quality) is the ability of a product to carry out its functions include, durability reliability, accuracy ease of operation and repair, as well as other valuable attributes. To improve product quality the company can implement a Total Quality Management (TQM) program . In addition to reducing product deterioration, the ultimate goal of total quality is to increase consumer value. Quality is a product and service that goes through several stages of the process by taking into account the value of a product and service without the slightest shortage of the value of a product and service, and produce products and services according to high expectations from customers. To achieve the desired product quality it is necessary a standardization of quality

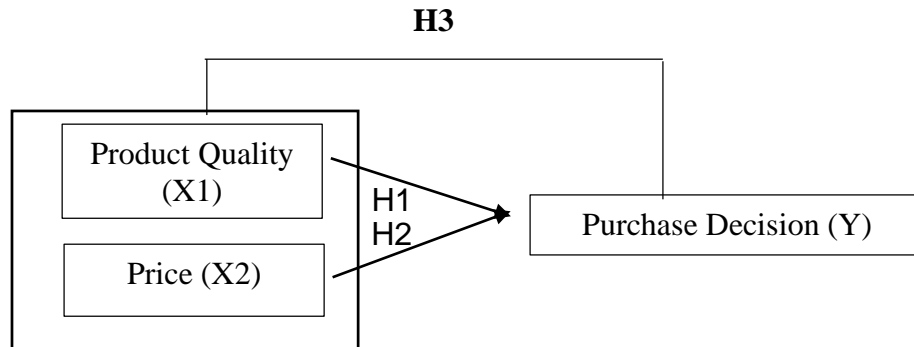
This method is intended to keep the products produced meet the standards that have been set so that consumers will not lose confidence in the product in question. Marketers who do not pay attention to the quality of the products offered will bear the disloyalty of consumers so that sales of their products will tend to decrease. Based on the explanation above, it can be concluded that the quality of the product is the overall goods and services related to the wishes of consumers whose product excellence is worth selling according to the expectations of customers.

Product quality is formed by several indicators including ease of use, durability, clarity of function, diversity of product sizes, and others Zeithalm (1988) in Kotler (2009). Consumers always make an assessment of the performance of a product, this can be seen from the ability of the product to create product quality with all its specifications so that it can attract consumers to purchase the product. Based on the above discussion, it can be said that the quality of a given product can affect the consumer's purchase decision on the products offered.

According to Kotler and Armstrong (2016) purchasing decisions are part of consumer behavior, consumer behavior is about how individuals, groups, and organizations choose, Buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires. purchasing decision is how consumers decide to buy or use a good / service by recognizing and processing before making a purchase decision. Every consumer or customer must recognize their needs according to what they want, then find information about the product and consider and determine which products will be decided to buy or use. Purchasing decisions can not be separated from the various properties of consumers (consumer behavior) so that each consumer has different habits in making purchases.

### Research Methods

This study uses a descriptive type of verification research with a quantitative approach that aims to describe or explain the events that occur now using the numbers (Sudjana, 2004). systematic study is shown in Fig.1



**Figure 1: research design**

(Source: various opinions and publications)

In this study, the population used is STIE UNISADHUGUNA students, the population is 416 with the number of each department of management is 335, the Department of Economics is 69 and the Department of D3 Digital Marketing is 12, who have made purchases on Tokopedia. The population density was 69. the sample is part of the number and characteristics shared by that population. In this study researchers took a sample of 69 users from the category of employee Ticket using Slovin formula as follows:

$$n = \frac{N}{1 + N (0.05^2)}$$

$$n = \frac{416}{1 + 416 (0.05^2)}$$

$$n = \frac{416}{1.175}$$

$$n = 58,84 \text{ (60) responden}$$

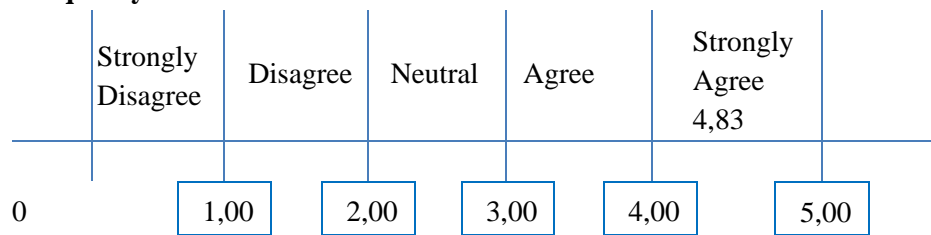
n = Quantity of samples

N = Total Population (407)

In the collection of data using those taken directly from the object of study or the original data that still require further analysis. In this study is the data obtained directly from the respondent in the form of answers and responses to questions or statements of existing research questionnaires. According to Sugiyono (2014: 230), the questionnaire is a data collection technique by way of researchers provide a list of questions or written statements to be answered by respondents. In this study, researchers conducted a direct distribution of questionnaires.

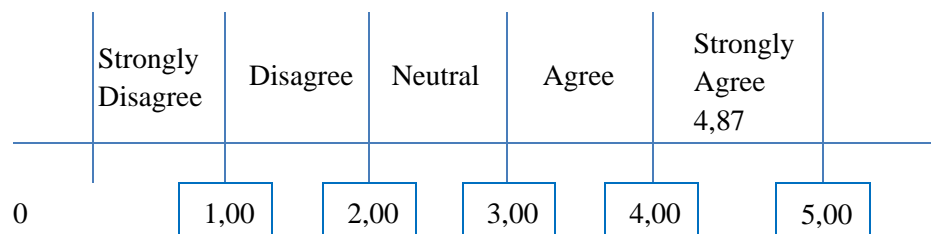
### Data analysis and Discussion

Descriptive analysis technique used to analyze the descriptive variables studied consist of product quality, price and purchase decision with each variable 5 items of questions. The results of the analysis can be seen in the following

**Product quality variables**

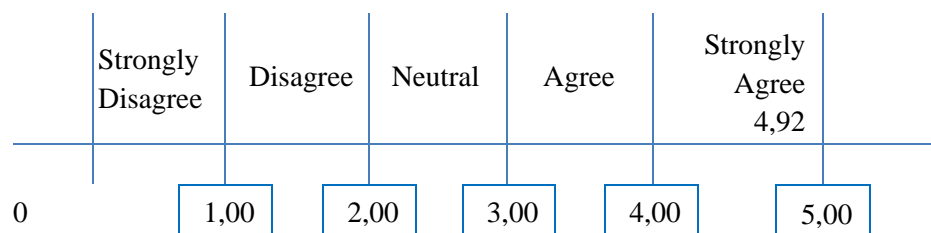
**Table 1: Product Quality Interval Scale**  
(Source: data processed by researchers)

Dari tabel 1 menunjukan bahwa rata-rata total untuk variabel Kualitas Produk (X1) adalah 4,83 yang masuk dalam kategori sangat setuju. Di karenakan kualitas produk yang di tawarkan di Tokopedia sangat sesuai.

**Variable price**

**Table 2: Price Interval Scale**  
(Source: data processed by researchers)

From Table 2 shows that the average total for the price variable (X2) is 4.87 which is in the category of strongly agree. In because the price offered on Tokopedia is in accordance with the products offered.

**Purchase decision**

**Table 3: Purchase Decision Interval Scale**  
(Source: data processed by researchers)

From Table 3 shows that the average total for the buyer's decision variable (Y) is 4.92 which is in the category of strongly agree. Because the purchase decision on the customer in Tokopedia is very suitable.

**Normality Test**

This test aims to determine the independent and dependent variables in a regression model has a normal distribution or not. Statistical analysis conducted in this study using Kolmogorov-Smirnov. According to Imam Ghozali (2011: 160-165) argues that the residual normal distribution if it has a significance value greater than 0.05. Based on Table 4 shows that the results of the normality test known significance value of  $0.210 > 0.05$ , it can be concluded that the residual value of the normal distribution.

1.1.1    One-Sample Kolmogorov-Smirnov Test			
1.1.2		1.1.3    Unstandardized Residual	
1.1.4	N	1.1.5    60	
1.1.6	Normal Parameters <sup>a,b</sup>	1.1.7    Mean	1.1.8    .0000000
		1.1.9    Std. Deviation	1.1.10    .79494478
1.1.11	Most Extreme Differences	1.1.12    Absolute	1.1.13    .351
		1.1.14    Positive	1.1.15    .288
		1.1.16    Negative	1.1.17    -.351
1.1.18	Test Statistic	1.1.19    .351	
1.1.20	Asymp. Sig. (2-tailed)	1.1.21    .210 <sup>c</sup>	
1.1.22	a. Test distribution is Normal.		
1.1.23	b. Calculated from data.		
1.1.24	c. Lilliefors Significance Correction.		

Table 4: Normality Test

(source: data processed by SPSS Software)

**Multicollinearity Test**

According to Ghozali (2016) multicollinearity test is used to see whether the regression model found a correlation between the independent variable or the dependent variable. The results of this multicollinearity test result in high values of variables in the sample, which means that the standard error is large, as a result, when the coefficient value is tested, the t-count will be small than the T-table. A good regression Model is with no correlation or free from multicollinearity symptoms. Here are the results of multicollinearity analysis.

1.1.25 Coefficients <sup>a</sup>			
1.1.26 Standardized Coefficients	1.1.27 t	1.1.28 Sig.	1.1.29 Collinearity Statistics
1.1.30 Beta			1.1.31 Tolerance
1.1.32	1.1.33 4.278	1.1.34 .000	1.1.35
1.1.36 .025	1.1.37 .211	1.1.38 .834	1.1.39 .371
1.1.40 .820	1.1.41 6.940	1.1.42 .000	1.1.43 .371
1.1.44 a. Dependent Variable: TOTAL_Y			

Table 5: Multicollinearity Test

(source: data processed by SPSS Software)

Based on Table 5 shows that the tolerance value of product quality and price variables is  $0.371 > 0.10$ , while the VIF value is  $2.696 < 10$ , it can be concluded that there is no multicollinearity in the regression model.

### Linearity Test

According to Sugiyono and Susanto (2015: 323) linearity test can be done through the test of linearity. The applicable criterion is if the value of significance in linearity is greater than 0.05, then it can be interpreted that between the independent variable and the dependent variable there is a linear relationship.

#### 1. Product quality linearity test with purchase decision

Based on the value of significance (Sig) of the output obtained the value of Deviation from Linearity Sig. is 0.421 greater than 0.05. It can be concluded that there is a significant linear relationship between the product quality variable (X1) with the purchase decision variable (Y). Table 6 shows the results of product quality linearity test with purchase decision.

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
TOTAL_Y * TOTAL_X2	Between Groups	(Combined)	117.291	5	23.458	139.064	.000
		Linearity	89.087	1	89.087	528.121	.000
		Deviation from Linearity	28.204	4	7.051	41.800	.365
	Within Groups		9.109	54	.169		
	Total		126.400	59			

**Table 6: product quality linearity Test and purchasing decision**  
(Source: data processed by SPSS Software)

#### 2. Price linearity test (X2) with purchase decision (Y)

Based on the significance value (Sig) of the output obtained from 0.05. It can be concluded that there is a significant linear relationship between the price variable (X2) with the purchase decision variable (Y). Table 7 shows the results of the price linearity test with the purchase decision.

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
TOTAL_Y * TOTAL_X2	Between Groups	(Combined)	117.291	5	23.458	139.064	.000
		Linearity	89.087	1	89.087	528.121	.000
		Deviation from Linearity	28.204	4	7.051	41.800	.365
	Within Groups		9.109	54	.169		
	Total		126.400	59			

**Table 7: price linearity Test and purchase decision**  
(Source: data processed by SPSS Software)

### Homogeneity Test

Homogeneity test according to Sugiyono (2013: 276) is done to determine the sample used in the study homogeneous or not, if this is met. A distribution is said to be homogeneous if the significance level  $> 0.05$ , while the significance level  $< 0.05$  then the distribution is said to be inhomogeneous.

#### Product Quality Homogeneity Test On Purchasing Decision

Based on significant values Based on Median and with adjusted df Sig. for product quality is equal to  $0.167 > 0.05$ . Then it can be concluded that product quality variables in homogeneous

purchasing decisions. In Table 8 shows the results of the homogeneity test of product quality with purchase decisions.

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
TOTAL_Y	Based on Mean	8.603	3	54	.000
	Based on Median	1.797	3	54	.159
	Based on Median and with adjusted df	1.797	3	33.603	.167
	Based on trimmed mean	6.438	3	54	.001

**Table 8: Homogeneity Test of Product Quality and Purchasing Decisions**  
(Source: data processed by SPSS Software)

### Test The Price Against The Purchase Decision

Based on significant values Based on Median and with adjusted df Sig. for the price is sebear  $0.264 > 0.05$ . Then it can be concluded that the price variables in the purchase decision homogeneous. Table 9 shows the results of the price homogeneity test with the purchase decision.

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
TOTAL_Y	Based on Mean	5.927	2	54	.005
	Based on Median	1.393	2	54	.257
	Based on Median and with adjusted df	1.393	2	30.276	.264
	Based on trimmed mean	4.525	2	54	.015

**Table 9: Price Homogeneity Test With Purchase Decision**  
(Source: data processed by SPSS Software)

### Influence Of Product Quality On Purchasing Decisions

Based on the results of the study the value of the T test results show that the value of product quality variables  $t_{count} = 0.211 < t_{count} 2.002$  and the value of GIS.  $0.834 > 0.05$ , so that the hypothesis is tested or H1 rejected and Ho accepted that the quality of the product partially does not have a positive and significant effect on purchasing decisions.

### The Influence Of Price On Purchasing Decisions

Based on the results of the study the value of the T test results show that from the above test known value of the variable price  $t_{count} = 6.94 > t_{count} 2.002$  and the value of GIS.  $0.00 < 0.05$ , so that the hypothesis is tested or Ho rejected and H1 accepted that the price is partially positive and significant effect on the purchase decision.

### Influence of product quality and price on purchasing decisions

Based on the SPSS Output table above, the GIS value is known. is equal to 0.000. Because of the GIS value.  $0.000 < 0.05$  and the value of F count is equal to  $68.120 > F_{table} 3.16$ , then in accordance with the basis of decision-making in the F test can be concluded that the hypothesis is accepted or in other words Product Quality (X1) and price (X2) simulatedly affect the purchase decision (Y).



## Conclusions and Suggestions

### Conclusions

From the results of the above research, we can conclude that :

The quality of the product does not have a positive and significant effect on the purchase decision. This is evidenced by the value of the T test results show that the value of t count  $0.211 < 2.002$  t table and GIS.  $0.834 > 0,05$ .

Price has a positive and significant effect on the purchase decision. This is evidenced by the value on the results of the T test which shows that the value of t count  $6.94 > 2.002$  t table and GIS.  $0,00 < 0,05$ .

Based on the known output value of GIS. simultaneously affect the purchase decision terhadap (Y) is equal to  $0.000 < 0.05$  and the value of t count  $68.120 > t$  table 3.16.

### Suggestions

Product quality improvement: Tokopedia and its sellers must continue to ensure that the products sold are of high quality. Carrying out strict quality control and providing clear product descriptions and reviews from customers can help increase customer confidence and satisfaction.

Pricing strategy: Tokopedia and sellers need to adopt a competitive pricing strategy. Providing discounts, promotions, and Special Offers can attract more customers to make purchases.

Information transparency: providing complete and transparent product information, including materials, functions and product advantages, can help customers in making better decisions. Positive customer reviews can also be used as a marketing tool to improve the perception of product quality.

Customer service: improving customer service with quick responses and effective solutions to customer problems can increase customer satisfaction and loyalty.

Product innovation: continuously innovating and presenting new products that are in line with market trends and needs can help attract customers ' attention and maintain a competitive position in the e-commerce market.

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