The Influence of Technology Acceptance Models, Social Factors and Purchase Intentions on Shopping Decisions on the Tokopedia Marketplace

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Abstract

This research aims to find out how the Technology Acceptance Model, Social Factors and Purchase Intentions influence shopping decisions on the Tokopedia Marketplace. Therefore, this research provides an explanation using TAM and TPB theories. This research is quantitative research and uses a purposive sampling method to determine a sample of 93 accounting respondents. Data were analyzed using SPSS to obtain the results of the given hypothesis (ANOVA). In this research, it was found that the technology acceptance model, social factors and purchase intentions had a positive influence on shopping decisions.

Introduction

Online sales now seem to be a necessity for consumers in order to be able to reach online service users who have now reached 70% - 80% throughout the world and buyers come from all groups of various ages. Existing marketplaces compete by improving processes and behavior towards consumers and also compete in offering prices given by providing extras or discounts given when purchasing the goods and this is able to have a significant impact on consumers who have the desire to shop on the marketplace. In recent years, marketplaces have become very diverse and have been able to influence consumer behavior and intentions, resulting in consumers being interested in buying from these marketplaces.

A good marketplace is able to provide a differentiating attraction for consumers so that it can increase purchasing intentions for available marketplace consumers and indirectly provide a feeling of desire to be able to shop at that marketplace (Weismueller et al., 2020). (Payne & Frow, 2017) reveal that the strategies used in relationship marketing focus more on understanding how to create sustainable use value, rather than considering only how to build relationships with consumers, and that is a top priority for further development. (Neupane, 2015) also revealed that building trust in a networking site through improving brand image is crucial because a networking site must be able to build and provide trust on the internet and more specifically networking sites in increasing consumer purchasing intentions. Therefore, the topic regarding the presentation of online shop networking sites is still relevant to study in more depth by looking at aspects of trust in networking sites and the strategies used by (Weismuleller et al., 2020) and (Dash et al., 2021) which will be has an impact on consumers who will buy and then buy again from the online shop.

In selling through online shops, sellers build a main thing that is able to have a direct impact on consumers, namely a sense of trust. The feeling of trust that arises from consumers can be caused by networking sites and comments of satisfaction to consumers that are seen and displayed by sellers. Sellers are also expected to present a good overall appearance of their online shop so that consumers' sense of trust in the online shop will decrease.

The presentation on a networking site and the presence of satisfaction comments to consumers are used in this research as one of the things that will be tested because there are indications that their attention to buying at an online shop reflects actual expectations from the appearance of a networking site and satisfaction comments to consumers which are able to influence trust. which went well. Presentation on a networking site includes how the design of a networking site must be presented very well so that each individual or consumer is able to create an indication of buying at the online shop. (Jarvenpaa et al., 2000) said that the information provided on a networking site tends to be imperfect and incomplete and results in consumers making conclusions from the information available on the networking site.

Research (Weismueller et al., 2020) lays a very important foundation in the presentation of networking sites in the form of advertising disclosure and source credibility and its influence on trust and attention to purchasing in online shops. The research that I am trying to develop uses the same method as (Weismueller et al., 2020) and (Dash et al., 2021), namely the survey method, but this research is different from the research of (Weismueller et al., 2020) and (Dash et al., 2020). al., 2021) by trying to test the influence of the presentation of networking sites by combining satisfaction comments to consumers (influencers) in them which will test their influence on online shoppers on consumer trust which will have an impact in the form of actions by consumers have the intention to buy and will then buy again at the online shop and will use samples who are truly online shoppers.

Tokopedia is one of the largest marketplace platforms in Indonesia. In the Tokpedia application, consumers can buy and determine their own seller's shop that sells the needs that consumers want to fulfill. According to the iPrice Group report, Tokopedia is the most visited e-commerce site in Indonesia in 2021. The average monthly visitors to the Tokopedia page in the first-fourth quarter of 2021 was recorded at 149.6 million.
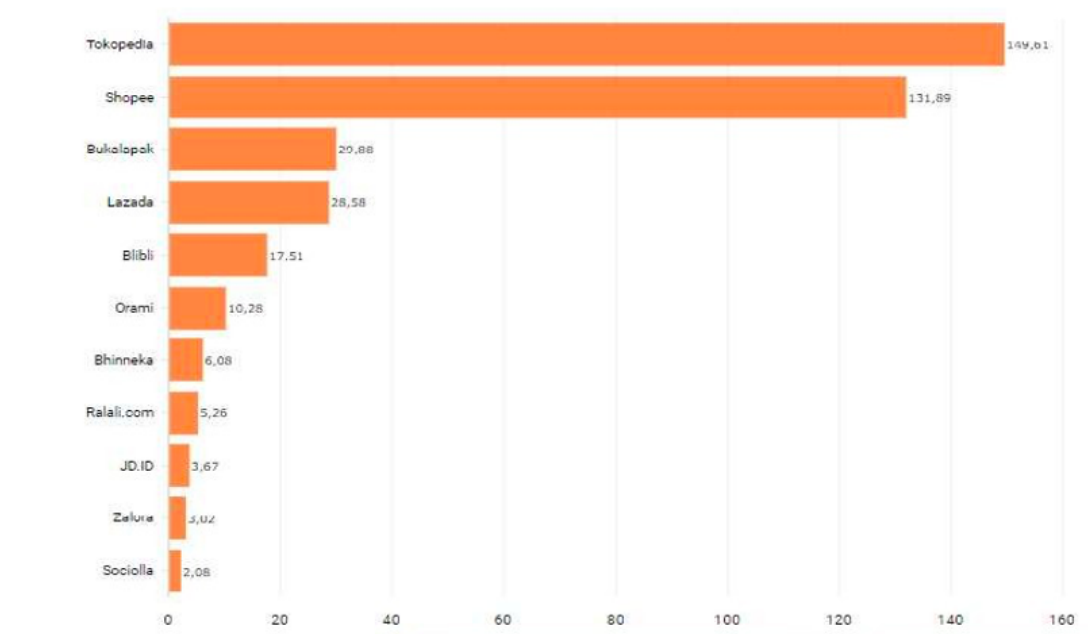

Figure 1. E-Commerce Site with the Highest Number of Visitors in Indonesia in 2021.

Source: Iprice Survey, 2021

Based on the description above, researchers are interested in conducting further research with the title "The Influence of Technology Acceptance Models, Social Factors and Purchase Intentions on Shopping Decisions on the Tokopedia Marketplace".

Literature Review

Definition of Marketing Management

Marketing is one of the main activities carried out by a company in order to achieve its goal, namely being able to maintain survival and develop. And able to make a profit. Marketing is also important in meeting consumer needs. For this reason, marketing activities must be able to provide consumer satisfaction if the company wants its business to continue running or wants its consumers to have a good view of the company. Thamrin Abdullah and Francis Tantri (2017) define marketing management as a process that includes analysis, planning, implementation and supervision as well as goods, services and ideas, based on exchange and the aim is to provide satisfaction for the parties involved.

Definition of marketing According to Sunyoto (2015), marketing is the company's spearhead in a world of increasingly fierce competition, companies are required to survive and develop. According to Kotler & Armstrong (2017), marketing is a series of processes carried out by companies to create value for customers by creating, delivering and communicating superior customer value. According to Hasan (2015), marketing is a scientific concept in business strategy which aims to achieve sustainable satisfaction for stakeholders (customers, employees and shareholders). So it can be concluded that marketing is a process where companies communicate information related to value for consumers with the aim of creating sustainable satisfaction from consumers.

Network Site

Developing a networking site is a creative and hard-fought task that can and should be beneficial for you customers or consumers and most of the benefits that will affect are for the seller. On the other hand, developing a networking site can create a disaster for sellers, namely the money that has been spent by the seller to improve their online shop networking site without any return from consumers in the form of increased purchases by buyers and when the networking site being developed does not meet the seller's expectations or is considered inappropriate. perfect and not good (incomplete). In this case, the assessment of the development of an online shop website will be directly assessed by consumers or buyers because they are the ones who really feel whether the website is able to meet their needs. Therefore, sellers through their online shop networking sites must be able to provide wishes according to the wishes of consumers or buyers.

In the marketing literature, attention so far that can easily influence consumer perceptions can be seen from the price or brand of products offered by sellers. And however, for today's sellers who are increasingly using e-commerce, it is not only the price and brand of the product that is offered, but the attractiveness of an online shop networking site is able to provide trust and comfort for buyers and consumers who surf on the online shop networking site. . These cues are able to give an impression of the characteristics of a product or indeed that the product is naturally good from the origin of the product itself. (Kluemper et al., 2012) divides several assessments of a networking site, including search quality, experience quality, and trust quality, which directly with the three qualities in question will later be able to provide an assessment of whether an online shop networking site is good or not, but with these three This assessment is still considered in the general assessment category in assessing a networking site.

Studies on assessing networking sites that are close to the reality of current online store networking sites as stated by (Cartwright, 2010) regarding similar categories for assessing online shop websites are divided into three, namely ambience factors, functionality, and reliability of information factors. These three factors can be translated into assessing several styles of networking sites, namely poor networking site style, incomplete networking sites, and

language errors used on networking sites. The definition put forward between networking sites prepared by sellers for potential buyers in presenting a networking site that is not complete is reported to have a low perceived quality score and this is a warning to always maintain trust and confidence by always updating the networking site, avoiding images. networking sites that do not appear and reduce page errors (Cartwright, 2010; Golder et al., 2005).

Based on these studies, it can be concluded that trust is influenced by how sellers or retailers are able to maintain their online shop networking sites and the quality of their networking sites which can be categorized as good. Trust is very important in stimulating the initial stages of purchasing on the internet, especially in the initial stages of building online shop networking sites (Iqbal, 2019). In this research, trust is influenced by online shop networking sites which focus on the appearance of the networking site.
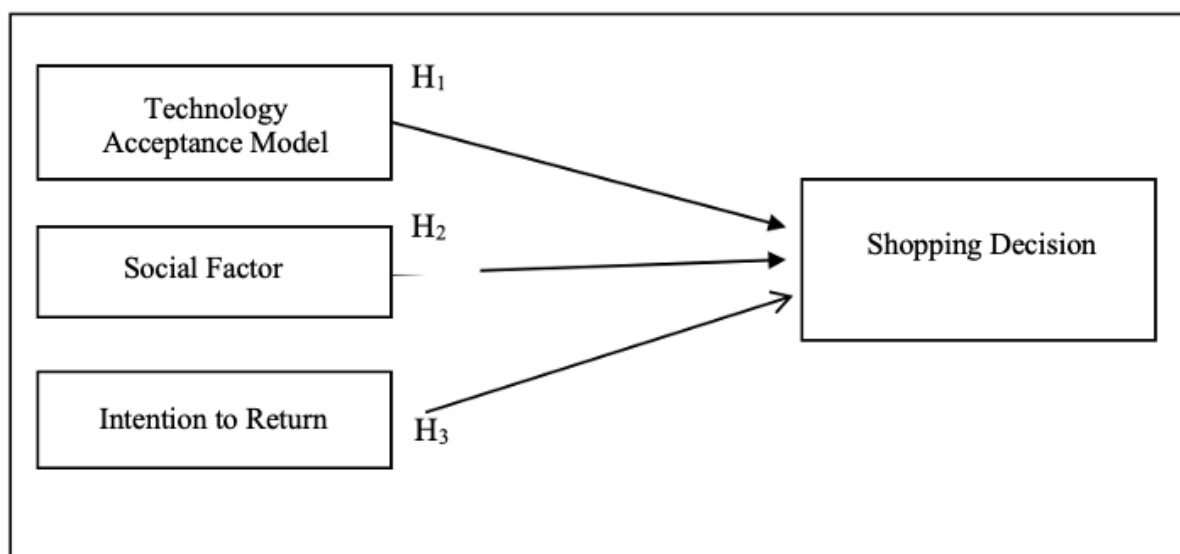
Purchasing Decisions

According to Kotler, Wong, Saunders, and Armstrong (2005) purchasing decisions are the stage in the purchasing decision making process where a consumer actually buys a product. According to Boyd, Walker (2000) consumer decision making is basically a problem solving process. Most individual consumers and organizational buyers go through almost the same mental process in deciding what products and brands to buy. So the more marketers know about the factors that influence their consumers' purchasing decisions, the greater their ability to design attractive offers and services.

The definition according to Morissan (2010) is that the purchasing decision is the next stage after there is an intention or desire to buy, but the purchasing decision is not the same as the actual purchase. Meanwhile, according to Kotler and Armstrong (2008), the consumer's purchase decision is to buy the brand they like most, but two factors can be between the purchase intention and the purchase decision. The first factor is the attitude of other people, and the second factor is unexpected situational factors. Schiffman and Kanuk (1994) in Ujang Sumarwan (2011) define a decision as choosing an action from two or more alternative choices. A consumer who wants to buy a product will be faced with several choices of brand products to buy. That way, consumers will choose one of several existing brands.

Research Model

Based on the development of the hypothesis that I described previously, this research model can be described as follows:

H$_1$: The influence of the Technology Acceptance Model has a positive influence on shopping decisions

H$_2$: The influence of social factors has a positive influence on shopping decisions

H$_3$: The influence of purchasing intentions has a positive influence on shopping decisions.

Methods

This research uses quantitative methods. The following will explain the selection of participants, data collection techniques and data analysis techniques. The data used is primary data and secondary data. Primary data is a source of research data obtained directly from original sources (not through intermediaries). Primary data in this research was obtained from the results of distributing questionnaires. Meanwhile, secondary data is a source of research data obtained by researchers indirectly through intermediaries (obtained and recorded by other parties). Therefore, the author tried something different by adding satisfaction comments to consumers as a supporting variable for a networking site.

Participant Selection

The subjects in this research are people who take an active role in making online purchases. The subjects in this research are online buyers at Shopee, Tokopedia, Lazada, Blibli, Bukalapak and the number of participants taken in this research is ± 200 people. Online buyers were used as subjects in this research because they are actual online buyers in real life and online buying and selling activities often occur.

In this research, real online buyers in Indonesia come from various different consumer backgrounds and have different workplaces. Online buyers were used as participants because they could reveal that they had bought online and experienced buying online directly. To ensure that they have purchased online, the subject has made online purchases at least 3 - 5 times in the last 1 month. This criterion was determined because the experimental task was related to online purchases on certain networking sites and satisfaction comments to consumers on these networking sites.

Data Collection Techniques

Data collection in this research uses the following techniques:

Observations

Observation is an activity towards an object with the aim of obtaining the required information. Observation is something very complex, a process composed of various biological and psychological processes. The observation technique is carried out by conducting direct observations regarding the implementation of the survey on online shoppers.

Questionnaire

A questionnaire is a data collection technique that is carried out by giving respondents a set of questions or written statements to answer. A questionnaire is a data collection method that is carried out by giving written questions to respondents to provide responses according to user requests. This questionnaire is used to obtain information about activities carried out by online shoppers. By using a Likert scale, researchers provide answers in the form of a checklist.

Analysis Tools

The analytical tool used in this research is ANOVA. ANOVA is used to test hypothesis 1 in this study and ANOVA is used because in this study the independent variable is categorical

while the dependent variable is ratio. ANOVA was used in this research because there was categorical treatment and the researcher wanted to test whether there was a difference in the average value of the dependent variable in each category (Yusuf. A. Muri, 2017).

Research Variables and Measurement

The independent variable in this research is the online store networking site, namely the networking site. (Dash et al., 2021; Weismuleller et al., 2020) stated that it is related to online store networking sites because there are good networking sites and have satisfactory comments to consumers. Trust is measured using instruments developed by (Dash et al., 2021; Jarvenpaa et al., 2000; McKnight et al., 1998; Weismuleller et al., 2020). In (McKnight et al., 1998) there are 12 question items with a 7-point Likert scale that reflect trust and (Jarvenpaa et al., 2000) there are 6 question items with a 7-point Likert scale that reflect trust in online stores.

Results and Discussion

Table 1. Validity Test Results

Validity	Corrected Item-Total *Correlation*	r table	Information
Technology Acceptance Model			
Question 1	0,589	0,2039	Valid
Question 2	0,711	0,2039	Valid
Question 3	0,657	0,2039	Valid
Question 4	0,241	0,2039	Valid
Question 5	0,653	0,2039	Valid
Question 6	0,691	0,2039	Valid
Question 7	0,665	0,2039	Valid
Question 8	0,579	0,2039	Valid
Question 9	0,566	0,2039	Valid
Question 10	0,710	0,2039	Valid
Social Factor			
Question 1	0,720	0,2039	Valid
Question 2	0,645	0,2039	Valid
Question 3	0,691	0,2039	Valid
Question 4	0,651	0,2039	Valid
Question 5	0,700	0,2039	Valid
Question 6	0,648	0,2039	Valid
Question 7	0,624	0,2039	Valid
Question 8	0,484	0,2039	Valid
Question 9	0,255	0,2039	Valid
Question 10	0,525	0,2039	Valid
Intention to Buy			
Question 1	0,558	0,2039	Valid
Question 2	0,544	0,2039	Valid
Question 3	0,548	0,2039	Valid
Question 4	0,547	0,2039	Valid
Question 5	0,610	0,2039	Valid
Question 6	0,532	0,2039	Valid
Question 7	0,607	0,2039	Valid

Question 8	0,603	0,2039	Valid
Question 9	0,649	0,2039	Valid
Question 10	0,642	0,2039	Valid
Shopping Decisions			
Question 1	0,707	0,2039	Valid
Question 2	0,657	0,2039	Valid
Question 3	0,754	0,2039	Valid
Question 4	0,776	0,2039	Valid
Question 5	0,683	0,2039	Valid
Question 6	0,687	0,2039	Valid
Question 7	0,820	0,2039	Valid
Question 8	0,765	0,2039	Valid
Question 9	0,809	0,2039	Valid
Question 10	0,773	0,2039	Valid

Source: SPSS 25 Data Output (2023)

Based on the table above, it can be seen that the research instrument on the variables Technology Acceptance Model, Social Factors, Purchase Intentions and Shopping Decisions shows valid results, because the calculated r value in each question item is greater than the r_{table} value.

Reliability Test Results

Table 2. Reliability Test Results

Variable	Reliability Statistics	
	Cronbach's Alpha	N of Items
Technology Acceptance Model (X_1)	0,726	10
Social Factor (X_2)	0,774	10
Intention to Buy (X_3)	0,783	10
Purchase Decisions (Y)	0,908	10

Source: SPSS 25 Data Output (2023)

Based on the results of the reliability test, it is known that the Cronbach's Alpha value for the variables Technology Acceptance Model, Social Factors, Purchase Intentions and Shopping Decisions respectively is 0.726, 0.774, 0.783 and 0.908, which means that the Cronbach's Alpha value is greater than the reliable standard. namely 0.60. So it can be concluded that the questionnaire testing of all variables in this study can be said to be reliable.

Hypothesis test

Table 3. Hypothesis test

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	-3.023	4.758		-.635	.527
	Technology Acceptance Model	.278	.063	.352	4.382	.000
	Social Factor	.470	.110	.359	4.290	.000
	Intention to Buy	.321	.113	.234	2.838	.006
a. Dependent Variable: Shopping Decisions						

In this research t_{table} is obtained by $t_{table} = t (\alpha/2;n-k-1)$ then we get $t_{table} = (0.05/2; 93-3-1)$, $t_{table} = (0.025;89)$, $t_{table} = 1.98698$ at a significant value of 0.05. The following are the T test results from the Coefficients table in the table above which can be translated below:

Technology Acceptance Model on Shopping Decisions

Based on the coefficients column in the table above, it can be seen that there is a significant value of 0.000. Where the significant value is smaller than the probability value of 0.05 or the value 0.000 <0.05. So Ha1 is accepted and Ho1 is rejected. The technology acceptance model has a t_{count} of 4.382 with a t_{table} of 1.98698. So $t_{count} > t_{table}$ shows that the technology acceptance model variable has a contribution to shopping decisions. A positive t value indicates that the technology acceptance model has a direct relationship with shopping decisions. Based on the explanation above, it can be concluded that the technology acceptance model has a significant influence on the shopping decisions of students at the Faculty of Economics and Business, Muhammadiyah Metro University.

Social Factors towards Shopping Decisions

Based on the coefficients column in the table above, it can be seen that there is a significant value of 0.000. Where the significant value is smaller than the probability value of 0.05 or the value 0.000 <0.05. So Ha1 is accepted and Ho1 is rejected. Social factors have a t_{count} of 4.290 with a t_{table} of 1.98698. So $t_{count} > t_{table}$ shows that social factor variables contribute to shopping decisions. A positive t value indicates that social factors have a direct relationship with shopping decisions. Based on the explanation above, it can be concluded that social factors have a significant influence on the shopping decisions of students at the Faculty of Economics and Business, Muhammadiyah Metro University

Purchase Intentions on Shopping Decisions

Based on the coefficients column in the table above, it can be seen that there is a significant value of 0.006. Where the significant value is smaller than the probability value of 0.05 or the value of 0.006 < 0.05. So Ha1 is accepted and Ho1 is rejected. Social factors have a t_{count} of 2.838 with a t_{table} of 1.98698. So $t_{count} > t_{table}$ shows that the purchase intention variable contributes to shopping decisions. A positive t value indicates that purchase intention has a direct relationship with shopping decisions. Based on the explanation above, it can be concluded that buying niT has a significant influence on the shopping decisions of students at the Faculty of Economics and Business, Muhammadiyah Metro University.

Table 4. Hypothesis test Result

ANOVAᵃ						
	Model	**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	880.533	3	293.511	42.771	.000ᵇ
	Residual	610.757	89	6.862		
	Total	1491.290	92			
a. Dependent Variable: Shopping Decisions						
b. Predictors: (Constant), Technology Acceptance Model, Social Factors and Purchase Intention						

Based on the table above, it can be seen that the calculated f value is 42.771 and the f_{table} value is 2.71. From these results it can be seen that the f_{count} value is > the f_{table} value so it can be concluded that together the technology acceptance model, social factors and purchase intentions have a positive influence on shopping decisions for students at the Faculty of Economics and Business, Muhammadiyah Metro University.

Conclusion

First, the results of this research also show that there is a significant influence between the technology acceptance model and its influence on shopping decisions. Second, the results of this study show that social factors have a significant influence on shopping decisions. Third, purchasing intentions have a significant influence on shopping decisions. Future research can explore new variables if risk is added to online purchases and different research subjects as well.

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