

# The influence of price, promotion, and e-service quality on purchasing decisions on Tokopedia e-commerce in Bogor City

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## Abstract

**Background** - E-commerce is a place for online transactions between sellers and buyers by utilizing the internet, making it easier to transact between the two parties. E-commerce also provides benefits for companies and consumers. Companies gain financial benefits and consumers gain benefits in the form of meeting their needs efficiently and effectively. According to a report released by Databoks.co.id in 2019, the growth rate of the e-commerce industry in Indonesia is very rapid. This is evidenced by the results of a British research institute, Merchant Machine, which released data in 2018 entitled "Ten Countries with the Fastest E-commerce Growth" and the results showed that Indonesia was in first place in the e-commerce industry.

**Purpose** - 1. To find out consumer responses about price, promotion and e-service quality on Tokopedia 2. To find out the influence of price, promotion and e-service quality simultaneously on purchasing decisions 3. To find out the influence of price, promotion and e-service quality partially on purchasing decisions

**methodology** - The author used a descriptive research method using a quantitative multiple linear regression approach with a sample of 100 and distributed questionnaires to Tokopedia users.

**Findings** - Based on the results of the analysis that the author has tested with multiple linear regression tests describing the equation  $Y = 5.632 + 0.543X_1 + 0.450X_2 + 0.397X_3$  the results of the price correlation coefficient on purchasing decisions have a positive correlation of 0.543. The promotion correlation coefficient on purchasing decisions has a positive correlation of 0.450, the e-service quality correlation coefficient on purchasing decisions has a positive correlation of 0.397. Based on the results of hypothesis testing on the price variable, the t-count is 3.352, the promotion variable is 2.864 t-count, the e-service quality variable is 2.959 t-count with the t-table result of 1.984 obtained from the t-table df using the formula  $(n-k-1)$  then the results obtained are 1.984 based on the research conducted, it is concluded that  $H_0$  is rejected and  $H_a$  is accepted. In the results of the significance test of the f test or simultaneous test, the f-count was obtained at 21.292 and the f-table was 2,700 with a significance level of  $0.000 < 0.05$ . The results state that  $H_0$  is rejected and  $H_a$  is accepted, the statement is stated based on the  $f\text{-count} > f\text{-table}$ , referring to the results of the research conducted, it can be concluded that there is a relationship between price, promotion and e-service quality on purchasing decisions on Tokopedia e-commerce.

**Originality** - Price, promotion and e-service quality simultaneously have a positive and significant effect on purchasing decisions in Tokopedia e-commerce. Price has a positive and significant effect on purchasing decisions in Tokopedia e-commerce. Promotion has a positive and significant effect on purchasing decisions in Tokopedia e-commerce. E-service quality has a positive and significant effect on purchasing decisions in Tokopedia e-commerce.

Keywords: price, promotion, e-service quality, buying decision

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