

## **Tokopedia Marketplace, The Effect Of Digital Marketing And Service Quality On Purchase Decisions**

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### **Abstract**

Traditional media marketing is becoming increasingly impacted by technology. Businesses can communicate, share information, and advertise their goods and services online. One of the online buying sites is Tokopedia. In Q1 2013, the top three online shopping platforms with the greatest growth in demand were Tokopedia, Amazon, and eBay. While Lazada and Shopee, the two most popular online markets that are often downloaded on smartphones, have been the kings of online marketplaces, Tokopedia is the most commonly used application among Indonesians. This proves that Indonesians visit Tokopedia frequently and shop there right now. The purpose of this study is to ascertain (1) how digital marketing influences consumers' purchase choices on the Tokopedia marketplace.

**Kata Kunci:** Word of Mouth , Digital Marketing, Service Quality, Decisions Purchase Tokopedia

## **INTRODUCTION**

Process business that is carried out using internet media and technology information is here and is known as e-commerce. Businesses now offer space for other businesses to promote their products on their websites thanks to e-commerce. As a result, a market is created that is today referred to as the marketplace. A recent occurrence is the high volume of online purchases, which has spawned severe competition amongst online retail booths. Tokopedia became the incorrect option for making an online purchase.

Among the top three online shopping apps, Tokopedia will have the third-largest demand growth in Q1 2013. Tokopedia has surpassed Lazada and Tokopedia, two formerly dominating e-commerce platforms, to become the most widely used shopping app in Indonesia. The evidence that Tokopedia is currently Indonesia's most popular online shopping site. One of Indonesia's fastest-growing marketplaces is Tokopedia. Tokopedia also mentions Indonesia's explosive growth over the last seven years. Tokopedia, one of the top marketplaces in Southeast Asia and Taiwan, was first founded in 2015. Tokopedia committed to offering customers a simple, secure, quick, and enjoyable purchasing experience that can be experienced by millions of customers every day.

Regency Because they don't have enough options to meet their employees' wants for things like apparel, gadgets, and furniture, most employees must purchase these items through a marketplace application. A trend is started by coworkers who purchase a

certain item, which attracts the curiosity of other colleagues. Additionally, promotions like flash sales, free shipping, and cashback encourage more workers to use the Tokopedia marketplace to meet their demands.

## REVIEW LITERATURE

Marketing for management is the incorrect sort of management that is required for all businesses. This marketing management focuses on increasing consumer awareness of items or services. Party Company Must Fully Understand Discourse By Reason Of That marketing and related management Amrina (2016) stated this. Management marketing is an art and a science that involves selecting the right market target, gaining and keeping customers, and growing the number of customers by creating, delivering, and communicating greater customer value (Kotler, Philip, & Keller, 2016:30). The buying decision process, according to Kotler and Keller (2016), "is a process Where Consumer Pass Five Stages, That Is Introduction Problem, Information Search, Alternative Evaluation, Purchasing Decisions, and Post-Purchase Behavior, that Begin Long Before The Actual Purchase Is Made And Has A Profound Impact Long After That." As stated by Chaffey and Chadwick (2016:11), "digital marketing is the application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives." In other words, digital marketing is an online application that is connected to digital technology and tied to traditional communication in order to achieve marketing objectives. When it comes to gaining more knowledge about consumers' profiles, behaviors, marks, and levels of loyalty, customized communications and online services should be combined according to the needs of each person. When defining quality, consider how a product's performance, dependability, ease of use, aesthetics, and other qualities are represented. Strategic quality in the age of globalization is described as everything that is able to satisfy the demands or expectations of clients. According to Atmaja (2013), quality is a dynamic situation that influences products, services, people, processes, and the environment that meet or exceed expectations.

## METHODOLOGY STUDY

Study should be done in accordance with the issue that is described in the backdrop. This is field research that was carried out using a quantitative strategy. Although this research takes a more quantitative approach, it does the same thing by using a qualitative approach to support the findings of a quantitative approach. However, this approach is not used in detail; rather, it focuses only on a few issues, such as the respondent's extreme answers, such as "strongly disagree," when the majority of the other respondents chose "agree." Consumers of Tokopedia at KPP Pratama Pangandaran, located at Jalan Raya Pangandaran, Babakan Village, Kec. Parigi, Pangandaran, are the focus of this study. contactable via phone at 08 112 112 354. And link online survey questionnaire sent via email or Whatsapp number (WA). When the study was carried out in January 2023. people being studied This is the collective group of KPP Primary Pangandaran customers who make purchases through Tokopedia.

## RESULTS AND DISCUSSION

Office Service Tax Primary from Batulic was established in accordance with Director General Administration Taxation Decision KEP-195/PJ./2008 on November 27, 2008, and it began operations on December 12, 2008. 2008. KPP Pratama Pangandaran is a vertical agency of the Directorate General of Taxes, reporting directly to the Head of the West Java DGT Regional Office, with the primary responsibility of offering advice, service, and inspection

regarding income tax, PPN and PPnBM, as well as indirect taxes based on local regulations and laws that are in effect in the forestry, mining, and PBB (P3) plantation sectors.

### Characteristics Respondents

Table 1. Characteristics Respondents

Characteristics	Criteria	Amount Respondents	Percentage
Type Sex	Man	12	25%
	Woman	63	75%
	Total	82	100%
Age	19-24 Years	16	19%
	25-30 Years	44	51%
	31- 36 Years	10	13%
	37- 42 Years	8	10%
	>43 Years	4	7%
	Total	82	100%
Education	SENIOR HIGH SCHOOL	16	19%
	D3	21	29%
	D4/S1	32	40%
	S2	13	12%
	Total	82	100%

Source: though Data with SPSS 23

According to the table, there are 63 people with percentage (75%), type Woman. Table 5.1 indicates that the majority of respondents, who are women, do utilize the online store Tokopedia.

In contrast to male employees, female employees at KPP Pratama Pangandaran prefer to spend money. The majority of the workforce is between the ages of 25 and 30. A total of 44 people have already been hired and put at KPP Primary Pangandaran over the course of four to six years. Based on information from the majority of respondents, who use the Tokopedia marketplace, the majority of employees have completed their education either through study permits or study assignments, and the market is dominated by D3 and S1 education levels.

### Test validity And Reliability

Utilized test validity For tests conducted thus far, accuracy tools that measure can convey the idea of the symptoms or occurrences being recorded. If  $r$  count exceeds  $r$  table, the validity test is considered to be valid. Table R used in the study Where  $(df) = n-2 = 82-2 = 82$ , this is as significant as 0.2108 (82 respondents with a significance level of 5%). The following table shows the validity test results:

Table 2. Results Test validity

Indicator	Corrected Item-Total Correlation	r Table	Information
X1.1	0.394	0.2108	Valid
X1.2	0.343	0.2108	Valid
X1.3	0.233	0.2108	Valid
X1.4	0.243	0.2108	Valid
X1.5	0.272	0.2108	Valid
X2.1	0.802	0.2108	Valid

X2.2	0.804	0.2108	Valid
X2.3	0.444	0.2108	Valid
X2.4	0.372	0.2108	Valid
X2.5	0.209	0.2108	Valid
X3.1	0.296	0.2108	Valid
X3.2	0.802	0.2108	Valid
X3.3	0.802	0.2108	Valid
X3.4	0.372	0.2108	Valid
X3.5	0.254	0.2108	Valid
Y1.1	0.925	0.2108	Valid
Y1.2	0.752	0.2108	Valid
Y1.3	0.743	0.2108	Valid
Y1.4	0.295	0.2108	Valid

Source: Process Data with SPSS 23

According to the above table's rcount value for the 19 item statements, which is based on a significant test of 0.05, there is a stronger correlation value than rtable, proving the validity of the entire grain statement. Test reliability measures how accurately the measuring tool captures the concept of the symptom or event being measured. The dependent variable, Decision Purchase (Y), and the independent variables, Word of Mouth (X1), Digital marketing (X2), and quality Service (X3), which were analyzed using SPSS 23, produced the following reliability results:

Table 2. Results Test Reliability

Variable	Cronbach's Alpha if item Deleted	Cronbach's Alpha	Information
word Of Mouth (X <sub>1</sub> )	0.645	0.60	Reliable
Digital Marketing (X <sub>2</sub> )	0.611	0.60	Reliable
Service Quality (X <sub>3</sub> )	0.746	0.60	Reliable
Decision Purchase (Y)	0.611	0.60	Reliable

Source: Data processing with SPSS 23

Based on Table 1, it can be seen that each item from every variable – which is dependent on the decision to make a purchase – and every variable that is independent, which includes word of mouth, digital marketing, and service quality – has higher Cronbach's Alpha scores that are higher than the mark limit of 0.60. Decision Purchase (Y), word-of-mouth (X1), digital marketing (X2), and quality service (X3) all showed outcomes that could be trusted as tool measure factors.

#### A. Assumption Classic

Table 3. Results Assumption Test Classic

Variable	Normality	Multicollinearity		Heteroscedasticity
	Sig.	tolerance	VIF	Sig.
Word_Of_Mouth	0.200	0.940	1,064	.697
Digital_Marketin g		0.450	2.132	.113
Service quality		0.468	2.136	.244

Source: Data Primary, 2013

Based on the table, it is known that the data study has avoided testing the conventional assumptions of normality, multicollinearity, and heteroscedasticity.

### B. Linear Regression Double

Table 4. Results Test Regression linear Double

Variable	B	std. Error
Constant	-1,315	.575
Word_Of_Mouth	.263	.093
Digital_Marketing	.282	.080
Service quality	.314	.106

Source: though Data with SPSS 23

Based on results analysis on table standardized Coefficients on, so equality linear regression double as follows:

$$KP = 0.263 WOM + 0.282 DM + 0.314 MPA$$

1. A positive influence of word-of-mouth on purchase decisions is indicated by a word-of-mouth regression coefficient ( $X_1$ ) = 0.263. When word-of-mouth influence is increased by 1 point, it has a 0.263-percentage impact on purchase decisions if digital marketing and service quality are assumed to stay constant.
2. Digital Marketing regression coefficient ( $X_2$ ) = 0.282 suggests a favorable influence of digital variable marketing on purchasing decisions. Every increase of 1 point in digital marketing will have an effect on a consumer's decision to purchase by 0.282, assuming that word of mouth and quality service are constant.
3. The variable Quality Service has an influence that is favorable to the choice to purchase, according to the coefficient regression Quality Service ( $X_3$ ) = 0.314 mean. If word-of-mouth and digital marketing are considered to be constant, then a quality service rating rise of 1 point will have an impact on a customer's decision to buy by 0.314.

### C. Test hypothesis

Table 5. Results Hypothesis testing

Variable	t count	Sig.
Word_Of_Mouth	2,837	.006
Digital_Marketing	3,516	.001
Service quality	2,964	.004

Source: though Data with SPSS 23

The Word of Mouth Variable ( $X_1$ ) has a t count as big 2,837 more big from t table 1988, which explains the results above. And significance as big 0.006 more tiny of 0.05, which indicates that Word of Mouth only partially positively influences Decision Purchase On Marketplaces Tokopedia. With a t count of 3.516, which is higher than the t table's 1.988, and a significance level of 0.001 more than 0.05, the variable digital marketing ( $X_2$ ) has a considerable impact on purchasing decisions on Tokopedia's marketplaces. Variable Quality Service ( $X_3$ ) has 2,964 more large from the 1988 t table than big. And significance as big 0.004 more tiny of 0.05, which indicates that Service Quality partially influences Tokopedia's decisions.

## CONCLUSION

Based on the research and discussion's findings, it can be said that Digital Marketing and Service Quality greatly influence the buying behavior of Tokopedia users at KPP Pratama Pangandaran. The findings of this study suggest that there is a growing chance for employees to make purchasing decisions as a result of the adoption of digital marketing and service quality.

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