

THE INFLUENCE OF BRAND IMAGE, PRICE AND SERVICE QUALITY ON TOKOPEDIA CONSUMER BUYING INTEREST (CASE STUDY IN BEKASI)

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Abstract

This research aims to analyze the influence of brand image, price and service quality on the buying interest of Tokopedia consumers in Bekasi. This research uses a quantitative approach with a survey method. Purposive sampling technique was used to select a sample of 97 respondents who were Tokopedia users in Bekasi. Data collection was carried out through a questionnaire consisting of 23 statements. The data analysis technique used is multiple regression analysis with SmartPLS version 3.0 software which is evaluated through the outer model and inner model. The research results show that (1) brand image has a positive and significant effect on purchase interest, (2) price has a positive and significant effect on purchase interest, and (3) service quality has a positive and significant effect on purchase interest

1. INTRODUCTION

Background problem

In today's digital era, many consumers are turning to e-commerce platforms to make purchases efficiently and quickly. In Indonesia, e-commerce growth is increasing rapidly with many local and international companies competing to attract consumer attention. Competition between e-commerce platforms encourages innovation and improvements in service quality to meet growing customer needs. Tokopedia is one of the largest e-commerce platforms in Indonesia which seeks to maintain competitiveness through various features that make it easier for users, such as a secure payment system, fast delivery and responsive customer service.

Brand image is the perception that consumers have of a brand, which can be influenced by various factors such as advertising, user experience, and brand reputation. A positive brand image can increase consumer trust and encourage them to make purchases (Soeharso, 2024). Price is also an important factor in purchasing decisions. In the context of e-commerce, consumers tend to compare prices across various platforms before making purchasing decisions (Herawati et al., 2024). In addition, service quality, such as speed of delivery and responsiveness of customer service, plays an important role in increasing consumer satisfaction and loyalty (Tahir et al., 2024).

Purchase interest is the consumer's intention to purchase a product. Factors such as brand image, price and service quality play an important role in shaping purchasing interest. This research will explore the relationship between these three factors and purchase interest on Shopee, with the hope of providing useful insights for marketers and e-commerce platform managers (Thi et al., 2024).

Based on the description above, it is interesting to carry out research with the title "The Influence of Brand Image, Price and Service Quality on Tokopedia Consumer Buying Interest (Case Study in Bekasi)"

Problem Formulation

Based on the background that has been described, the problem formulation in this research is:

1. Does brand image influence Tokopedia consumers' buying interest?
2. Does price influence Tokopedia consumers' buying interest?
3. Does service quality influence Tokopedia consumers' buying interest?

Research purposes

This research aims to:

1. Knowing and analyzing the influence of brand image on Tokopedia consumer buying interest.
2. Knowing and analyzing the influence of price on Tokopedia consumer buying interest.
3. Knowing and analyzing the influence of service quality on Tokopedia consumer buying interest

2. LITERATURE REVIEW

Marketing Management

Marketing management is the art and science of selecting target markets and reaching, retaining and growing customers by creating, delivering and communicate mark customer superior (Kotler and Keller, 2016).

Brand Image

Kotler and Keller (2016) explain that a brand is a name, word, sign, symbol, or design, or a combination of these elements, which functions as an identity for a product or service offered by a seller or group of sellers, with the aim of differentiating them from competitors. Brand image can be understood as a collection of beliefs held by consumers towards a particular brand (Kotler and Armstrong, 2008). According to Keller and Swaminathan (2020), there are three dimensions that can be used as indicators of brand image, namely strength, uniqueness and excellence.

Price

According to Kotler and Armstrong (2019), in a more limited interpretation, price refers to the monetary amount charged for a particular product or service. In a broader context, price includes the overall value that customers must provide to gain benefits from owning or utilizing a product or service. Price, as explained by Kotler and Armstrong (2019), is basically what you pay for a product or service or the value a customer provides in exchange for the benefits of owning or using that product or service. Kotler and Armstrong (2019) indicate that there are four key factors that determine price, namely: how affordable the price is, how well the price matches the quality, the price that comes with benefits, and how competitive the price is.

Service Quality

According to Tjiptono (2017), service quality is a condition that is dynamic and has a close relationship with products, services, human resources, as well as processes and the environment. The quality of this service must at least be able to meet or even exceed existing expectations. According to Kotler and Keller (2016), there are five indicators that show service quality, namely: reliability, responsiveness, assurance, empathy and tangible elements.

Interest in buying

Kotler and Keller (2016) explain that purchase intention is a consumer's desire to buy a particular product, which is influenced by various factors such as needs, desires and information received. According to Kotler and Keller (2016), there are several dimensions that can explain buying interest, namely cognitive, affective, conative, social and situational.

Research Variables

1. An independent variable is a variable that acts as a factor that influences or causes changes in the dependent or bound variable (Sugiyono, 2017). The independent variables in this research are brand image, price and service quality.
2. The dependent variable is a variable that is affected or is the result of the existence of an independent variable (Sugiyono, 2017). In this research, the dependent variable studied is purchase interest.

Operational Variables

According to Sugiyono (2017), variable operationalization refers to the attributes possessed by individuals, objects, or activities that have certain variations, which are determined by researchers to be analyzed and conclusions drawn.

Table 1. Operational Variables

No	Variable	Dimensions
1	Brand Image	1. Strength 2. Favorite 3. Uniqueness
2	Price	1. An affordable price 2. Price according to quality 3. Competitive price 4. Price according to benefits
3	Service Quality	1. Tangible 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy
4	Interested in buying	1. Cognitive 2. Affective 3. Conative

3. RESEARCH METHODS

Based on the objectives and form of the research conceptual framework, the strategy used in this research is an associative research strategy. According to Sugiyono (2017) associative strategy is a problem formulation study which asks about the relationship between two or more variables.

This research uses quantitative methods, according to Sugiyono (2017) quantitative methods are often referred to as positivistic methods because they are based on the philosophy of positivism. This method is a scientific/scientific method because it meets scientific principles, namely concrete/empirical, objective, measurable, rational and systematic. This method is called a quantitative method because the research data is in the form of numbers and analysis uses statistics. used to research certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses.

Research Population and Sample

The general population in this research is all Tokopedia platform users in Bekasi. Widiyanto (2013) explained that because the population in this study was unknown, the moe formula was used to determine the sample size, as follows:

$$n = \frac{\text{With}^2}{4(\text{moe})^2}$$

Information:

n = number of samples

z = Level of confidence required in determining a 95% sample (so z= 1.96)

Moe = Margin of error, namely the maximum error rate can tolerated, determined 10%

Based on the formula above, the following calculations are obtained:

$$n = \frac{\text{With}^2}{4(\text{moe})^2}$$

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = 96,04 \text{ or } 97$$

From the results of the formula calculation above, the number of samples studied was 97 respondents. The technique used is purposive sampling, According to Sugiyono (2017), engineering purposive sampling This means that respondents (subjects) were chosen deliberately with certain characteristics. Reasons to use purposive sampling, because the sample chosen was deliberately determined based on criteria determined by the researcher.

Data collection method

The data collection technique used in the research was a questionnaire. According to Sugiyono (2017) a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. The questionnaire or questionnaire used in this research is a closed type of questionnaire, because the respondent only needs to mark one of the answers that is considered correct. Scale Liked used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. Answers to each instrument item using the scale Liked has a gradation from very positive to very negative. For the purposes of quantitative analysis, this answer is possible given score (Sugiyono, 2017).

4. RESULTS AND DISCUSSION

Results

Outer Model

Conducted to assess the validity and reliability of the model. Outer model with reflexive indicators evaluated through convergent validity And discriminant validity from the indicators

forming the latent construct and composite reliability For the indicator block (Ghozali, 2015), the outer model image can be seen in Figure 1.

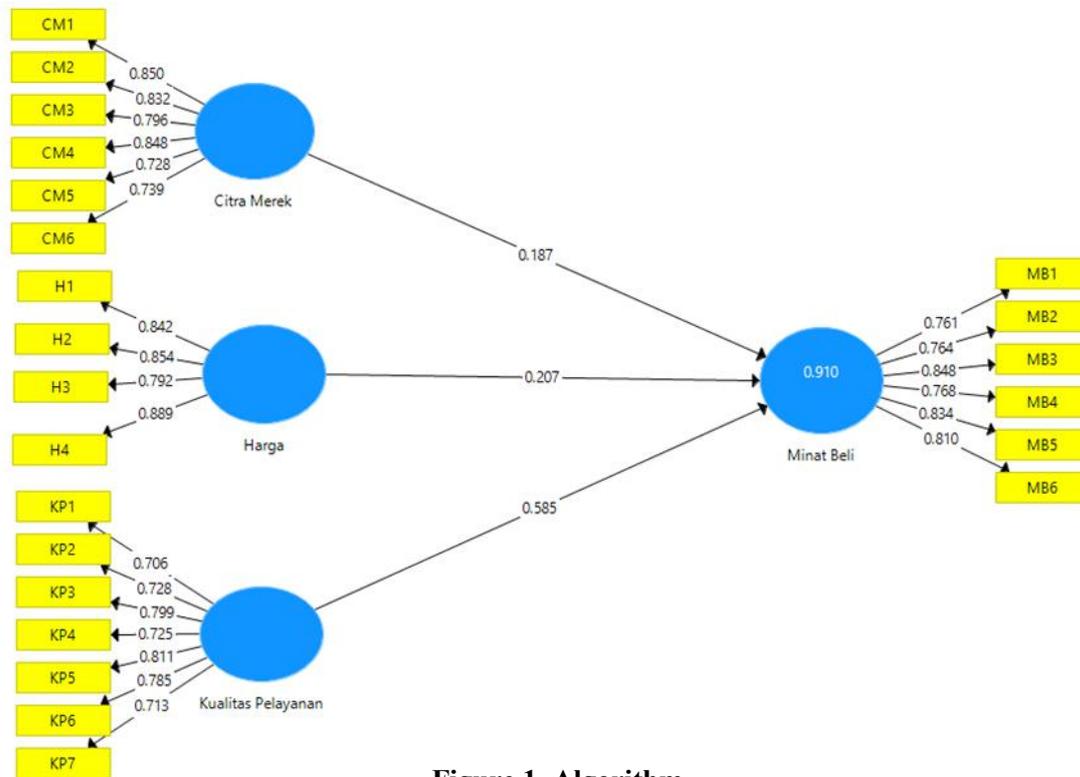


Figure 1. Algorithm

Validity Test

Convergent Validity

Validity test convergent validity Reflective indicators with the SmartPLS 3.0 program can be seen from the values loading factor for each construct indicator. Rule of thumb which is usually used to assess convergent validity, namely value loading factor must be more than 0.70, however, at the research scale development stage, a loading of 0.50 to 0.60 is still acceptable (Ghozali, 2015). To see the results of the values loading factor can be seen in table 2.

Table 2. loading factor

Indicator	Loading value	Information
CM1	0.850	Valid
CM2	0.832	Valid
CM3	0.796	Valid
CM4	0.848	Valid
CM5	0.728	Valid
CM6	0.739	Valid
H1	0.842	Valid
H2	0.854	Valid
H3	0.792	Valid

H4	0.889	Valid
KP1	0.706	Valid
KP2	0.728	Valid
KP3	0.799	Valid
KP4	0.725	Valid
KP5	0.811	Valid
KP6	0.785	Valid
KP7	0.713	Valid
MB1	0.850	Valid
MB2	0.832	Valid
MB3	0.796	Valid
MB4	0.848	Valid
MB5	0.728	Valid
MB6	0.739	Valid

Source: SmartPLS output data processing, 2024

Based on table 2, the values of the indicators all have a loading value above 0.5, so this value can be said to be valid and there are no problems in convergent validity. And besides testing on loading factor, convergent validity should also test the value average variance extracted whose value must be greater than 0.50, the resulting value Average variance extracted can be seen in table 4.2.

Table 3. Average Variance Extracted

	Brand Image	Price	Service Quality	Interest in buying
AVE	0.641	0.714	0.568	0.637

Source: SmartPLS output data processing, 2024

Based on table 3 values Average Variance Extracted all of them have a value above 0.50, which means they all have a good value.

Discriminant Validity

To assess discriminant validity with indicators reflective namely by looking at the value cross loading for each variable must be > 0.70 . Model discriminant validity (Ghozali, 2015). Results cross loading can be seen in table 4.

Table 4. Cross loadings

	Brand Image	Price	Service Quality	Interest in buying
CM1	0.850	0.819	0.821	0.810
CM2	0.832	0.754	0.762	0.690
CM3	0.796	0.602	0.686	0.684

CM4	0.848	0.713	0.752	0.786
CM5	0.728	0.599	0.659	0.600
CM6	0.739	0.589	0.655	0.696
H1	0.732	0.842	0.790	0.771
H2	0.760	0.854	0.807	0.808
H3	0.644	0.792	0.711	0.681
H4	0.743	0.889	0.820	0.806
KP1	0.573	0.596	0.706	0.663
KP2	0.676	0.713	0.728	0.751
KP3	0.719	0.821	0.799	0.752
KP4	0.673	0.651	0.725	0.725
KP5	0.780	0.745	0.811	0.825
KP6	0.776	0.691	0.785	0.664
KP7	0.544	0.652	0.713	0.563
MB1	0.642	0.638	0.670	0.761
MB2	0.690	0.812	0.787	0.764
MB3	0.773	0.805	0.821	0.848
MB4	0.695	0.675	0.711	0.768
MB5	0.784	0.744	0.807	0.834
MB6	0.683	0.657	0.718	0.810

Source: SmartPLS output data processing, 2024

Based on table 4 values cross loading of each variable has a value above 0.70. So these results have no problems with discriminant validity.

Reliability Test

Composite Reliability

Mark composite reliability must be greater than 0.70 for research of a nature confirmatory and a value of 0.6 – 0.7 is still acceptable for research of a nature explanatory (Ghozali, 2015). Results composite reliability can be seen in table 5.

Table 5. Composite Reliability

	Brand Image	Price	Service Quality	Interest in buying
Composite Reliability	0.914	0.909	0.902	0.913

Source: SmartPLS output data processing, 2024

Based on table 4.4 the results of Composite reliability all of them have values above 0.6, so the values for all instruments can be said to be reliable.

Inner Model

R Value Evaluation²

Mark R-Square 0.75, 0.50, and 0.25 can be concluded that the model is strong, moderate and weak (Ghozali, 2015). To see results R-Square can be seen in table 5.

Table 6. R-squared coefficients

Variable	R – Square
Interest in buying	0.910

Source: SmartPLS output data processing, 2024

Based on table 6, the values obtained R-Square amounting to 0.910 which can be interpreted as meaning that the variability of the purchase interest construct which can be explained by the variability of the brand image, price and service quality constructs is 91%, while 9% is explained by other variables outside those studied. Based on this, the results of the calculation of R² shows that the value is good and strong.

Besides seeing the magnitude of the value R-square, PLS model evaluation can also be done with Q² predictive relevance. Q value² > 0 indicates that the model has predictive relevance, while the Q value² < 0 indicates that the model lacks predictive relevance (Ghozali, 2015).

Q calculation² The total is done using the formula:

$$Q^2 = 1 - (1 - R^2)$$

$$Q^2 = 1 - (1 - 0,910^2)$$

$$Q^2 = 0.828$$

Based on the results of the Q value² The figure is 0.828, which means it shows that the Q value² have predictive relevance.

After knowing the results of R² and Q² next count goodness of fit namely to evaluate measurement models and structural models and in addition provide a simple measurement of the overall model predictions. To count goodness of fit can be calculated from the square root of the value average communality index And average R-square. Mark communality the recommended ones are 0.50 and the GoF value Small is 0.10, GoF medium is 0.25, GoF large is 0.36 (Ghozali, 2015).

Calculation goodness of fit can be calculated by the formula:

$$GoF = \sqrt{AVE \times R^2}$$

$$GoF = \sqrt{0.64 \times 0.910}$$

$$GoF = 0.763$$

Based on the GoF results of 0.763, this value shows that goodness of fit it is large.

Hypothesis testing

The results of testing the structural model by testing the coefficients between exogenous variables and endogenous variables can be seen in the results of the structural model path coefficients p-value and t-value. The structural model criteria use an error level of 5%, where if t-value > 1.96 is declared significant, whereas if t-value < 1.96 is declared not significant or if p-value < t-table = 0.05 is said to be significant, while p-value > t-table = 0.05 is declared not significant (Ghozali and Latan, 2015). The results of hypothesis testing can be seen in table 4.6 below.

Table 7. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	t-statistics	P Values
Brand Image -> Purchase Intention	0.187	0.186	0.093	2.015	0.044
Price -> Buying Interest	0.207	0.204	0.105	1.982	0.048
Quality of service-> Purchase Interest	0.585	0.589	0.113	5.174	0.000

Source: smartPLS Data Processing, 2024

From the table above, the path coefficient values between constructs are obtained which will be described as follows:

- 1) There is a positive and significant influence of brand image on purchasing interest.
- 2) There is a positive and significant effect of price on buying interest.
- 3) There is a positive and significant influence of service quality on purchase intention.

Discussion

The research results show that brand image, price, and service quality have a positive and significant influence on consumer purchase interest in Tokopedia in Bekasi. These findings align with previous research, which states that these factors play an essential role in purchasing decisions on e-commerce platforms.

Influence of Brand Image on Purchase Interest

The analysis results show that brand image has a positive and significant effect on purchase interest. This means that the stronger the brand image of Tokopedia in the eyes of consumers, the greater the likelihood of transactions occurring. A strong brand image enhances consumer trust and creates an impression that the platform has a good reputation in terms of reliability and transaction security. This finding is consistent with Soeharso's (2024) study, which states that brands with a positive reputation tend to attract more customers than their competitors.

Influence of Price on Purchase Interest

Price also has a positive and significant influence on consumer purchase interest. This indicates that consumers are more likely to buy products on Tokopedia if the prices offered are competitive compared to other platforms. In the e-commerce ecosystem, price transparency and discount programs are essential factors that can enhance a platform's appeal (Herawati et al., 2024). Consumers in Bekasi, as found in this study, are more likely to make purchases when the price is perceived as reasonable for the quality obtained.

Influence of Service Quality on Purchase Interest

Service quality has the strongest influence on consumer purchase interest compared to other variables. This confirms that aspects such as fast delivery, ease of transactions, and responsive customer service are the main factors in purchasing decisions. In line with Tahir et al. (2024), responsive customer service and efficient logistics systems can enhance consumer satisfaction and encourage repeat purchases. Therefore, Tokopedia needs to continue improving its service aspects to remain competitive in the highly dynamic e-commerce industry.

Managerial Implications Based on these findings, Tokopedia can consider several strategies to increase consumer purchase interest, including:

1. Strengthening branding through digital marketing campaigns, such as social media promotions and customer testimonials to enhance brand image.
2. Offering competitive pricing programs, such as exclusive discounts or cashback to attract more consumers.
3. Improving service quality, especially in terms of fast delivery and responsive customer service, to increase user satisfaction.

5. CONCLUSION

Based on the results of the research that has been carried out, it can be concluded that:

1. Brand image has a positive and significant influence on the buying interest of Tokopedia consumers in Bekasi.
2. Price has a positive and significant influence on the buying interest of Tokopedia consumers in Bekasi.
3. Service quality has a positive and significant influence on the buying interest of Tokopedia consumers in Bekasi.

Based on the conclusions that have been described, the researcher provides suggestions for companies to satisfy their consumers.

1. The company maintains and improves its brand image and service quality, meaning that by maintaining and improving its brand image and service quality, interest in purchasing will increase.
2. The company maintains prices in order to compete with its competitors, so that consumers will feel satisfied with the prices offered.

For further research to produce even better results, the researcher outlines several limitations in this research, the limitations referred to are as follows:

1. The sample in this study was only 97 respondents, it would be better for future research to increase the number of samples so that the research results are more accurate.
2. This research only used one location, namely in Bekasi, it would be better if further research could be carried out in different locations so that we can find out the results in each region for comparison.

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