

## What Are the Main Factors That Influence Purchasing Decisions at Bukalapak?

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### ABSTRACT

#### Keywords:

E-Service Quality;  
Promotion; Purchase  
Decisions; E-Commerce.

*The era of globalization and online transactions has changed many aspects of human life, especially in terms of how people interact, work, shop, and make purchasing decisions. Therefore, this study examines the effect of E-service quality and promotion on purchasing decisions. This data was obtained through an online survey using a Google form for 105 respondents using a purposive sampling technique, di Kota Malang. The data analysis used in this study, namely linear regression analysis, shows that E-service quality has a significant positive effect on purchasing decisions, promotion has a positive and significant effect on purchasing decisions, and promotion is more dominant than e-service quality in influencing purchasing decisions. This finding implies that e-commerce, especially Bukalapak, needs to continue to improve the quality of their electronic services to meet customer expectations. However, sales promotion should remain the main focus of a marketing strategy, as it has a greater influence on driving purchasing decisions.*

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## INTRODUCTION

Globalization has expanded e-commerce by increasing access to international markets and improving corporate performance through greater efficiency and better coordination (Kraemer & Gibbs, 2005). In the current era of globalization, technological developments can bring changes in human life. Technological advances in the field of the internet, especially those that highlight

very rapid technological changes in meeting needs, have significantly affected the online transaction landscape.

The Internet Age has enabled businesses to conduct transactions electronically on a global scale, thereby increasing their ability to reach international customers and partners (Dey & Francis, 2021). The Internet facilitates smooth international transactions, making it easier for businesses to operate across countries (Aydın & Savrul, 2014). Globalization is changing the behavior of consumers, who now prefer the convenience and variety of products offered by e-commerce platforms. Online shopping is becoming increasingly popular because of its practicality and ease of access (Rahmat, 2019). Based on the Indonesian Internet Service Providers Association (APJII) survey, there were 210.03 million internet users in the country in the 2021-2022 period (APJII, 2022). The number of internet users in Indonesia is growing, resulting in the development of e-commerce. This can be seen from the many e-commerce sites in Indonesia, such as Bukalapak, Shopee, Tokopedia, Zalora, JD.id, and many more.

One of the e-commerce in Indonesia is the work of the nation's children, namely bukalapak. Bukalapak is included in the top five best e-commerce in Indonesia throughout 2023 (Databoks.katadata.co.id, 2024). Bukalapak also provides opportunities and choices for everyone to achieve a better life. Based on iprice.co.id data, bukalapak became one of Indonesia's most popular e-commerce sites and entered Indonesia's top 5 e-commerce sites in the last four years. The presence of Bukalapak makes e-commerce choices for consumers more diverse when making purchase decisions.

Purchasing decisions become important for company sales. In general, purchasing decisions are selections from two or more alternative options; they can be decisions about product benefits, brands, time of purchase, and how to pay (Ansari, 2015). A company must be able to market its products or services so that consumers are loyal and the company is no less competitive. Promotion and quality of service influence the mindset of consumers when making purchasing decisions (Pietersz & Hastoko, 2022). Because of this, companies must be able to pay attention to what factors can influence consumers' purchase decisions.

In addition to purchasing decisions, promotion is one of the strategies used to get consumers. Promotion can increase consumer awareness and interest in a product, thus influencing their decision to buy (Tolan et al., 2021). Promotion can affect consumer perception of product value and quality, ultimately affecting purchasing decisions (Adwimurti & Sumarhadi, 2023; Katrin et al., 2016). A study by Anggraini et al, (2020) found that promotion has a positive effect on purchasing decisions; similar results are expressed by (Katrin et al., 2016) that promotion has an impact on purchasing decisions. This means the more attractive the promotion is, the more it can improve purchase decisions.

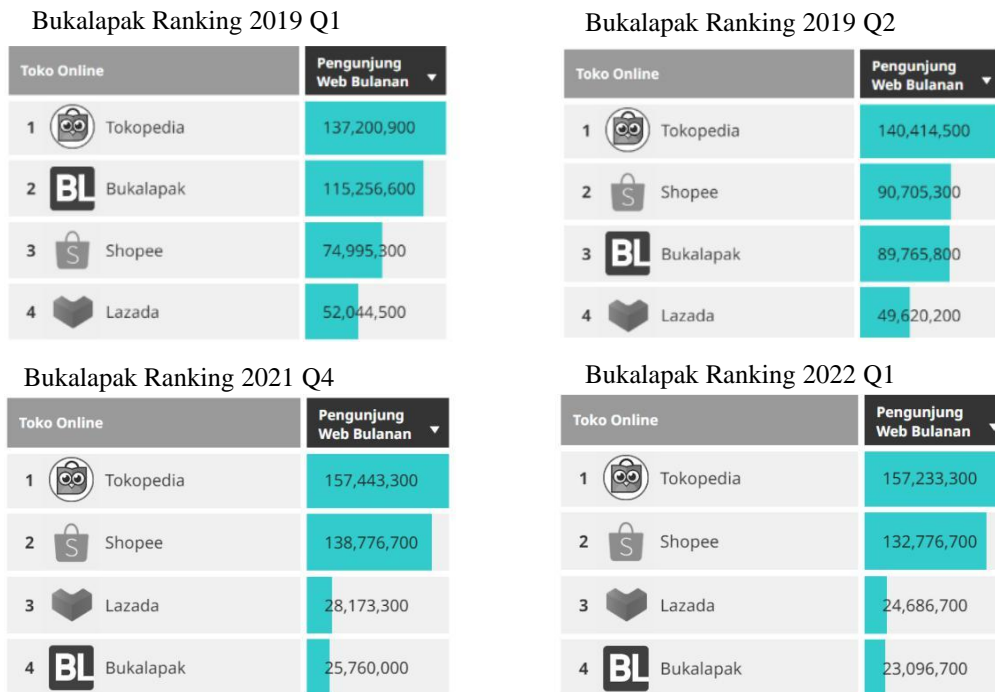
Look at the competition in the world of e-commerce. Each company competes to provide the best for its consumers by providing good quality electronic services and attractive promotions to attract consumers to purchase. Based on data from iprice.co.id Bukalapak is one of the theme-commerce sites that has decreased significantly from year to year. The following is a table of Bukalapak visitor lists for the past four years:

**Table 1.** Bukalapak Visitor List

Quarter	Visit/Year			
	2019	2020	2021	2022
Q1	115.256 million	37.633 million	34.170 million	23.096 million
Q2	89.765 million	35.288 million	29.460 million	
Q3	42.874 million	31.409 million	30.126 million	

Quarter	Visit/Year			
	2019	2020	2021	2022
Q4	39.263 million	38.583 million	25.760 million	

Based on the table above, it can be seen that since 2019, Bukalapak has experienced a significant decline in visitors. This, of course, also has an impact on the decline in bukalapak's ranking, based on data from iprice.co.id like the picture below:



**Figure 1.** Bukalapak Ranking 2019-2022

The lack of promotion is one of the factors decreasing Bukalapak's ranking, as it cannot compete with other e-commerce companies. Complaints related to the problem of slow and complicated access to the Bukalapak site are one of the factors in Bukalapak's decline (quora.com, 2021). The decline in visitors causes Bukalapak's ranking to continue to decline. Bukalapak experienced a downgrade from 2019 quarter 1 to 2019 quarter 2, which was initially ranked 2nd to ranked third. Moreover, in 2019 quarter 2 to 2021 quarter 3, Bukalapak was able to maintain rank 3, but in quarter 4 2021, Bukalapak shifted its position from rank 3 to rank 4. This happened because of the competition between e-commerce, which is getting tighter daily. Each company competes to provide the best for consumers, from giving promotions to providing the best quality service.

E-commerce companies compete to offer many promotions to consumers in the hope that consumers can be loyal to the company; companies also provide the best quality service to each other to make purchasing decisions. Service quality can increase consumer satisfaction and loyalty, improving purchasing decisions (Jasmani et al., 2022). Promotions also play an essential role in influencing consumer purchasing decisions. Effective promotion can increase brand awareness and attract consumer attention, ultimately increasing purchase figures (Wulandari & Widayanto, 2020). To improve consumer purchasing decisions, companies need to focus on improving service quality and implementing effective promotional strategies. Based on the

background explained, the researcher is interested in researching the promotion factors and service quality in purchasing decisions at Bukalapak.

## LITERATURE REVIEW

The decision-making process starts with needs. To meet these needs, it is necessary to evaluate and determine the best alternative from consumer perception (Arbaini, 2020). Purchasing decisions are about buying preferred brands among various options, but there are two factors between purchase intent and purchase decision (Kotler & Keller, 2009). Consumer purchasing decisions are crucial for the company's progress because the more consumers who want to buy the company's products and services, the more opportunities the company generates and repeat customers (Gunawan & Susanti, 2017).

Purchasing decisions are influenced by various internal and external factors and behavioral theories such as the Theory of Planned Behavior (TPB). Internal factors include buyers' needs, wants, and motives, while external factors include the social environment, culture, and economic situation (Faisol et al., 2022). TPB states that a person's behavior depends on his intentions, which are influenced by attitudes, subjective norms, and behavioral control (Slamet, 2023). The purchasing decision process involves several stages, including problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior (Kotler & Keller, 2016).

Service quality can be interpreted as an effort to meet consumer needs and desires and the right delivery to balance consumer expectations (Tjiptono, 2014). Service Quality is the level of service provided to consumers by comparing the results received with the expectations created by consumers (Ismawati, 2020). According to Nawangsari (2017), service is an interaction process in doing something to someone.

The quality of electronic services is how effectively and efficiently a website can provide convenience to customers in the shopping process, purchase process, and product as well as service delivery process (Parasuraman et al., 2005). The higher level of electronic services the company offers makes it more attractive for customers to make purchasing choices (Mulia & Fitriyah, 2023). Studies show that the quality of electronic services positively influences consumer purchasing decisions (Rauf, 2023; Wahyudi, 2021).

### **H1:** Electronic Service Quality influences purchasing decisions

Promotion is an activity that communicates the benefits of products companies create to convince and attract consumers (Kotler & Armstrong, 2010). Promotion is an activity that informs the public about the products offered so that consumers are interested in buying the products or services offered (Zahara & Sembiring, 2020). Companies must be able to promote products as attractively as possible so that consumers are interested in buying from the company. The more attractive the sales promotion that Bukalapak displays, the more confident consumers will choose Bukalapak. The findings show that sales promotion positively and significantly affects online product purchase decisions (Prilano et al., 2020). Similar studies reveal that promotions impact purchasing decisions (Siahaan & Christiani, 2021; Supriadi et al., 2023).

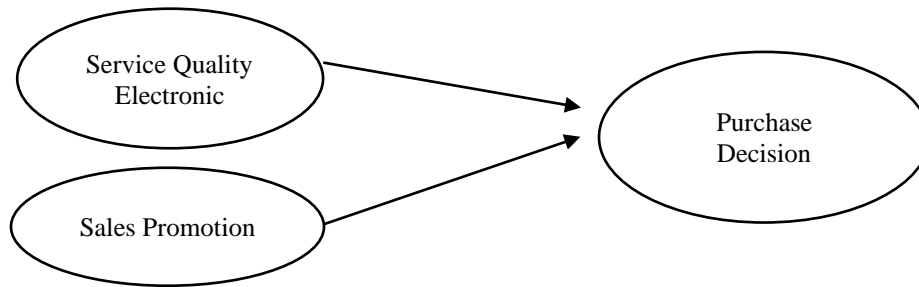
Setyarko (2016) revealed that the quality of electronic services has a dominant influence on purchasing decisions. Prilano et al., (2020) stated that sales promotion has a dominant

influence on purchasing decisions. Fadli (2022) stated that sales promotion has a dominant influence on purchasing decisions. Promotional activities are essential for businesses to attract and retain customers, ultimately influencing purchasing decisions.

**H2:** Sales promotion influences purchasing decisions

**H3:** Sales promotion has a more dominant influence than electronic service quality on purchasing decisions at Bukalapak

Based on the literature review and the relationship of these variables, the research framework was formulated as follows:



**Figure 2.** Framework of Mind

**RESEARCH METHOD**

This research was conducted in Malang City, East Java. The type of research used in this research is quantitative research. How to take samples by sampling non-probability. To determine the number of samples, researchers use the (Ferdinand, 2014) calculation formula = (5-10) x Number of indicators,  $n = 7 \times 15$ , so  $n = 105$  respondents. Sampling with the type used purposive sampling because researchers provide certain criteria, namely student consumers who are in Malang and have purchased at Bukalapak. The data collection technique was carried out by distributing questionnaires directly by providing a Google form link and using a data measuring instrument, namely the Likert scale. The data analysis technique used is linear regression analysis, with partial test testing (t-test) and simultaneous specification test (F test) as well as a dominant test.

**RESULT AND DISCUSSION**

The characteristics of respondents based on age can be seen in most respondents aged 18-27 years, namely as many as 101 respondents or 96.2%. This age group includes age groups that grow up amid technological developments, so this age generation has become the largest e-commerce market. The most dominant social status of respondents is students/students, which is as many as 86 respondents or as much as 81.9%. The dominant number of purchases in Bukalapak in 2 years was one time, which was 49 respondents or 46.67%. The characteristics of detailed respondents are shown in the following table:

**Table 2.** Characteristics Respondent

No	Content	Frequency	Percentage
1	<b>Gender</b> Woman	76	72,4%

No	Content	Frequency	Percentage
	Man	29	27,6%
<b>2</b>	<b>Age</b>		
	<18 years	3	2.85%
	18-27 years	101	96.2%
	28-37 years	-	-
	> 38 years	1	0.95%
<b>3</b>	<b>Social status</b>		
	Student / Student	86	81.9%
	Employee	10	9.52%
	Businessman	4	3.81%
	Others	5	4.77%
<b>4</b>	<b>Purchase Amount</b>		
	One time	49	46.67%
	2-5 times	45	42.85%
	> 5 times	11	10.48%

Source: primary data process, 2023

The test criteria are declared valid or able to measure the measured variable if the calculated value is  $\geq$  table so that it can be used as a data collection tool. The results of validity instrument testing are presented in the following table:

**Table 3.** Test results Validity

Variable	r <sub>count</sub>	r <sub>table</sub>	Information
	0.628	0.192	Valid
	0.775	0.192	Valid
	0.731	0.192	Valid
Service Quality Electronic	0.816	0.192	Valid
	0.866	0.192	Valid
	0.812	0.192	Valid
	0.805	0.192	Valid
	0.742	0.192	Valid
Sales promotion	0.850	0.192	Valid
	0.866	0.192	Valid
	0.657	0.192	Valid
	0.826	0.192	Valid
	0.842	0.192	Valid
Decision Purchase	0.892	0.192	Valid
	0.835	0.192	Valid
	0.872	0.192	Valid

Source: primary data process, 2023

The table above shows that the validity test was carried out on the quality variables of Electronic Services, Sales Promotion and Purchasing Decisions from all indicators on each variable; the value of the r count is greater than the r table, which means each variable is valid. Next to the reliability test, this test determines the extent to which a person's answers are consistent or stable over time. The reliability test results are shown in the following table:

**Table 4.** Reliability Test Results

No	Variable	Cronbach's Alpha	Information
1	Electronic Service Quality	0.889	Reliable
2	Sales promotion	0.836	Reliable
3	Buying decision	0.884	Reliable

Source: primary data process, 2023

Based on Table 4, the Cronbach Alpha value for all variables is greater than 0.6. From the provisions mentioned earlier, all variables used for research are reliable.

**Table 5.** Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square
1	0,639 <sup>a</sup>	0,509	0,597

Source: primary data process, 2023

Based on the calculation of the coefficient of determination, it was found that 59.7% of the purchasing decision variables were influenced by the independent variables, namely the quality of electronic services and sales promotions. While the remaining 40.3% of the purchasing decision variable is influenced by other variables not discussed in this study.

In addition to the coefficient of determination, the correlation coefficient is also obtained, which shows the magnitude of the relationship between the independent variables, namely Electronic Service Quality and sales promotion, with the Purchasing Decision variable, the R-value (correlation coefficient) is 0.639, this correlation value indicates that the relationship between the independent variables Service Quality and Price and Purchase Decision including strong.

**Table 6.** Equation of Regression Results

Dependent variable	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig
	B	Std. Error			
(constant)	0,053	1,721		0,031	0,006
Electronic Service Quality	0,143	0,070	0,181	2,039	0,004
Sales promotion	0,497	0,084	0,528	5,954	0,000

Source: primary data process, 2023

Based on the data above, the regression equation is  $Y = 0.053 + 0.143 X_1 + 0.497 X_2 + e$ . The above equation can be interpreted as follows:

- Purchase Decision (Y) for bukalapak consumers in Malang is influenced by the quality of electronic service and Sales Promotion
- $\alpha$  = A constant of 0.053, meaning that if the quality of electronic services is not high quality and promotions are not attractive, consumers are quick to make purchasing decisions.
- Electronic Service Quality (b1) regression coefficient of 0.143 with significant = 0.004 can be interpreted as electronic service quality having a positive regression coefficient result, and then electronic service quality positively affects purchasing decisions. If the quality of electronic services meets the needs of visitors more qualified, then purchasing decisions will be faster.



- d. The promotion regression coefficient ( $b_2$ ) of 0.497 with significant = 0.000 indicates that sales promotion has a positive regression coefficient and positively affects purchasing decisions. The purchase decision will be faster if the promotion is more attractive, assuming other variables are constant.

The t-test is performed to determine the effect of the independent variable on the individually bound variable. The results of the t-test are presented in the following table:

**Table 7.** Test Results t

Variable Relationships	T count	T table	Keterangan
Electronic Service Quality	2,039	1,983	Significant
Sales Promotion	5,954	1,983	Significant

Source: primary data process, 2023

The test results of Table 6 show that 1) there is a partially significant influence on the Electronic Service Quality variable on the dependent variable, namely Purchase Decision, and 2) there is a partially significant influence on the Sales Promotion variable on the dependent variable, namely Purchase Decision. The dominant test in this study can be seen from which the beta coefficient ( $\beta$ ) is the largest, as seen in Table 6. It is known that the quality of electronic services has a Coefficient ( $\beta$ ) of 0.181. At the same time, sales promotion has a beta coefficient ( $\beta$ ) of 0.528. It can be concluded that sales promotion is the dominant variable in this study regarding purchasing decisions.

The research results on electronic service quality variables on purchasing decisions found that Electronic Service Quality had a positive or unidirectional effect between Electronic Service Quality variables on purchasing decisions in Bukalapak e-commerce. Furthermore, the partial test results show that the Electronic Service Quality variable partially affects the purchasing decision variable. This shows that the higher the quality of electronic service provided by Bukalapak, the faster consumers decide to buy. This research supports previous research (Wahyudi, 2021), stating that Electronic Service Quality significantly positively affects purchasing decisions. Other studies consistently find that e-service quality significantly impacts purchasing decisions (Batrisyia & Waluyo, 2022; Damayanti & Putro, 2022; Rauf, 2023; Sugianto et al., 2022).

One of the main theories underscoring the importance of e-service quality is the Technology Acceptance Model (TAM). The TAM paradigm reveals that the ease of use and perceived usability of technology, including electronic services, are important in determining user acceptance and purchasing decisions (Dini et al., 2023). Another theory that supports the impact of electronic service quality on purchasing decisions is the Theory of Planned Behavior (TPB). The SDGs state that attitudes, subjective norms, and perceived behavioral controls, including purchasing decisions, influence behavioral intentions. Good quality electronic service can increase customer satisfaction and the likelihood of purchase (Irhamna & Dermawan, 2023).

Customers are more likely to complete their purchase when services such as fast response times, ease of use, and reliable functionality are guaranteed (Tecoalu et al., 2021). Customers are more likely to purchase when they perceive high-quality service and are influenced by positive reviews from others. Overall, the quality of electronic services plays a vital role in shaping purchasing decisions. E-commerce platforms can increase customer satisfaction, trust, and purchase possibilities by providing high-quality services.



The results of research on sales promotion variables on purchasing decisions indicate that sales promotions have a positive or unidirectional effect between sales promotion variables on purchasing decisions in Bukalapak e-commerce. The results of the partial test also show that there is a significant effect partially on sales promotion variables on purchasing decision variables. This shows that the more attractive the promotions Bukalapak offers, the faster consumers decide to buy. This study supports previous research by Prilano et al (2020), which also states that promotion significantly positively affects purchasing decisions. Other studies consistently reveal that promotions impact purchasing decisions (Pinota, 2023; Siahaan & Christiani, 2021; Supriadi et al., 2023).

Studies find that sales promotion statistically influences customer buying behavior (Mishra et al., 2024). Sales promotion is rooted in behavioral and economic theory, which states that the perceived value of a product or service influences consumers. When a product is offered at a discount or with additional benefits, the perceived value increases, making consumers more likely to purchase it (Mishra et al., 2024; Wangsa et al., 2022). The promotion aims to stimulate consumer interest in a product so that they become more interested in buying (Suryani & Syafarudin, 2021).

Sales promotions create a sense of urgency and encourage consumers to purchase the offer ends, which can increase sales and business revenue. The impact of sales promotion on purchasing decisions has been widely proven in the literature (Mishra et al., 2024; Pinota, 2023; Prilano et al., 2020; Siahaan & Christiani, 2021). By offering incentives or added value, sales promotions can effectively stimulate demand and increase sales volume, ultimately influencing customers' purchasing decisions.

Based on the dominant test results that have been carried out on the quality of electronic services and sales promotion, the result is a dominant Promotion of purchasing decisions on the Bukalapak site. This is indicated by the beta coefficient value of sales promotion of 0.528; this value is greater than the beta coefficient value of Electronic Service Quality, which equals 0.181. Sales promotion is a direct inducement that offers consumers incentives or added value to a product, which can significantly influence purchasing decisions (Junikon & Ali, 2022). Electronic service quality is a broader concept that includes the quality of electronic services offered on websites, which can increase consumer satisfaction and efficiency during shopping (Mulia & Fitriyah, 2023). The strategic use of sales promotions can be more effective in driving purchasing decisions than quality e-services, which primarily focus on improving the shopping experience.

Sales promotion can create a sense of urgency, encouraging consumers to make purchases faster (Mishra et al., 2024; Pinota, 2023). Sales promotion adds perceived value to purchases (Suryani & Syafarudin, 2021). For example, getting additional products for free or cheaper makes customers feel like they are getting more for their money. This added value can be a powerful motivator for purchasing decisions, overshadowing the importance of service quality. Although sales promotion and e-service quality are essential in influencing purchasing decisions, sales promotion is more impactful due to its direct and strategic use in marketing efforts.

## CONCLUSION

Based on the formulation's description regarding the effect of electronic service quality and promotion on purchasing decisions at Bukalapak, it can be concluded that electronic service quality has a partial and significant effect on purchasing decisions in Bukalapak. Bukalapak users

tend to make purchasing decisions based on the quality of electronic services they receive. Aspects such as ease of navigation, speed of response, reliability, and security of the Bukalapak site positively influence consumers' purchase decisions. Then, the promotion has a partial and significant effect on purchasing decisions at Bukalapak. Attractive sales promotions encourage users to make purchases. Promotions offered by Bukalapak, such as discounts, cashback, and special offers, are effective in attracting consumers to make purchases.

The dominant variable is the Promotion variable, which influences purchasing decisions at Bukalapak. These findings show that although the quality of electronic services is important, sales promotion has a greater influence on encouraging consumers to purchase at Bukalapak. Sales promotion is critical in driving purchasing decisions on e-commerce platforms like Bukalapak. Although quality e-service remains vital for building customer trust and satisfaction, effective promotional strategies are proving to be more capable of influencing consumers to buy.

This finding has implications for companies, especially bukalapak, to focus on developing and implementing attractive promotional strategies, such as limited-time discounts, cashback, and special offers to increase purchases. Companies also need to continuously improve the quality of electronic services to ensure optimal user experience, which will support the positive effects of promotions. This research also reinforces the existing literature that in the context of e-commerce, sales promotion and quality of electronic services are two important factors influencing purchasing decisions. This study is limited to one area, so it needs to be expanded to a broader area. Researchers are then expected to conduct research in other companies with different samples. They are expected to add variety to the study to determine what variables influence purchasing decisions, such as price perception, customer reviews, brand reputation, consumer trust, and customer satisfaction.

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