

PURCHASE DECISIONS THROUGH ONLINE MARKETPLACE TOKOPEDIA

By Nadhira Safa Kirana

Abstract

The high competition of online marketplace in Indonesia encourages each online marketplace to be able to create advantages over its competitors. Tokopedia is one of the online markets with the highest number of website visitors in Indonesia, but Tokopedia still has some problems. The purpose of this study was to determine and analyze the influence of beliefs, lifestyles, also sales promotions on purchasing decisions in Tokopedia. The sample in this study were consumers who have made purchases at Tokopedia at least 2 times and are located in South Jakarta as many as 100 respondents with purposive sampling technique as the sampling technique. The data in this study were obtained from a questionnaire and measured using a Likert scale. The data analysis technique in this research is descriptive and inferential data analysis technique. According to the results of data processing through t-statistics on SmartPLS, the results show that trust has a significant effect on purchasing decisions, lifestyle has a significant effect on purchasing decisions, and sales promotions have a significant effect on purchasing decisions.

Keywords: Trust, Lifestyle, Sales Promotion, Purchase Decision, Tokopedia

KEPUTUSAN PEMBELIAN MELALUI *ONLINE* *MARKETPLACE* TOKOPEDIA

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Abstrak

Tingginya persaingan *online marketplace* di Indonesia, mendorong masing-masing *online marketplace* untuk dapat menciptakan keunggulan dibandingkan para pesaingnya. Tokopedia menjadi salah satu *online marketplace* dengan jumlah pengunjung situs web terbanyak di Indonesia, namun masih memiliki sejumlah kendala. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kepercayaan, gaya hidup, juga promosi penjualan terhadap keputusan pembelian di Tokopedia. Sampel pada penelitian ini adalah konsumen yang pernah melakukan pembelian di Tokopedia minimal 2 kali dan berlokasi di Jakarta Selatan sebanyak 100 responden dengan teknik *purposive sampling* sebagai teknik pengambilannya. Data pada penelitian ini didapat dari kuesioner dan diukur melalui skala likert. Teknik analisis data dalam penelitian ini adalah teknik analisis data deskriptif dan inferensial. Menurut hasil pengolahan data melalui t-statistik pada *SmartPLS*, diperoleh hasil bahwa kepercayaan berpengaruh signifikan terhadap keputusan pembelian, gaya hidup berpengaruh signifikan terhadap keputusan pembelian, dan promosi penjualan berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci: Kepercayaan, Gaya Hidup, Promosi Penjualan, Keputusan Pembelian, Tokopedia