

## The Influence Of Brand Image And Product Price Towards Purchase Decision At E-Commerce Tokopedia

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### Abstract

Internet growth in Indonesia has rapidly affected economic stability. Buying and selling transaction becoming more efficient and could be done without face to face through online platform such as e-commerce as the effect of internet development. Tokopedia is one of the successful e-commerce which was ranked in the first position of the highest transaction in Indonesia, therefore this research for a benchmark is needed. The purpose of this study was to determine partially the influence of brand image and product price towards purchase decision and the influence of simultaneous brand image and product price towards purchase decision. This research was conducted on e-commerce Tokopedia users with sample around 400 taken using purposive sampling. Data was collected using online questionnaire with multiple linear regression technique analysis. Data was proceed using SPSS 25 for Mac. The result show brand image and product price have a partially significant effect towards on Tokopedia e-commerce purchase decision. Also brand image and product price have a simultaneous significant effect towards on Tokopedia e-commerce purchase decision.

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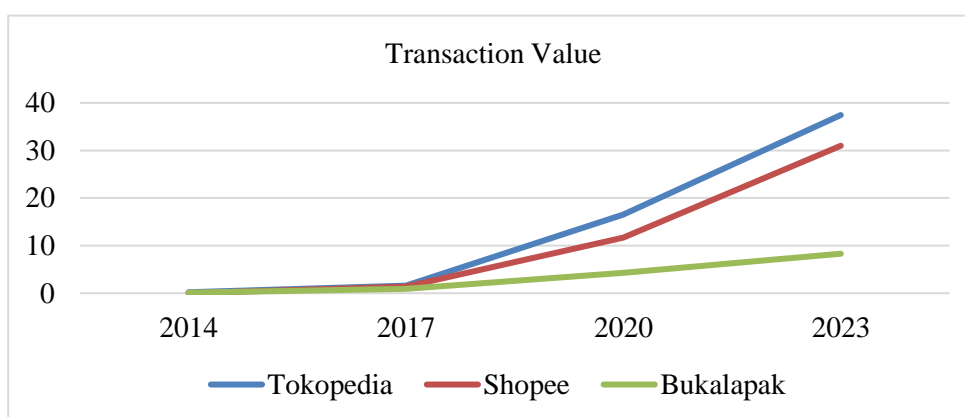
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## INTRODUCTION

The rapid growth of the internet in Indonesia has significantly impacted science and access to the outside world. Internet users may simply and rapidly access a wide range of information. Indonesia's economic stability is also affected by the rise of the internet. Before the internet, buying and selling activities could only be done directly, yet after the internet becomes more strongly exist, it enables effortless buying and selling transactions through applications or websites. Internet users in Indonesia in January 2020 were 175.4 million. According to We Are Social and Hootsuite, internet users increased by 25 million or 17% between January 2019 to January 2020 (Data Reportal, 2020). Indonesian internet

users will continue to grow due to the government's and telecommunications firms' efforts to create infrastructure allowing everyone to use the internet equally. The increasing number of internet users in Indonesia every year automatically impacts the development of e-commerce in Indonesia. E-commerce occurs between companies and individuals involving the use of the internet, mobile applications, browsers, and the World Wide Web (Web) running on mobile devices to conduct business transactions digitally (Laudon, 2017). With e-commerce, social media, and communities, consumer behavior is developed in performing effortless online shopping to purchase and sell (Vasic et al., 2019). Based on the results of the We Are Social and Hootsuite surveys, online product purchases with any devices in Indonesia reached 88%; it was categorized as a high number (Data Reportal, 2020). A large amount of online product transactions demonstrates that the potential for e-commerce in Indonesia is rising year after year, implying that the competition in this market is becoming more intense. Tokopedia is one of the e-commerce platforms created by the nation's youth that competes in this market.

According to the E-Warungs report released by CLSA, the largest e-commerce transaction value in Indonesia has been occupied by Tokopedia since 2014 and will continue to increase until 2023 compared to two other competitors, Shopee and Bukalapak. The following Figure 1. transaction value Tokopedia ranks first place, followed by Shopee, while Bukalapak has the fewest transactions. In 2018, the value of Tokopedia transactions was US\$ 5,9 billion. On the customer-to-customer or C2C platform, the transaction value was US\$ 5,6 billion, while on business-to-customer or B2C was US\$ 148 million. According to CSLA, Tokopedia is expected to achieve a transaction value of US\$ 37,45 billion in 2023. The total transaction value from Tokopedia, Shopee, and Bukalapak, which in 2019 was US\$ 11,6 billion, will continue to increase in 2023 to US\$ 76,8 billion (Jayani, 2019).



**Figure 1.** Transaction Value of Tokopedia, Shopee, and Bukalapak

Source: PT CLSA Indonesia (2020)

One of the marketing instruments in the product marketing mix is the brand name. Brand image is very essential in the brand. Tokopedia ranks third in the Top Brand Index Phase 2 category, can be seen in Figure 2. Top Brand Index Phase 2 of Online Buying and Selling in 2019. Top Brand Award Phase 2

involved more than 12,000 respondents aged 15-65 years for the criteria for measuring brand performance. The first is mind share; it is a brand's strength to place itself in the minds of buyers in specific product categories. The second is market share, connected to a brand's strength in consumer and market purchasing behavior. The third is commitment share; it is the strength of a brand to encourage customers to make repeat purchases in the future (Top Brand Index, 2019).

<b>BRAND</b>	<b>TBI 2019</b>	
Lazada.co.id	31.6%	TOP
Shopee.co.id	15.6%	TOP
Tokopedia.com	13.4%	TOP
Bukalapak.com	12.7%	
Blibli.com	6.6%	

**Figure 2.** Top Brand Index Phase 2 of Online Buying and Selling in 2019

Source: Top Brand Index (2021)

Furthermore, according to Markplus Inc, Shopee, Lazada, and Tokopedia were the top three e-commerce consumers in the Top of Mind category, based on influencing criteria such as brand reputation, cheap pricing, free delivery, and appealing promotions (Gideon, 2018). According to Markplus Inc's study, Tokopedia ranks third in the Top Brand Index Phase 2 and Top of Mind, indicating Tokopedia has successfully placed its brand in customers' thoughts, strong enough brand, and can inspire customers to repeat purchases in the future. Before purchasing a product or service, people base their decision on the brand image (Rizki et al., 2017).

The pricing can also help to shape a company's image. Price is one of the tools needed to purchase a desired product or service (Rares & Jorie, 2015). Pricing is essential for businesses since prices are set to entice customers to make purchases while also providing advantages to the firm (Rizki et al., 2017). According to Markplus Inc research from the age range of 19 years to >35 years, the lowest price offer category was occupied by Shopee with an age group of 19-35 years with a percentage of 42,8 % and Tokopedia with an age group of >35 years with a percentage of 19,8 %. Then, for the domicile category, which included the cities of Jakarta, Bandung, Makassar, Medan, Semarang, and Surabaya, Shopee emerged as the preferred e-commerce with the lowest price, followed by Tokopedia only in Jakarta, Bandung, and Surabaya (Gideon, 2018).

Previous research has demonstrated that brand image and product pricing substantially affect purchase decisions for Samsung cellphones, both partially and simultaneously (Djarmiko & Pradana, 2016). According to the same study, brand image and product pricing have a substantial and positively

effect on purchase decisions for Innisfree goods, both partially and simultaneously (Dewi Trianasari, 2020). Likewise, Shopee e-commerce purchasing decisions in Indonesia are significantly influenced by brand image and product prices partially and simultaneously (Rizki et al., 2017). Compared to previous research the conditions are different due to the Covid-19 pandemic situation. In this study, questionnaire was distributed in 2021 when the covid pandemic was still happening that year. Covid-19 pandemic was huge impact on consumer's behavior since it triggers many restrictions that leads to lesser consumer's purchasing power and higher online purchase preference. This study aimed to evaluate a brand image, product pricing, and product purchase decision on Tokopedia e-commerce based on customer opinion in Indonesia, and then to assess the influence of brand image and product prices on Tokopedia e-commerce partially and simultaneously.

## **LITERATURE REVIEW**

E-commerce is the process of purchasing, selling, and exchanging goods, services, or information through the internet (Rizki et al., 2017). It occurs between companies and individuals involving the use of the internet, mobile applications, browsers, and the World Wide Web running on mobile devices to conduct business transactions digitally (Laudon, 2017:8). With e-commerce, social media, and communities, consumer behavior is formed in doing effortless online shopping to buy and sell (Vasic et al., 2019).

Brand Image is the impression, assessment, or consumer perception of a brand as a picture in the minds of consumers describing the external nature of the product or service and then attempting to realize customers' social needs (Kotler & Keller, 2016:330). It is a set of consumer beliefs of a particular brand (Djarmiko & Pradana, 2016). Consumer memory impressions are based on logical reasoning and emotional understanding of particular brands and company offers (Hendro & Keni, 2020). Products with a strong brand image will transmit more powerful messages than rival brands (Hsieh & Li, 2008). Brand image is defined as consumer judgment based on the perceived thoughts of a particular brand (Roy & Banerjee, 2007). It refers to product perceptions established based on prior knowledge and experience with the product (Darmawan, 2018).

Price is money as a medium of exchange to get a product or service (Djarmiko & Pradana, 2016). The amount of money a person must pay to get the right to use a product, whether it is a low or high price, indicates the product's quality (Hawkins & Mothersbaugh, 2010:21). Price is a specific value of money, including the time and effort offered to use products and services; when buying a product, customers exchange value in the form of money with the benefits of owning or using the product (Mulya Firdausy & Idawati, 2017). The low price given by a shop on a daily basis will persuade customers that the prices of items sold is low and the high price will persuade the prices of items sold is high (Suri et al., 2000). Pricing is a factor that can influence the marketing of goods or services (Rizki et al., 2017). When customers believe the product's advantages are less than the amount of money invested, they will

conclude that it is expensive, and they will think twice about making future purchases (Astini & Yuyus, 2020).

Consumer behavior is the science of individuals, groups, or companies and the processes used for products, services, experiences, or ideas in selecting, securing, using, and disposing of to satisfy needs (Hawkins & Mothersbaugh, 2010:6). Individuals, people, or organizations engage in consumer behavior as part of the decision-making process to purchase or utilize items or services impacted by their surroundings (Asiati, 2019).

In the evaluation stage, consumers choose among the many brands available in the choice and then form an intention to buy a highly preferred brand (Kotler & Keller, 2016:198). According to Salem (2018) quoted from Gunawan et al. (2019), purchasing decisions are influenced significantly by product packaging and several aspects of purchasing decisions are influenced significantly by what product, brand, or model to buy, when to make a purchase, how much money will be spent, and payment method to use. It is the stages when consumers decide to buy (Djarmiko & Pradana, 2016). The combination of knowledge to evaluate two or more alternative behaviors and choose one of them (Musay, 2013). Products, settings, retail locations, sales personnel, and advertising influence the attitude component (affective, cognitive, and conative) (Hawkins & Mothersbaugh, 2010:393).

According to Djarmiko and Pradana (2016), brand image has an impact on purchase decisions. Furthermore, according to Rizki et al. (2017), which is the dominating variable affecting purchase decision factors is favorably and substantially impacted by purchasing decisions, necessitating specific attention from the firm. According to Dewi and Trianasari (2020), brand image has a substantial and beneficial impact on purchase decisions. Then the brand image becomes essential for consumers in making purchasing decisions. Based on the description above, the following is the research hypothesis: H1: Brand image has a significant effect on purchasing decisions.

According to Djarmiko and Pradana (2016), product price significantly impact purchase decisions than brand image. Pricing has a substantial and beneficial impact on purchase decisions (Dewi & Trianasari, 2020; Rizki et al., 2017). As a result, it may be inferred that product price has a significant role in customers purchase decisions. The following is the research hypothesis based on the description above:

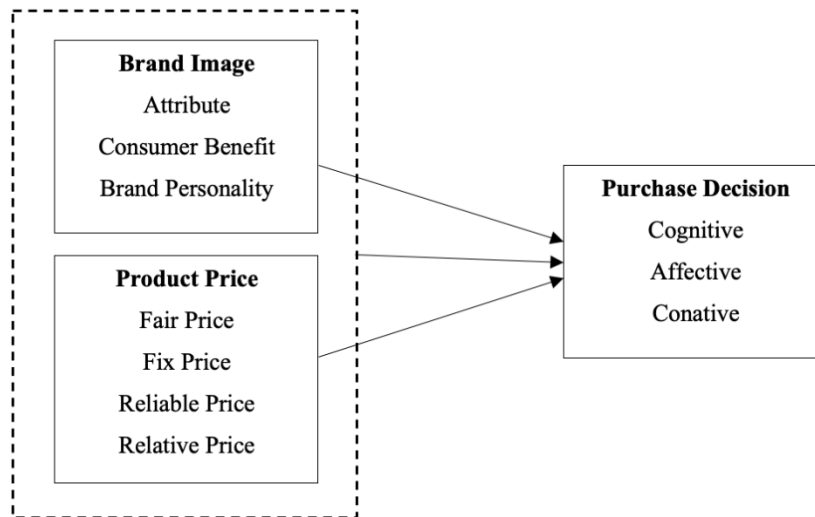
H2: Product prices have a significant effect on purchasing decisions.

According to Djarmiko and Pradana (2016), brand image and product price simultaneously impact purchase decisions. Brand image and pricing substantially influence purchase decisions (Dewi & Trianasari, 2020; Rizki et al., 2017). As a result, when consumers make purchase decisions, brand image and product pricing become the main considerations. Based on the description above, the following is the research hypothesis:

H3: Brand image and product price together have a significant effect on purchasing decisions.

### **Conceptual Framework**

Based on the description above, the framework of this research can be seen in Figure 3. which relates to prior research by Djatmiko and Pradana (2016):



**Figure 3.** Conceptual Framework

### **METHOD**

The method in this study was quantitative with a causal objective. Unit analysis is individual, researcher did not tamper with the data, and the implementation was cross-sectional. This study employed non-probability sampling as a sampling technique and was in the form of purposive sampling. The criteria of purposive sampling are Tokopedia users who had made transactions, women and men, job (student, entrepreneur, employee), and domicile divided into seven regions (Sumatera, Java, (Bali, West Nusa Tenggara, and East Nusa Tenggara), Kalimantan, Sulawesi, Maluku, and Papua). Non-probability sampling indicates that individuals of the population do not have the same opportunities when they are chosen as samples. In contrast, purposive sampling means that sample members are chosen on purpose since only the sample can represent the population (Indrawati, 2015). Tokopedia e-commerce users in Indonesia did not have the same opportunity to be the sample of this study. The research sample was Tokopedia users who had made transactions. The analysis technique used descriptive analysis, classical assumption test, multiple linear regression analysis techniques with the help of the SPSS 25 for Mac program.

The number of samples was measured by Bernoulli's formula because the total population is not certainly known. The calculation obtained a minimum sample of 384 respondents, the minimum number of samples will be rounded up to 400 respondents. The data were collected utilizing a questionnaire in the form of an online questionnaire using Google Form. Questionnaires were distributed online through

Line groups, WhatsApp groups, Twitter, and Instagram. The sample size for this study was 400 people out of a total of 447 people. Gender distribution was 58% male and 42% female. According to age, the age range of 21-25 is controlled by 62,75 %. Based on occupation, dominated by students at 61,75%. In terms of income, it was led by incomes ranging from Rp1,000,000.00 to Rp3,000,000.00 by 29 percent. Java Island has a 65,50 % dominance in terms of domicile.

The instrument for measuring the variables in this study referred to Djatmiko and Pradana (2016), with the ordinal scale type and the Likert scale used as measurement tools. Dimensions of brand image variables consisted of attributes, consumer benefits, and brand personality. Product price variables were a fair price, fixed price, reliable price, and relative price. The dimensions for the variables purchase decisions were then cognitive, affective, and conative. The following Table 1. Operational Variables:

**Table 1.** Operational Variables

No	Variables	Dimension	Indicator	Item
1	Brand Image ( $X_1$ )	Attribute	Non-product related attribute	Tokopedia offers useful products
		Consumer Benefit	Functional benefits	Product on Tokopedia can facilitate Tokopedia customers
			Experiential benefits	Products on Tokopedia give confidence to its users because Tokopedia is a well-known brand
				Tokopedia's product transactions are cost-effective
			Symbolic benefits	Tokopedia products provide a sense of a fresh experience for its users
				Tokopedia products provide the user with a luxury image
				Products on Tokopedia give a classy impression to their users
				Products on Tokopedia give the impression of being expensive
		Brand Personality	Brand fame level	Products on Tokopedia appear to be attract attention
				Products on Tokopedia give an elegant impression to their users
Products on Tokopedia are more popular than among e-commerce users				
Uniqueness level	Products at Tokopedia are unique			
2	Product Price ( $X_2$ )	Fair Price	Worthy price	Product prices on Tokopedia are affordable
			Acceptable price	Product prices on Tokopedia are

				acceptable
			Suitability price	Product prices at Tokopedia are following shopping ability
			Price acceptance	Product prices on Tokopedia is reachable
		Fix Price	Clarity price	Products on Tokopedia have a fixed price
			Suitability price	Product prices on Tokopedia are commensurate with the benefits offered
			Truth price	Tokopedia's product quality is commensurate with the pricing
			Honest price	Products at Tokopedia have honest price
		Reliable Price	Good price	Products on Tokopedia have attractive prices
			Comparable price	Products at Tokopedia have worthy prices
			Reliability price	Products at Tokopedia have reliability price
			Trustworthy price	Products at Tokopedia have prices can be trusted
		Relative Price	Price comparison	Products on Tokopedia have various price comparisons
			Competitive price	Products at Tokopedia have competitive prices
			Relative price	Products on Tokopedia have a clear relative price
			Price growth	Information on price changes on Tokopedia can help consumers
		3	Purchase Decision (Y)	Cognitive
Understanding level of product features	Before purchasing products from Tokopedia, it is critical to understand the information about the product			
Affective	The level of consumer preference toward the product			The level of consumer preference for products on Tokopedia is essential
	The level of consumer interest toward the product			I am interested in products on Tokopedia
Conative	The level of desire to buy a product			I have a desire to buy products on Tokopedia



			The degree of propensity to buy a product	I have a plan to buy products on Tokopedia
			The level of the tendency to buy products shortly	I want to buy products on Tokopedia shortly

Test the validity and reliability of the instrument variable brand image, product price, and purchasing decisions on 30 respondents. According to the testing result, the research instrument was valid and reliable. Each instrument in the validity test has a result greater than 0,5, indicating valid (Gunawan et al., 2019). In the reliability test, it was deemed to be reliable if the Cronbach Alpha value was higher than 0,60 (Putro & Kamal, 2013).

## RESULTS AND DISCUSSION

### *Descriptive Analysis*

The results of the calculation of the respondent's response scores can be seen in Table 2. The brand image variable is obtained with 85,10%, product prices 84,80%, and purchasing decisions 87,36%.

**Table 2.** Descriptive Analysis

Variable	Total Score	Ideal Total Score	Percentage
Brand Image	20.425	24.000	85,10%
Product Price	27.136	32.000	84,80%
Purchase Decision	12.230	14.000	87,36%

Source: Data processing with Ms Excel (2021)

The variables of brand image, product price, and purchasing decisions were in the range of 84,1%-100%. The following Figure 4, respondents have a very good perception of the brand image, product price, and purchasing decisions on Tokopedia.

Very Not Good	Not Good	Enough	Good	Very Good

**Figure 4.** Continuous Line

- Normality Test

The results of the Kolmogorov Smirnov normality test were obtained with an exact sig value of 0,266. Therefore, the data is regularly distributed with exact sig value of  $0,266 > 0,05$ .

- Multicollinearity Test

There is no multicollinearity if the tolerance value  $> 0,1$  or the VIF  $< 10$ . The VIF score in the SPSS data was 2,578, which implied VIF  $< 10$ , indicating no indications of multicollinearity in the regression model.

- Heteroscedasticity Test

To determine whether there is a variable inequality from one observation residual to another in the regression model (Indrawati, 2015). According to SPSS processing, the sig. (2-tailed) value of the brand image variable was 0,628, while the product price variable was 0,326. There is no symptom of heteroscedasticity in the regression model because both sig. (2-tailed) values are  $> 0,05$ .

### **Multiple Regression Analysis**

Table 3 shows the results of multiple linear regression calculations performed with SPSS software version 25 for Mac:

**Table 3.** Multiple Linear Regression

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,759	1,119		8,724	0,000
	Brand Image	0,076	0,032	0,137	2,354	0,019
	Product Price	0,249	0,025	0,577	9,893	0,000

a. Dependent Variable: Purchase Decision

Source: SPSS proceed data (2021)

The following is the multiple linear regression equation:

$$Y = 9,759 + 0,076X_1 + 0,249X_2 + e \quad (1)$$

The regression coefficient on the brand image variable (X1) is positive, indicating that there is a unidirectional relationship between brand image (X1) and purchase decisions (Y). The brand image variable has a regression coefficient of 0,076, meaning that each brand image variable (X1) is increased by one unit, the purchasing decision (Y) will increase by 0,076. The positive value of the product price variable (X2) indicates that the product price (X2) and the purchasing decision (Y) have a unidirectional relationship. The product price variable has a regression coefficient of 0,249, meaning that each product price variable (X2) is increased by one unit, the purchasing decision (Y) will increase by 0,249. According to the coefficient of the multiple linear regression model, the brand image coefficient is

lower than the product price coefficient, indicating that product price has the most significant impact on purchasing decision, followed by brand image.

**Hypothesis Test**

- T-test

Based on Table 3. Multiple Linear Regression, the t value for the brand image is 2,354, and the significance probability value is 0,019, while the t value for product price is 9,893, and the significance probability value is 0,000. T table obtained 1,960 with a significance level of 5% for the two-party test and degrees of freedom  $df = n-k-1 = 400-3-1 = 396$ . If the calculated t value of the two variables (brand image and product price) is more than the t table and the significance probability value of the two variables (brand image and product price) is less than 0,05, the brand image has a partial influence on purchasing decisions on Tokopedia e-commerce. The price of the product partially has also a significant effect on purchasing decisions on Tokopedia e-commerce.

- F-test

Based on Table 4, calculated F value is 180,248 and the significance value is 0,000. F table is obtained at 3,018 with a significance level of 5%, the degrees of freedom of the numerator  $df (n1) = k - 1 = 3 - 1 = 2$ , the degrees of freedom of the denominator  $df (n2) = n - k = 400-3 = 397$ . F count (180,248) > F table (3,018) and the significance probability value is 0,000 < 0,05, then the brand image and product prices simultaneously have a significant effect on purchasing decisions on Tokopedia e-commerce.

**Table 4.** F-test

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2402,247	2	1201,123	180,248	.000 <sup>b</sup>
Residual	2645,503	397	6,664		
Total	5047,750	399			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Price, Brand Image

Source: SPSS proceed data (2021)

**Coefficient Determination**

The result of Table 5. Coefficient Determination, obtains R square value is 0,476. It means brand image and product price can significantly attribute 47,6 % of the effect on purchasing decisions, with the remaining  $100\% - 47,6\% = 52,4\%$  influenced by factors that are not investigated in this study.

**Table 5.** Coefficient Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.690 <sup>a</sup>	0,476	0,473	2,581

a. Predictors: (Constant), Product Price, Brand Image

Source: SPSS proceed data (2021)

Brand image has six indicators. Item number two is the outcome of the greatest overall score in constructing the brand image, which is "Products at Tokopedia can facilitate Tokopedia consumers." Based on this finding, Tokopedia is very well at facilitating product availability, providing quality assurance, and providing the most recent items. The result of the lowest total score is the item "Products at Tokopedia have the impression of attracting attention". The look of a product with the naked eye (form, color, texture, and size) is the initial step that creates its appeal (Chang et al., 2007). Product attractiveness is divided into three categories: functional, which is attraction based on a product's advantages; symbolic, which is attraction based on customers personal and societal values; and intrinsic, which is attraction based on beauty attached to the product (Baxter, 1995). Although it has the lowest score compared to other items, it is in a good category. To improve it, Tokopedia needs to educate sellers to offer valuable products and provide social value to consumers, focusing on packaging, shape, color, and size to increase product appeal.

Product price has sixteen indicators. Item number thirteen, "Products at Tokopedia have varied price comparisons," is the outcome of the greatest overall score in establishing product pricing. It is an indicator Tokopedia has varying prices for comparison on the same product. When shopping online, consumers compare the prices offered by a store with reference prices and then form perceptions about those prices (Kim et al., 2012). The item "Products at Tokopedia have a fixed price" has the lowest total score, suggesting that customers are aware that the prices given by Tokopedia stores have fixed pricing and that they wish to buy whenever the prices offered do not change or remain the same. According to Nagle and Holden (1994:91) as cited by Suri et al. (2000), a fixed pricing offer indicates that the price is non-negotiable or will remain the same each time the customer decides to buy goods. The low price given by a shop on a daily basis will persuade customers that the prices of products sold are low and at high price that given by a shop will persuade customers the prices of products sold are high (Suri et al., 2000). To improve it, Tokopedia needs to educate sellers to offer the same price every time a customer wants to buy at a different time, either high or low. The price offered is fixed, the price is before discount. As a result, the client will assume that the store's selling price is either low or expensive.

There are seven indicators that purchasing decision have. Item number one, "Knowledge about products at Tokopedia before buying is very important," is the result of the highest total score informing purchasing decisions, indicating shops at Tokopedia have provided excellent information about their products, allowing customers to feel confident in owning or using the product. The result of the lowest total score is the item "I want to buy a product at Tokopedia in the near future". The attitude component is influenced by several factors including products, settings, retail locations, salespeople, and advertising (Hawkins & Mothersbaugh, 2010:393). As supported by previous research, purchasing decisions are driven by product and location (Wijaya & Ariyani, 2018). Tokopedia has to enhance its seller education to focus on items, circumstances, retail shops, sales personnel, and promotion, despite having the lowest score yet being in the very good category. The products offered by the seller are more varied, of good quality, and in attractive packaging. Besides, they can also display advertisements and convey messages related to specific situations or the advantages of shopping at the store, encouraging positive purchases.

According to the first hypothesis test findings, brand image has a significant effect on purchasing decisions. The value of t count (2,354) > t table (1,960), the significance probability value is  $0,019 < 0,05$ . It demonstrates that brand image has a major impact on Tokopedia e-commerce purchase decisions. Because consumer responses to Tokopedia's brand image are positive in descriptive analysis, it will strongly affect purchasing decisions. As a result, having a strong brand image will impact purchasing decisions at Tokopedia. Purchase decisions are favourably and significantly impacted by brand image, with the greater of brand image, the more probable it is to make online purchasing decisions. The characteristics of the respondents in this study were dominated by men aged 21-25 years and student occupations because Tokopedia was superior in offering products favoured by men in the form of electronic devices, medical devices, and heavy equipment. Besides, Tokopedia offers a clear and easy-to-understand user interface, which is why males buy at Tokopedia to reduce the length of their purchases (Dewi & Trianasari, 2020; Gunawan et al., 2019; Musay, 2013; Rizki et al., 2017; Widyastuti & Said, 2017).

The second hypothesis test includes product prices which have a significant influence on purchase decisions. The value of t count was (9,893) > t table (1,960), the significance probability value was  $0,000 < 0,05$ . Based on this finding, product prices have a significant effect on purchasing decisions on Tokopedia e-commerce. As stated in descriptive analysis, consumer responses to Tokopedia's product pricing are highly positive, it will significantly impact purchase decisions. Therefore, the price of high-quality products will influence purchasing decisions at Tokopedia. The characteristics of the respondents in this study were dominated by incomes of Rp1,000,001-Rp3,000,000, where Tokopedia offered affordable prices with additional promos. Product prices have a positive and significant influence on purchasing decisions, with the better the price offered, the more likely someone is to make a purchase decision (Asiati, 2019; Astini & Yuyus, 2020; Dewi & Trianasari, 2020; Rahmah et al., 2018; Rizki et al., 2017; Sudjatmika, 2017).

In testing the third hypothesis, which includes brand image and product prices together have a significant influence on purchasing decisions. The calculated F value was (180,248) > F table (3,018) and the significance probability value was 0,000 < 0,05. It demonstrates that brand image and product prices have a significant effect on Tokopedia e-commerce purchasing decisions. Because in descriptive analysis, consumer responses to Tokopedia's brand image and product prices are very good, it will influence purchasing decisions very well. So, with a strong brand image and competitive product prices, Tokopedia's purchasing decisions will be influenced. Purchasing decisions are positively and significantly influenced jointly by brand image and product price (Amilia & Asmara, 2017; Dewi & Trianasari, 2020; Rizki et al., 2017).

## CONCLUSION

According to the findings of this study, customer perceptions of brand image, product price, and purchasing decision on Tokopedia are all in the very good category. The T-test result showed that a brand image and product price have a substantial influence on purchasing decisions on Tokopedia. While the F-test revealed the brand image and product price together have a significant effect on purchasing decisions. Brand image and product prices influence purchasing decisions by 47,6%, and the remaining 52,4% is influenced by other variables not examined in this study.

Based on the study's findings, Tokopedia should consider the following: First, brand image has the lowest influence on purchasing decisions on Tokopedia. To improve it, Tokopedia needs to educate sellers to offer valuable products and provide social value to consumers, focusing on packaging, shape, color, and size to increase product appeal. Second, product prices have the highest influence on purchasing decisions on Tokopedia. To boost it, Tokopedia must educate vendors on the need of offering the same price every time a client wants to buy at a different time, whether at a high or cheap price. What is presented is a fixed price; the price is not reduced. As a result, the client will believe that the store's selling price is either low or expensive.

It is advised that future researchers employ the probability sampling technique with the goal of having the selected sample approximate the features of the population. The research findings can then be applied or generalized to the public in this manner. Furthermore, other researchers are expected to study other variables linked to perception, motivation, product quality, trustworthiness, and convenience, as these are critical factors in influencing purchasing decisions.

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