

Analysis of Consumer Purchase Intentions on Matahari.com in DKI Jakarta

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Abstract

This study aims to analyze consumer purchase intention at Matahari.com by adopting the dimensions of purchase intention, namely transactional intention, referential intention, preferential intention and explorative intention. Based on these four dimensions to determine consumer purchase intention at Matahari.com in DKI Jakarta. This study uses a quantitative approach with a survey method. This study uses one variable, namely purchase intention. This study uses two data analysis techniques, namely descriptive analysis and average scores. This study uses validity tests and reliability tests as research instrument tests. In this study, the tool used to process data is SPSS 29 software. The population and sample in this study were 200 respondents who knew about Matahari.com and were domiciled in DKI Jakarta using the non-probability sampling method, namely quota sampling. The distribution of questionnaires was carried out online using Google Form media. This study began in January 2024 and the distribution of questionnaires was carried out in July 2024. Of the four dimensions of consumer purchase intention, the explorative intention dimension has the highest percentage value in consumer purchase intention to make purchases at Matahari.com.

Keyword: *Purchase Intention, transactional intention, referential intention, preferential intention*

1. Introduction

Retail is one of the important industries in the process of distributing goods and through retail products can meet directly with buyers or users. Retail is an industry that sells products or services that meet daily needs. The share of Indonesia's retail trade in gross national product is quite high and involves a very large workforce (Prasetyani, 2022). As technology advances, retail has also expanded to include online stores or e-commerce. According to Nayoan (2022) Electronic commerce or e-commerce refers to all buying and selling activities carried out through electronic media. The means are television and telephone, now e-commerce is mostly done via the internet. Shopping via the Internet allows for smooth selling and buying activities without the constraints of distance and time.

The growth of e-commerce in Indonesia is increasing from year to year. The high number of people using the internet in Indonesia is the most important factor. Based on data from We Are Social (2023), the number of internet users in Indonesia reached 213 million in January 2023. This figure is equivalent to 77% of Indonesia's population of 276.4 million. The number of internet users in Indonesia increased by 5.44% compared to last year. In January 2022, the number of internet users in Indonesia was only 202 million (Annur, 2023). In RedSeer's analysis (2022), there are four factors that support the growth of the Indonesian e-commerce market, namely the consumer-based economy, young demographics, the growth of the digital economy and the desire of consumers who want everything to be easy. Indonesian e-commerce will be the largest in the Asia Pacific region, estimated to reach US\$137.5 billion in 2025 (Pahlevi, 2022).

One of the largest retail companies in Indonesia that has entered the world of e-commerce is PT Matahari Department Store. The development of technology has created tight competition in the retail business, both from local and foreign retailers, so PT Matahari Department Store created an electronic commerce site in the form of an online store (e-commerce) named Matahari.com. Matahari Department Store initially developed its presence in the online world through MatahariMall.com in 2015. Now, Mataharimall.com's e-commerce service has been merged into Matahari.com (Matahari.com, 2024). Matahari.com provides more than hundreds of product choices at the best prices for all needs, from women's fashion, men's fashion, children's fashion, accessories, health & beauty, perfumes and household needs (Rusdiana, 2022). Matahari.com is the first online store in Southeast Asia to adopt the O2O (online-offline and offline-online) shopping system that allows customers to pay, pick up, or return products at hundreds of Matahari Department Store offline branches throughout Indonesia. The O2O service was adopted by Matahari.com from Walmart, at launch 50% of its sales came from O2O (Prasetyani, 2022).

Table 1 Data on the Number of Matahari.com Visitors

<i>Year</i>	<i>Quartal</i>	<i>Traffic</i>
2020	1	1.533.300
2020	2	2.197.200
2020	3	1.119.800
2020	4	1.788.100

2021	1	830.900
2021	2	1.175.800
2021	3	1.114.000
2021	4	770.000
2022	1	737.800
2022	2	1.108.550

Source: Iprice Insight (2022)

Based on the data in table 1, regarding the number of visitors to Matahari.com taken in the first quarter of 2020 to the second quarter of 2022. The data is visitor data on Matahari.com. As seen in the data above, the number of visitors to the Matahari.com online site increased in the second quarter of 2020 from 1,533,300 visitors to 2,197,200 visitors. In the first quarter of 2022, visitors to Matahari.com experienced a significant decline to 737,800 visitors. However, in the second quarter of 2022, there was an increase in visitors to 1,108,550. The decline in the number of visitors to Matahari.com has an impact on the purchase intention of Matahari.com consumers. The emergence of competitors is a trigger for the decline in consumer purchase intention and the number of visitors to Matahari.com.

Consumer purchase intention is a very important phenomenon in marketing activities. According to Doan (2020) Purchase intention is considered an indicator that evaluates how people are willing to carry out certain behaviors and efforts. Specifically, in relation to purchasing behavior, purchase intention is defined as an individual's willingness to purchase an item. It is undeniable that all businesses that operate can be evaluated on their customers' shopping. Meanwhile, according to Adzkie et al. (2021) purchase intention is several things related to a person's feelings and emotions in buying a good or service, the interest that arises in the purchasing process creates strong motivation and desire in consumers to fulfill their needs.

2. Literature Review

2.1 Purchase Intention

Purchase intention is a desire that arises in consumers towards a product as a form of consumer observation and recognition of the product (Dimiyati et al., 2022). Meanwhile, according to Doan (2020) explains that purchase intention is considered an indicator that evaluates people's willingness to take certain actions and efforts. Especially in relation to purchasing behavior. Purchase intention refers to a person's willingness to buy an item. Consumer purchase intention according to Kotler in Fitriasti et al. (2023) is something that arises after receiving stimulation from the product they see, from there arises an interest in trying the product until finally a desire arises to buy in order to have it. Purchase intention is related to the consumer's plan, opportunity, and willingness to buy a particular product, service, or brand in the future. Purchase intention can generally be interpreted as the tendency or interest of consumers to purchase products, services, or brands offered by marketers (Ranti & Setiyaningrum, 2022). According to Purbohastuti and Hidayah (2020), purchase intention arises after an alternative evaluation process and in the evaluation process, a person makes a series of choices regarding the products to be purchased based on the brand or their interests.

Based on several definitions of purchase intention according to these experts, it can be concluded that purchase intention is a desire that arises in a person to make a purchase of a product or service with consideration before the purchase process in the future. Thus, consumers with high purchase interest have a greater chance of making a purchase. Consumer purchase intention can be used as a reference used by marketers to find out consumer needs and desires (McClure & Seock, 2020).

According to Ferdinand (2019), purchase intention has several dimensions as follows :

1. Transactional Intention, namely the consumer's tendency to buy the desired product. According to Putri et al. (2022) transactional intention is the consumer's tendency to buy a product or take action related to a purchase, Transactional Intention, is a person's desire to make a purchase at an online store (Sinta et al., 2021). Measurement indicators of the transactional intention dimension are: interest in the product, desire to make a purchase, urgency of purchase and frequency of purchase (Ferdinand, 2019).
2. Referential Intention, namely consumer behavior to reference products that have been purchased so that other consumers also buy the same product. According to Putri et al. (2022) Referential is an intention that describes the behavior of someone who has a primary preference in liking a product. Referential, is a person's desire to recommend a product to others (Sinta et al., 2021). The measurement indicators of referential intention are: providing product information, referencing products, recommending products and providing feedback (Ferdinand, 2019).
3. Preferential Intention, namely consumer behavior that determines the main choice of the product that has been used. This product can only be replaced if something happens to the preferred product. According to Sinta et al. (2021) Preferential Intention describes the attitude of someone who likes a product or the product is their main choice. Preferential is an intention that describes the choice taken and chosen by consumers from the various choices available (Putri et al., 2022). Preferential intention has measurement indicators, namely: product attachment, product perception, product comparison and product loyalty (Ferdinand, 2019).
4. Explorative Intention, namely the behavior of someone who always tries to find the latest information on the products they are interested in through various sources that support the positive attributes of the product. According to Putri et al. (2022) Explorative Intention can be interpreted as a way to collect information about the perception of intention to foster the intention to do an activity in general. Explorative Intention, describes the attitude of individuals who often dig up information about the goods they want and dig up information to support the positive characteristics of the goods (Sinta et al., 2021). Explorative intention has measurement indicators, namely: seeking information, information users, information sources and consumer visits (Ferdinand, 2019).

3. Material and Method

This study began in January 2024 and the questionnaire was distributed in July 2024. This study focuses on people who know about Matahari.com through applications or websites in the DKI Jakarta area because the object of this study is the Matahari.com e-commerce. The

sampling technique used is non-probability sampling with the quota sampling method. In this study, the respondent groups used came from North Jakarta, South Jakarta, East Jakarta, West Jakarta and Central Jakarta. The determination of the number of samples is determined based on the Hair formula because it can be used to determine an uncertain sample size. The recommended sample size is between 100 and 200 respondents in order to provide good results. The number of samples is determined by the indicator multiplied by the number 5 to 10 (Pamuji et al., 2023). In this study, the tool used is SPSS 29 software in conducting validity testing of an instrument. Validity testing is carried out on indicators in the online questionnaire that has been filled out by respondents. The decision-making method for validity testing is based on the correlation value with a table r value = 0.138. Reliability measurement in this study uses Cronbach's Alpha measurement. If the Cronbach's Alpha measurement is less than 0.6, the research variable is declared less good, while 0.7 is acceptable and 0.8 is good (Taufik et al., 2022). So it is concluded that a variable is said to be reliable if it provides a Cronbach alpha value > 0.6.

3.1 Design Study

This study uses a quantitative approach with a survey method. A quantitative approach is a research process that uses numbers as a tool to analyze what the author wants to know (Millena & Jesi, 2021). According to Anggara et al. (2022) stated that the survey research methodology aims to present a quantitative description of a tendency, attitude, or opinion of a particular population. The survey method used in this study was carried out online by filling out a questionnaire using Google Form. Researchers chose Google Form as a tool for filling out the questionnaire because it makes it easier to distribute the questionnaire. In addition, distributing questionnaires online is more effective because it is simple, saves time and costs.

3.2 Data Analysis

a. Descriptive Analysis

This research was conducted using descriptive analysis techniques. The purpose of this method is to describe or illustrate the data that has been collected, categorize and formulate in such a way as to obtain a clear picture of the problem being studied. Furthermore, criteria are determined based on the percentage of respondents' answers, which can be seen in the following criteria table :

No	Criteria Score	Consumer Purchase Intention
1	75% - 100%	Very High
2	50% - 75%	High
3	25% - 50%	Low
4	1% - 25%	Very Low

b. Average Score

The Average Score is obtained by adding up all the products of the weights and their frequencies, then dividing them by the number of frequencies. How to calculate the average score according to Widiyansyah et al. (2023) uses the following formula :

$$X = \frac{\sum xi.fi}{\sum fi}$$

Description:

X = Weighted average

fi = frequency

xi = Weight

The highest weight is taken from the highest scale value range, namely four (4) for the answer "Strongly Agree", while the lowest weight is taken from the lowest scale value range, namely for the answer one (1) "Strongly Disagree". According to Purwanto's formula (2023), the following scale range is obtained :

Scale Range	Decision Criteria
1,00 - 1,75	Strongly Disagree
1,76 - 2,50	Disagree
2,51 - 3,25	Agree
3,26 - 4,00	Strongly Agree

4. Result

4.1 Responden't Characteristics

Respondent Characteristics		Frequency	Percentage
Gender	Female	142	71%
	Male	58	29%
Age	17 - 28 years	100	50%
	29 - 43 years	92	46%
	> 43 years	8	4%
Status	Private Employee	72	36%
	Government Employee	5	2,5%
	Entrepreneur	48	24%
	Student	41	20,5%
	Other	34	17%

Based on data obtained from the distribution of questionnaires with a total final sample used of 200 respondents in the DKI Jakarta area. This study is dominated by female gender, namely 142 respondents (71%). The majority of them are in the age range of 17-28 years,

namely 100 respondents with a percentage of 50%. the majority of the study sample works as private employees, as many as 72 respondents with a percentage of 36%.

4.2 Validity and Reliability Test

Based on the data on the validity test results obtained using SPSS 29 software, the questionnaire statement items on the purchase interest variable were declared valid because they met the assessment criteria, namely the calculated r value $>$ r table value with the provision that the r table value = 0.138 so that the statement items are valid for use as measuring tools in research.

Variables	N	Item	r-count	r-table	Information
Consumer Purchase Intention at Matahari.com	200	MT1	0,653	0,138	Valid
	200	MT2	0,672	0,138	Valid
	200	MT3	0,887	0,138	Valid
	200	MT4	0,878	0,138	Valid
	200	MR1	0,905	0,138	Valid
	200	MR2	0,940	0,138	Valid
	200	MR3	0,910	0,138	Valid
	200	MR4	0,663	0,138	Valid
	200	MP1	0,886	0,138	Valid
	200	MP2	0,790	0,138	Valid
	200	MP3	0,895	0,138	Valid
	200	MP4	0,719	0,138	Valid
	200	ME1	0,807	0,138	Valid
	200	ME2	0,806	0,138	Valid
	200	ME3	0,793	0,138	Valid
	200	ME4	0,548	0,138	Valid

The results of the reliability test on the four dimensions in this research instrument can be stated as reliable and consistent because the Cronbach's Alpha measurement results are more than 0.6.

Dimensions	N	Croanbach's Alpha	Information
Transactional Intention	200	0,781	Reliabel
Referential Intention	200	0,883	Reliabel
Preferential Intention	200	0,840	Reliabel
Explorative Intention	200	0,733	Reliabel

5. Discussion

5.1 Dimension of Transactional Intention

No	Statement		Alternative answers			
			SD	D	A	SA
1	I am interested in the products available at Matahari.com	f	1	5	97	97
		$\Sigma(f_i.x_i)$	690			
		%	0,5%	2,5%	48,5%	48,5%
		total	6		194	
			3%		97%	
		Average	3,45			
2	I am interested in making a transaction at Matahari.com	f	1	6	86	107
		$\Sigma(f_i.x_i)$	699			
		%	0,5%	3%	43%	53,5%
		total	7		193	
			3,5%		96,5%	
		Average	3,50			
3	I will buy Matahari.com products in the near future	f	4	45	75	76
		$\Sigma(f_i.x_i)$	623			
		%	2%	22,5%	37,5%	38%
		total	49		151	
			24%		75,5%	
		Average	3,12			
4	I will make more purchases at Matahari.com	f	16	53	65	66
		$\Sigma(f_i.x_i)$	581			
		%	8%	26,5%	32,5%	33%
		total	69		131	
			34,5%		65,5%	
		Average	2,91			
Average percentage			2,75%	13,63%	40,37%	43,25%
			16,38%		83,62%	
Average			3,24			

The transactional intention dimension has an average value of the percentage of answers agree and strongly agree of 83.62% and when compared to the weight of the criteria score, it is in the very high category (75% -100%). This shows that consumers are interested in the products available at Matahari.com and are interested in making transactions at Matahari.com. Based on the results of the calculation, the average transactional interest has a value of 3.24, which can be concluded that the value is in the scale range (2.51-3.25) and is included in the "Agree" category. This can be concluded that respondents have a very high intention to make a purchase or take action related to a purchase at Matahari.com

5.2 Dimensions of Referential Intention

No	Statement		Alternative answers			
			SD	D	A	SA
1	I give information about Matahari.com to other people	f	13	26	72	89
		$\Sigma(f_i.x_i)$	637			
		%	6,5%	13%	36%	44,5%
		total	39		161	
			19,5%		80,5%	
		Average	3,19			
2	I refer Matahari.com to others	f	17	30	70	83
		$\Sigma(f_i.x_i)$	619			
		%	8,5%	15%	35%	41,5%
		total	47		153	
			23,5%		76,5%	
		Average	3,10			
3	I recommend Matahari.com to others	f	16	28	60	96
		$\Sigma(f_i.x_i)$	636			
		%	8%	14%	30%	48%
		total	44		156	
			22%		78%	
		Average	3,18			
4	I give positive reviews to matahari.com products	f	0	11	91	98
		$\Sigma(f_i.x_i)$	687			
		%	0%	5,5%	45,5%	49%
		total	11		189	
			5,5%		94,5%	
		Average	3,44			
Average Percentage			5,75%	11,88%	36,62%	45,75%
			17,63%		82,37%	
Average			3,22			

The referential intention dimension has an average value of the percentage of answers agree and strongly agree of 82.37% and when compared from the weight of the criteria score, it is in the very high category (75% -100%). This shows that consumers provide information about Matahari.com, refer to Matahari.com and recommend Matahari.com to others by giving positive reviews of Matahari.com products. Based on the results of the calculation, the average referential intention has a value of 3.22 which can be grouped into the scale range (2.51-3.25) and is included in the "Agree" category. It can be concluded that respondents have a very high interest in recommending Matahari.com to others.

5.3 Dimension of Preferential Intention

No	Statement		Alternative Answer			
			SD	D	A	SA
1	I choose products available on Matahari.com from other e-commerce	f	2	63	61	74
		$\Sigma(fi.xi)$	607			
		%	1%	31,5%	30,5%	37%
		total	65		135	
			32,5%		67,5%	
		Average	3,04			
2	I feel Matahari.com product is the best in its class	f	2	17	82	99
		$\Sigma(fi.xi)$	678			
		%	1%	8,5%	41%	49,5%
		total	19		181	
			9,5%		90,5%	
		Average	3,39			
3	Matahari.com has better quality than other e-commerce	f	13	47	59	81
		$\Sigma(fi.xi)$	608			
		%	6,5%	23,5%	29,5%	40,5%
		total	60		140	
			30%		70%	
		Average	3,04			
4	I chose the products available in Matahari.com because of the many promos offered	f	0	13	92	95
		$\Sigma(fi.xi)$	682			
		%	0%	6,5%	46%	47,5%
		total	13		187	
			6,5%		93,5%	
		Average	3,41			
Average Percentage			2,12%	17,5%	36,75%	43,63%
			19,62%		80,38%	
Average			3,22			

The preferential intention dimension has an average percentage of agree and strongly agree answers of 80.38% and when compared to the weight of the criteria score, it is in the very high category (75% -100%). This shows that consumers prefer products available at Matahari.com and feel that Matahari.com products are the best in their class. Based on the results of the calculation, the average preferential intention has a value of 3.22 which can be grouped into a scale range (2.51-3.25) and is included in the "Agree" category. It can be concluded that respondents determine their main choice for Matahari.com products.

5.4 Dimension of Explorative Intention

No	Statement		Alternative Answer			
			SD	D	A	SA
1	I searched the internet for information about Matahari.com	f	1	21	79	99
		$\Sigma(f_i.x_i)$	676			
		%	0,5%	10,5%	39,5%	49,5%
		total	22		178	
			11%		89%	
		Average	3,38			
2	I'm interested in trying out the new features in Matahari.com	f	4	27	84	85
		$\Sigma(f_i.x_i)$	650			
		%	2%	13,5%	42%	42,5%
		total	31		169	
			15,5%		84,5%	
		Average	3,25			
3	I'm interested in Matahari.com ads	f	1	14	93	92
		$\Sigma(f_i.x_i)$	676			
		%	0,5%	7%	46,5%	46%
		total	15		185	
			7,5%		92,5%	
		Average	3,38			
4	I've visited a physical store (online or offline) to see the product in person	f	0	2	54	144
		$\Sigma(f_i.x_i)$	742			
		%	0%	1%	27%	72%
		total	2		198	
			1%		99%	
		Average	3,71			
Average Percentage			0,75%	8%	38,75%	52,5%
			8,75%		91,25%	
Average			3,43			
Average Dimension			$\frac{83,62\% + 82,37\% + 80,38\% + 91,25\%}{4}$			
			84,40%			

Explorative Intention has an average percentage of agree and strongly agree answers of 91.25% and when compared to the weight of the criteria score, it is in the very high category (75% - 100%). This shows that consumers are interested in Matahari.com advertisements and are interested in trying new features on Matahari.com, consumers have also visited physical stores (online or offline) to see the products directly. Based on the results of the calculation, the average explorative interest has a value of 3.43, it can be concluded that the value is in the range (3.26-4.00) and is included in the "Strongly Agree" category. Based on data processing analysis, consumer purchasing intentions at Matahari.com are categorized as "Strongly Agree" or "Very High" by getting an average value of 84.40%, this figure is in the "Very High" category (75% -100%). This is supported by the dimensions of transactional intention with a

percentage of 83.62%, referential intention with a percentage of 82.37%, preferential intention with a percentage of 80.38% and explorative intention with a percentage of 91.25%.

After each dimension in Purchase Intention (Transactional Intention, Referential Intention, Preferential Intention, Explorative Intention) is known the average number, then the next step is to calculate based on the overall Purchase Intention (Transactional Intention, Referential Intention, Preferential Intention, Explorative Intention) to find out the final average number. Processed with the average score formula :

DIMENSION OF PURCHASE INTENTION			
Transactional Intention	Referential Intention	Preferential Intention	Eksplorative Intention
3,24 (Agree)	3,22 (Agree)	3,22 (Agree)	3,43 (Strongly Agree)
Average = $\frac{3,24 + 3,22 + 3,22 + 3,43}{4} = 3,27$			

Based on the calculation of the average of the four dimensions of Purchase Intention, the overall average value of 3.27 is obtained in the category of "Strongly Agree" with a scale range (3.26-4.00). This shows that in transactional intention, respondents have a very high intention to make a purchase or take action related to a purchase at Matahari.com. In referential intention, respondents have a very high interest in recommending Matahari.com to others. Likewise with preferential interest, it shows that respondents determine their main choice for Matahari.com products and in explorative interest consumers are interested in Matahari.com advertisements and are interested in trying new features at Matahari.com.

6. Conclusion, Implication, and Recommendation

6.1 Conclusion

Based on the results of data analysis, Consumer Purchase Intention on Matahari.com is categorized as "Very High" and "Strongly Agree", this is supported by:

1. Transactional Intention, categorized as "Very High" or "Agree", This shows that consumers are interested in the products available on Matahari.com and are interested in making transactions on Matahari.com.
2. Referential Intention, categorized as "Very High" or "Agree". This shows that consumers provide information about Matahari.com, refer to Matahari.com and recommend Matahari.com to others by giving positive reviews of Matahari.com products.
3. Preferential Intention, categorized as "Very High" or "Agree", This shows that consumers prefer products on Matahari.com and feel that Matahari.com products are the best in their class.
4. Explorative Intention, categorized as "Very High" or "Strongly Agree", This shows that consumers are interested in Matahari.com advertisements and are interested in trying new features on Matahari.com, consumers have also visited physical stores (online or offline) to see the products directly.

6.2 Implication and Recommendation

Theoretical implications in the study, found that the dimensions of the purchase intention theory developed by Ferdinand (2019) can be used to analyze consumer purchase intentions at Matahari.com. Purchase intention has 4 dimensions including: Transactional Intention, Referential Intention, Preferential Intention and Explorative Intention. The renewal in this study is the dimensions of Transactional Intention, Referential Intention, Preferential Nat and Explorative Intention which have not been widely used by previous researchers in the context of purchase intention. Therefore, testing the dimensions in this study can be tested empirically.

In transactional intention, it is necessary to improve the fast and easy checkout process and clear and complete product information. This can make consumers more likely to transact using Matahari.com. Referential intention needs to be improved again with positive reviews as social proof that convinces consumers that Matahari.com is of quality and worthy in making the purchasing process. Preferential intention needs to be improved in providing complete filter options, such as size, color, brand, and price in order to gain loyalty from consumers who use Matahari.com. Explorative intention by creating informative and entertaining content, such as articles about the latest fashion trends or styling tips.

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