



## MEASURING PURCHASE DECISION TENDENCIES OF JAKARTA SPECIAL REGION E-COMMERCE CONSUMER

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### ABSTRACT

The purpose of this research is to measure the influence between 1) E-Service Quality towards Purchase Intention, 2) Online Customer Review towards Purchase Intention, 3) Online Customer Review towards Purchase Decisions, 4) E-Service Quality towards Purchase Decisions and 5) Purchase Intention towards Purchase Decision of e-commerce in Jakarta, and also to find the implications in each influence. Data collection method by using electronic questionnaire through Google Forms. The research subject is Jakarta citizen that has accessed or completed at least one transaction in e-commerce with research conducted from April 2022 until July 2022. Two hundred samples were analyzed using Structural Equation Model (SEM) research design with AMOS software to process and analyze research results. The result shows positive and significant effects for all of the proposed hypotheses. The result implies that even though e-Service Quality, Online Customer Reviews, and Purchase Intention have positive and significant effects on Purchase Decision, e-commerce could improve their services in several aspects, such as protecting consumer purchasing behavior, increasing customer review frequency, increasing awareness for intention to purchase, and increasing overall services.

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## INTRODUCTION

Technology has been improved rapidly, affecting every aspect of life that leads to a modern lifestyle. Madni and Qureshi (2017) explain some modern lifestyle characteristics expressed today, technique, technology, arts, and modern drugs that are continuously improving. These technological improvements and modern lifestyles give us another new culture called digitalization. Digitalization is a technological utilization to change a business model and provides new income and opportunities to create value (Alam et al., 2019).

An online Marketplace or e-commerce is an electronic product or service marketing vessel that meets seller and buyer to do transactions (Apriadi & Saputra, 2017). Katadata and Kredivo (2021) have done a survey that results in 85% of e-commerce transactions being generated by Gen-Z and millennials; also, those two generations used up to 5,4% of their monthly income to shop in e-commerce.

In Indonesia, e-commerce growth has reached 78% (Kemkominfo, 2019),

with 88,1% of internet users in Indonesia shopping with e-commerce to buy everything they need (CNN Indonesia, 2021). Indonesia's ministry of finance has stated that in 2018, e-commerce transactions in Indonesia reached a valuation of 77,766 trillion rupiahs, which rapidly increased as much as 151% from last year with 30,492 trillion rupiahs of the e-commerce transaction value (Karyati, 2019). In 2019, the digital economy transaction through e-commerce

reached 205,5 trillion rupiahs and increased 29,6% to 266,3 trillion rupiahs in 2020 despite being in the middle of covid-19 pandemic (Jayani & Ridhoi, 2021). Even higher, the Bank of Indonesia (BI) projected that in 2021 the e-commerce transaction value could reach up to 395 trillion rupiahs (Movanita, 2021). Techinasia (Aditya P. H., 2021) stated that e-commerce in Indonesia reached its highest point in 2020, 20% of the national's total retail sales was contributed from e-commerce which was a significant increase from 2016, which was only 2%.

Indonesia's Internet Service Association (APJII) research shows that internet penetration in Jakarta has reached 8,9 million citizens. In contrast, Jakarta's Statistic Center (BPS) shows that Jakarta had 10,55 million citizens in 2019. This means that more than 79% of Jakarta citizen has been exposed to the internet. Databoks (2021) research also shows that Jakarta has a total of 218.582 e-commerce seller listings, 4th biggest in Indonesia. These facts mean that Jakarta is a very strategic place to conduct research, especially about e-commerce, in which the citizen of Jakarta has a high awareness of the internet, specifically in the e-commerce area.

The issue of what customer experience in e-commerce is that the service quality did not proceed effectively and efficiently; instead, it gives the customer a bad experience using E-commerce; this is highly contrary to what service quality should be based on Lackermair, Kailer and Kanmaz (Putri & Amalia, 2018) that service quality should give effective and efficient experience to the customer. Unfortunately,

customer reviews affect seller sales; any low or bad reviews on a product listed by a seller make people hesitate to buy. These issues have been addressed by one of Indonesia's e-commerce brand Co-Founder and CEO that lack of service quality and low or bad customer reviews could lead to a decrease number of sales (Lasono & Respati, 2020).

Previous research that has been studied shows that e-service quality, online customer review, purchase intention, and purchase decision have zero or negative effects. For example, (Widayat & Purwanto, 2020), (Widajanti & Suprayitno, 2017), and (Wahyuni & Praninta, 2021) shows that there are no positive effects between e-service quality and purchase intention outside the e-commerce environment. No positive effects were also found between online customer review towards purchase intention, for example (Zhao, Jiang, & Su, 2020), (Le & Ha, 2021), and (Ardianto, Nuriska, & Nirawati, 2020) shows that customer review does not influence both purchase intention and purchase decision. These findings show that outside the e-commerce environment, the variables, which are e-service quality, online customer review, purchase intention, and purchase decision, do not influence each other. With how there is a gap in the practical and theoretical of e-commerce, the researcher wants to know how exactly the influence of e-service quality, online customer review, and purchase intention towards purchase decision in e-commerce.

With how the empirical issues are contrary to theoretical findings, this

research aimed to find the influence between each variable studied on to purchase decision of E-commerce customers.

## LITERATURE REVIEW

### *E-Service Quality*

Zeithaml & Malhotra in (Fahira, Rahma, & Syahriza, 2022) explains that e-service quality is a reach where a website facilitates effective and efficient shopping, including purchasing and delivery. E-service quality is a development of traditional service quality into electronic and using media platforms such as the internet (Taufik et al., 2021). In this manner, e-service quality could be described as the level of a company's service, which will be judged by the customer's quality expectations.

Zeithaml (2017) proposed seven indicators for e-service quality: 1) Efficiency, 2) Fulfillment, 3) System Availability, 4) Privacy, 5) Responsiveness, 6) Compensation, and 7) Contact. E-service quality covers every phase from consumer interaction within the site: an expansion that facilitates effective and efficient shopping, creating a purchase, and delivery on a website (Putri & Pujani, 2019).

### *Online Customer Review*

Lackermair, Kailer, & Kanmaz in (Putri & Amalia, 2018) explains that online customer review is another form of Electronic Word of Mouth that could be understood as one of the media or platforms where the customer sees review from other customers of a product and service. The potential consumer could gain information about the product from

another customer that has gained benefit from it, and because of that customer could easily find a comparison with a similar product that is sold by another seller; because of the rapid utilization of digital marketing then it leads to gives value to the customer and another customer (Ardianti & Widiartanto, 2019). As one of the forms of e-WOM, online customer review is a feature that provides customers to share their experience using the product(s) or service(s) that other customers could see and have a small description about said product(s) or service(s).

Lackermair, Kailer, & Kanmaz in (Muslimah, Apriliani, & Nugeraha, 2021) proposed four indicators of online customer review: 1) Awareness, 2) Frequency, 3) Comparison, and 4) Effect.

### ***Purchase Intention***

Purchase intention is a phase in purchasing decision process by the buyer that will buy—an activity that directly involves gaining and utilizing the product offered (Kotler & Armstrong, 2020). Purchase intention is a motivation that appears inside a person to purchase a product or service based on consideration before purchasing a decision (Bakti, Hairudin, & Alie, 2020). Purchase intention could appear after an alternative evaluation process, in which inside of a person will make a series of choices about wanted products based on either brands or interests (Kotler, Bowen, & Maken, 2021). Purchase intention, a step before a purchase decision, is a situation where a potential customer generates interest in buying a

product(s) or service(s) provided by evaluating available alternatives.

Ferdinand in (Raheni, 2018) proposed four indicators of purchase intention: 1) *Minat Transaksional*, 2) *Minat Referensial*, 3) *Minat Preferensial*, and 4) *Minat Eksploratif*.

### ***Purchase Decision***

The purchase decision is an integrated process that combines knowledge to evaluate two or more options and choose one of them (Sudarsono, et al., 2020). It is a continuous process that refers to action filled with calculation and consistency to fulfill needs in buying the most relevant brand that is already considered and evaluated from many choices (Sari & Prasetio, 2018). Purchase decision could also be explained as a process of choosing, deciding, and feeling a product or service in which a customer will seek information about the product, evaluate it before making a purchase, decide to make a purchase, and feel satisfied or dissatisfied in their purchase (Komalasari, Christianto, & Ganiarto, 2021). As the last step in purchasing behavior, the purchase decision concludes a customer's buying behavior in which they will actually buy the product(s) or service(s).

Kotler, Bowen, & Maken (2021) proposed five purchase decision indicators: 1) Needs Recognition, 2) Information Search, 3) Alternative Evaluation, 4) Purchase Decision, and 5) Post-Purchase Decision.

Based on the research background and literature review, the hypotheses formulated for this research are:

H1: E-Service Quality positively and significantly affects E-commerce Purchase Intention.

H2: Online Customer Review positively and significantly affects E-commerce Purchase Intention.

H3: Purchase Intention positively and significantly affects E-commerce Purchase Decisions.

H4: E-Service Quality positively and significantly affects E-commerce Purchase Decision.

H5: Online Customer Review has a positive and significant effect on E-commerce Purchase Decision.

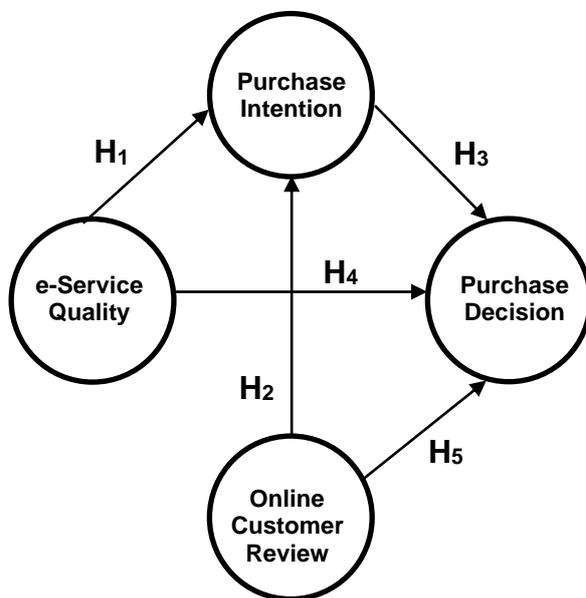


Figure 1. Theoretical Framework  
 Source: Data Processed by Author (2022)

## RESEARCH METHODS

This research was conducted from April 2022 – July 2022, with the location covered in the Jakarta Special Region consisting of Central Jakarta, Southern Jakarta, Eastern Jakarta, Northern Jakarta, Western Jakarta, and Kepulauan Seribu. This research uses quantitative methods with both descriptive and statistical analysis to process data. Descriptive analysis is used to explain the data without the intention to generalize.

The population of this study is Jakarta Special Region citizen that has done transaction at least twice in six months in E-commerce.

Hair et al. (2010) suggested that the researcher could use a total of research indicators x 10 (constant) to determine the sample. Using that suggestion, this research has a total of 20 indicators consisting of 7 from the e-service quality variable, four from the online customer review variable, four from the purchase intention variable, and five from the purchase decision. A total of 20 indicators is multiplied by ten as constant, and the sample decided using the suggested method are 200 samples (respondents).

Data used in this research is primary data gathered from respondents directly using an electronic questionnaire. Several criteria were used before respondents could fill out the questionnaire: 1) citizen of Jakarta Special Region, and 2) have done transactions at least twice in six months in E-commerce. By determining several criteria, respondents that filled out the questionnaire are specified and relevant to the research topic.

A 6-type Likert scale is used in this research to measure respondent's answers. Using the 6-type Likert scale allows the research result to be more precise because the 6-type answer eliminates the "neutral" answer option that is hard to interpret. This research uses using quantitative research design with AMOS version 22 software to analyze research data collected from samples.

Table 1. Goodness of Fit Indices

Goodness of Fit Indices	Cut-Off Value
Probability	< 0,05
Chi-Square	Low Value is Expected
CMIN/DF	≤ 2,00
GFI	> 0,90
AGFI	≥ 0,90
TLI	≥ 0,95
CFI	≥ 0,95
RMSEA	≤ 0,05

Source : Data processed by author (2022)

## RESULTS AND DISCUSSION

As proposed in research methods, this research uses 200 samples

across the Jakarta Special Region. The demography of respondents in this research is classified into 1) Sex, 2) Age and 3) Current Occupation. 57% of respondents are male, and 43% is a female citizen; 17-26 years old citizen is the majority for this research respondent, consisting of 86% of the total respondent; the respondent's domicile is relatively diverse, with the majority of it lived in Southern Jakarta, and 61% of the total respondent is a student. Furthermore, each of the respondent's answers is analyzed through descriptive analysis, and it could be concluded that the respondents in this research have positive tendencies toward every questionnaire item, with more than 50% of answers for every item having agreed tendencies.

Table 2. EFA and Cronbach's Alpha Result

Items	Indicators	Factor Loading
E-Service Quality		α: 0,832
ESQ1	Easy to find product I want in E-commerce	0,842
ESQ2	E-commerce is easy to use	0,841
ESQ3	E-commerce capable to give accurate information	0,838
ESQ4	E-commerce provides service in time	0,843
ESQ5	E-commerce offers product honestly	0,835
ESQ6	E-commerce's platform didn't crash when I used it	0,921
ESQ7	E-commerce protects my shopping behavior	0,876
ESQ8	I feel that E-commerce's payment system is secure	0,895
ESQ9	E-commerce provides several ways to contact company	0,874
ESQ10	E-commerce provides customer service	0,84
ESQ11	E-commerce provides compensation	0,833
ESQ12	E-commerce has return feature	0,845
ESQ13	E-commerce is easy to reach	0,853
ESQ14	E-commerce able to solve complaints	0,882
Online Customer Review		α: 0,733
OCR1	I realized E-commerce has review feature	0,743

OCR2	I understand the function of review feature in E-commerce	0,792
OCR3	I used other customer review as consideration of buying products	0,808
OCR4	I compared review when about to buy in E-commerce	0,752
OCR5	I often used review feature in E-commerce	0,757
OCR6	I often give recommendation to buy products to other customer in E-commerce	0,91
OCR7	I feel other customer's review on a product that I will buy helps in purchasing decision	0,884
OCR8	I felt review feature in E-commerce gives significant influence	0,846
Purchase Intention		$\alpha$ : 0,736
PI1	I have tendencies to buy products in E-commerce	0,813
PI2	I have tendencies to buy services in E-commerce	0,817
PI3	I have interest to gives information about E-commerce to other people	0,821
PI4	I have interest to recommend E-commerce's service to other people	0,881
PI5	I liked the services E-commerce has provided	0,745
PI6	I interested to follow E-commerce's service development	0,812
PI7	I have tendencies to find information about E-commerce from other people	0,74
PI8	I have tendencies to find information about E-commerce online	0,79
Purchase Decision		$\alpha$ : 0,721
PD1	I need e-commerce service, one of it is E-commerce	0,803
PD2	I realized E-commerce could fulfill my needs	0,853
PD3	I looked for e-commerce review, one of it is E-commerce	0,860
PD4	I looked for information to use e-commerce, of it is E-commerce	0,752
PD5	I looked for benefits to use e-commerce, one of it is E-commerce	0,883
PD6	I consider several alternatives other than E-commerce	0,729
PD7	I decide to purchase in E-commerce	0,741
PD8	I did a purchase in E-commerce	0,821
PD9	E-commerce gives benefit as I expected	0,731
PD10	I satisfied has used E-commerce	0,769
PD11	I will recommend E-commerce to other people	0,746

Source : Data Processed by Author (2022)

Table 2 shows the result of this research's EFA statistical test in

SPSS. Every item in all indicators and variables shows the result EFA >

Cronbach's Alpha, meaning that every item is reliable to use in this research. After the EFA test shows that every item is reliable, the

research construct consisting of items in their respective variable will continue to be tested for CFA statistical test.

Table 3. CFA Test Results

Construct	Testing Index							Fit
	Prob.	GFI	AGFI	RMSEA	CMIN/DF	TLI	CFI	
	> 0,05	> 0,90	> 0,90	≤ 0,05	≤ 2,00	≥ 0,95	≥ 0,95	
E-Service Quality	0,256	0,952	0,918	0,024	1,112			Fit
Online Customer Review	0,070	0,971	0,934	0,048	1,560			Fit
Purchase Intention	0,398	0,986	0,954	0,016	1,050			Fit
Purchase Decision	0,091	0,961	0,918	0,042	1,353			Fit
Full Model	0,076	0,921	0,904	0,020	1,080	0,979	0,983	Fit

Source : Data Processed by Author (2022)

Table 4. Hypotheses Test Results

Hypotheses			CR	P	Interpretation
H <sub>1</sub> : E-Service Quality	→	Purchase Intention	5,273	,***	Accepted
H <sub>2</sub> : Online Customer Review	→	Purchase Intention	3,013	,***	Accepted
H <sub>3</sub> : Purchase Intention	→	Purchase Decision	3,615	,***	Accepted
H <sub>4</sub> : E-Service Quality	→	Purchase Decision	4,236	,***	Accepted
H <sub>5</sub> : Online Customer Review	→	Purchase Decision	3,524	,***	Accepted

Source : Data Processed by Author (2022)

Table 3 shows the result of the CFA statistical test in AMOS software for this research. Every variable construct tested shows a fit model, meaning the respective construct is good for this research construct. The full model construct was also tested for CFA statistical test to ensure that the whole research construct and model are good and healthy. All of the constructs for every variable and the entire model construct show a fit result, meaning that the research

model and construct used in this research is fit for further analysis.

Table 4 shows the result of the hypotheses test in this research; based on the results, all proposed hypotheses are accepted with positive and significant influence towards each hypothesis. This means that Jakarta's citizen purchase decision has positive and significant tendencies in e-commerce.

H<sub>1</sub> has been proven statistically that e-service quality has a positive and significant effect on purchase intention. This finding aligns with previous research by (Dapas, Sitorus, Purwanto, & Ihalauw, 2019), (Haro, Oktaviana, Dewi, Anisa, & Suangkupon, 2019), and (Khan, Zubair, & Malik, 2019) that e-service quality has a positive effect towards purchase intention.

H<sub>2</sub> has been proven statistically that online customer review has a positive and significant effect on purchase intention. This finding aligns with previous research by (Aditya & Alversia, 2019), (Cheong, Muthaly, Kuppusamy, & Han, 2019), (Sethi, Kaur, & Wadera, 2018), and (Setyani & Azhari, 2021) that online customer review has a positive effect towards purchase intention.

H<sub>3</sub> has been proven statistically that purchase intention positively and significantly affects purchase decisions. This finding aligns with previous research by (Ramadoni, 2020) (Puspitasari, Nugroho, Amyhorsea, & Susanty, 2018), (Solihin, 2020), and (Sriyanto & Kuncoro, 2019) that purchase intention has a positive effect on purchase decisions.

H<sub>4</sub> has been proven statistically that e-service quality positively and significantly affects purchase decisions. This finding aligns with previous research by (Tran, Pham, Pham, & Nguyen, 2020), (Prasetyo, 2018), and (Oktavia, Budi, & Febianti, 2018) that e-service quality has a positive effect on purchase decisions.

H<sub>5</sub> has been proven statistically that online customer review positively and significantly affects the purchase decision. This finding aligns with

previous research by (Mulyana, 2021), (Ilmiyah & Krishernawan, 2020), and (Mita, Pranatasari, & Kristia, 2021) that online customer review has a positive effect on purchase decision.

## CONCLUSION

Research result shows that all of the proposed hypotheses are accepted. This means that e-service quality in E-commerce does influence consumer's purchase intention, online customer review in E-commerce does influence consumer's purchase intention, purchase intention in E-commerce does influence consumer's purchase decision, e-service quality in E-commerce does influence consumer's purchase decision, and online customer review in E-commerce does influence consumer's purchase decision.

Every topic studied and measured in this research has been proven to influence each other; with this information, E-commerce could improve several aspects of their services. For instance, the respondents of this research feel that E-commerce needs to increase service in adjusting the products provided with their description, website performance, shopping behavior information and consumer data protection, increasing reachability, and giving compensation whenever problems occur, with also increasing complaint handling performance. Other aspects that E-commerce needs to highlight are encouraging consumers to use review features, increasing the number of organic reviews generated from consumers, easily

providing information about services to consumers, and increasing overall performance to let consumers recommend E-commerce to others.

This research's practical and managerial implications could benefit both the seller in e-commerce and e-commerce. This research shows that e-service quality and online customer reviews are significant factors affecting both purchase intention and purchase decision. E-commerce sellers and e-commerce itself could benefit from this to increase their service quality towards customers, leading customers to have a more pleasant experience when exploring, gathering information, providing the product(s) or service(s) an advantage from another seller, and giving the customer a solid purchase intention that will lead them to create an actual purchase. Online customer review also plays an important part in customers' purchasing intention and purchasing decision, in which seller need to maintain good reviews from other customers so that they will not hesitate to consider and finally buy from the seller.

Besides practical and managerial implications, this research could be used as a theoretical reference for a similar topic. In marketing management, service quality, customer review, purchase intention, and purchase decision are familiar and comfortable topics to discuss. Despite that, it is also the most dynamic and diverse topic to study. This research helps uncover another knowledge about the topic covering e-commerce and their customer in Jakarta.

For further research on similar topics, the researcher suggests several

aspects to be improved. Another researcher could consider people's condition and behavior for topic relevancy, using other variables such as perceived value, satisfaction, marketing mix, loyalty and similar. The research object could also be adjusted to the researcher's domicile, and the scope of the region studied. Further data processing and analysis methods could also be increased by using other methods that are more sophisticated and could give a more detailed description of the phenomenon studied. Increasing samples could give a more accurate representation of the population and topic studied, either with quota sampling or another method.

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