

**THE INFLUENCE OF PRICES, PROMOTIONS, AND TRUST IN
MARKETPLACE USE ON DECISIONS ONLINE PURCHASE (Case
Study of BUKALAPAK Consumers in Yogyakarta City)**

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ABSTRACT

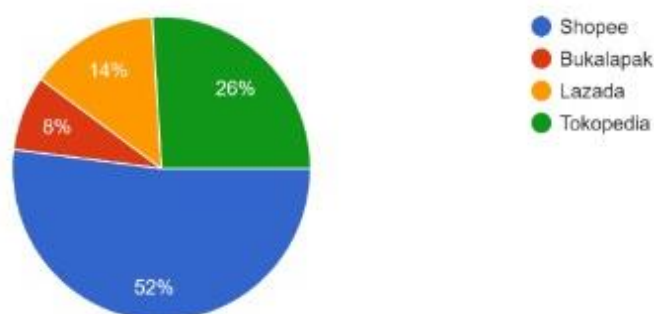
The research aimed to determine the influence of price, promotion, and trust on Bukalapak online purchasing decisions in Yogyakarta City. This research was descriptive research using a quantitative approach. The data collection strategy uses a questionnaire method with a Likert scale. Sampling was selected using a non-probability purposive sampling technique, with 100 respondents in Yogyakarta. The validity test used the Pearson product-moment coefficient, and the reliability test used Croanbach's alpha. Data analysis used multiple linear regression with hypotheses F, T hypothesis, etc. Coefficient of Determination (R²). The results of this research show that (1) price has no effect on Bukalapak online purchasing decisions in Yogyakarta City, (2) promotion has a positive and significant effect on Bukalapak online purchasing decisions in Yogyakarta City, (3) Trust has a positive and significant effect on online purchasing decisions Bukalapak in Yogyakarta City. And (4) Price, promotion, and trust simultaneously influence online purchasing decisions in Bukalapak online purchasing decisions in Yogyakarta City.

Keywords: Price, Promotion, Trust, Purchase Decision

INTRODUCTION

Indonesia is one of the countries with trending online stores or online shops, such as Shopee, Tokopedia, Bibli.Com, Buka Lepak, JD.ID, OLX, Belanja.com, Zalora and so on. According to Top Brand Index, Bukalapak has never been nominated for TOP in the Top Brand Index. In 2018, Bukalapak was ranked 12.7% and increased by 12.9% in 2019. However, In 2021, there was a decline of 9.5%. Also, there was another decline in 2022 by 8.10% and 4.70% in 2023. The number of Marketplaces as competitors of Bukalapak is a problem and must addressed as the Top Brand Index predicate is proof of customer trust in a brand. It shows that Bukalapak does not get the TOP nomination.

Figure 1. Results of a pre-research survey of 100 people in Yogyakarta on the highest number of e-commerce visitors



Source: Primary Data (2024)

Figure 1 is the result of a questionnaire conducted on 100 people in Yogyakarta, with a question of "most e-commerce visitors." The most results obtained were that 52% of respondents chose Shopee, 26% of respondents chose Tokopedia, 14% of respondents chose Lazada, and 8% of respondents chose Bukalapak. The percentage proved that Bukalapak is still unpopular.

For example, the price of the Samsung A24 Smartphone product found in the marketplace of Shopee and Bukalapak. Based on the price comparison, there are significant differences. Therefore, consumers will buy at a cheaper price. Here, the price influences consumer purchasing decisions.

Bukalapak focuses more on discounts, free shipping, and competitive prices. For ease of use of applications and promo codes on Bukalapak is still low. Based on these data, the management must be concerned about several things, including the promotional costs and the implementation of communication strategies that follow the market segment of each e-commerce have an important role.

Bukalapak.com still gets negative reviews or one-star reviews given by several consumers. Negative review data on the Play Store greatly affects consumer confidence in making product purchasing decisions on Bukalapak.

Price

Mulyana (2021) states the definition of price is an essential component needed to generate income as a result of goods or services owned by consumers. Andriany and Arda (2022) define price as a role in influencing consumer decisions in choosing a product or service. When the price offered meets the consumer preferences, it can be an important factor that consumers evaluate. Then, companies need to fully understand the role of price in influencing consumer attitudes.

According to P. Kotler & Amstrong (2016), four indicators characterize prices. They are:

1. Affordable prices
2. Consumers need to know the price before they buy
3. Prices offered by producers or sellers can vary and compete
4. Price worth with benefits
5. Promotion

According to Lupiyadi (2013), promotion is a crucial element in marketing strategy and plays a major role in helping business actors market their products and services. Also, R. Ernawati (2021) states promotion is an act of communication between sellers and buyers to inform and improve the quality of products or services. It aims to influence consumer attitudes and behavior, thereby encouraging communication and marketing activities.

Companies must choose the right indicators for their product promotion strategy. P. Kotler & Armstrong (2016) state four promotion indicators, including:

1. Effectiveness of messages in promotion,
2. Media selection for promotion,
3. Promotion time,
4. Frequency level of promotion.

Trust

Nurmanah & Nugroho (2021) argued that trust is a state where consumers feel confident in other individuals or companies. So, there is no doubt in performing transactional activities. Meanwhile, according to N. Ernawati & Noersanti (2020), trust is a person's belief in another party in making a relationship between the two parties after obtaining information based on that belief. In other words, trust is belief in something.

Maharani (2010), in Rahayu et al. (2023). mention indicators of consumer trust, including:

1. Integrity,
2. Competence,
3. Consistency,
4. Loyalty,
5. Openness.

Purchase Decision

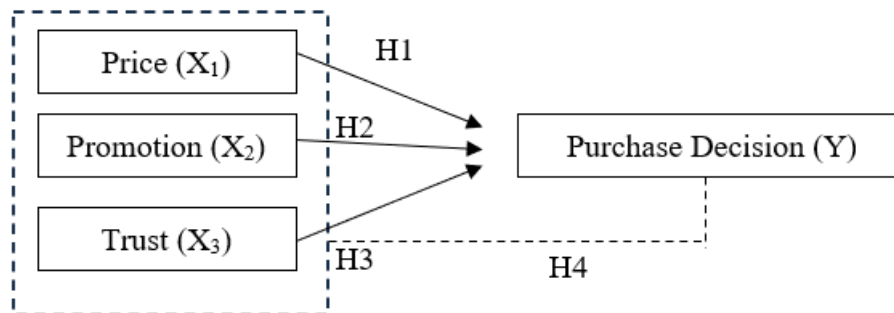
Brama (2021) states that purchase decisions are consumer actions in choosing products to fulfill their desires and involve attitudes and actions that can be repeated if the product changes. Narottama (2022), purchasing decisions occur when consumers have found a product that matches their initial criteria, influenced by various factors such as cultural, social, personal, and psychological, which support purchasing decisions.

Sanjaya (2020) mentions indicators in the purchasing decision process, including:

1. Product purchase
2. Brand purchase
3. Purchasing channel selection process
4. Determining the time of purchase

METHOD, DATA, AND ANALYSIS

The study used a quantitative approach with an associative problem-solving method related to causal relationships. The type of quantitative research refers to an approach rooted in the philosophy of positivism, focusing on research on a specific population or sample, involving data collection using research instruments, and quantitative/statistical data analysis, with the main objective of testing previously formulated hypotheses (Sugiyono, 2018).

Research Hypothesis**Figure 9. Research Paradigm**

Where:

————— : Partial

----- : Simultaneous

H1: Price has a positive and significant effect on Purchasing Decisions.

H2: Promotion has a positive effect on Purchasing Decisions.

H3: Trust has a positive effect on Purchasing Decisions.

H4: Price, Promotion, and Trust have a positive effect on purchasing decisions.

Time and Place of Research

The research was conducted from December 2023 to January 2024, which selected respondents who had used the Bukalapak application in Yogyakarta.

Research subject

The population was the people of Yogyakarta who had used the Bukalapak application. In the study, samples were selected using the non-probability sampling method, and, according to Sugiyono (2018), is used to select research samples by considering the distribution of the population. The purposive sampling technique is used to select the sample, which according to Sugiyono (2018), is a technique for determining samples with various specific considerations and criteria. The criteria for selecting the sample are as follows:

1. Respondents aged 17 years and over
2. Have used the Bukalapak application, at least once time

Based on the study, the population is large and the number is difficult to determine so that the number of samples is taken using the Lemeshow formula, as follows:

$$N = \frac{Z^2 P (1-P)}{D^2}$$

Where:

N : Number of Sample

Z : Z value at confidence level of 95% = 1,96

P : Maximum estimate = 0,5

D : Alpha or sampling error =10%

Based on this formula, the number of samples is:

$$N = \frac{1.96^2 0.5 (1-0.5)}{0.01^2}$$

$$N = \frac{0.9604}{0.01}$$

$$n = 96,04 \approx 97$$

Therefore, 97 respondents are needed for Bukalapak application users.

Data Collection Techniques

The instrument used to measure the influence of price, promotion, and trust on online purchasing decisions at Bukalapak in Yogyakarta uses a survey method or self-administrated survey through the use of questionnaires. There are a total of 36 questions with five alternative answers for each question using a Likert scale.

Data Analysis Techniques

Data analysis techniques used descriptive statistical analysis, classical assumption test, simple linear regression analysis, and multiple linear regression analysis. Descriptive statistical analysis is a statistical technique used to analyze data by illustrating or describing the collected data without the intention of drawing conclusions that can be applied widely or generalizing (Sugiyono 2018). The classical assumption test intends to provide certainty so that the regression coefficient is not biased, consistent, and has estimation accuracy (Ghozali, 2018). According to Sugiyono (2018), a simple linear regression is a test of data that consists of two variables, namely the independent variable and one dependent variable, where the variable is causal (influential). Moreover, Sugiyono (2018) defines multiple linear regression as an analysis method to estimate the relationship between one dependent variable and two or more independent variables.

RESULT AND DISCUSSION

Descriptive Statistical Analysis

Table 1. Descriptive Statistical Analysis of Variables

	N	Min	Max	Mean	Std. Deviation
X1	100	28	60	45.06	7.344
X2	100	39	75	57.99	9.411
X3	100	36	75	57.11	10.81
Y	100	36	60	47.98	7.154

Source: Primary Data (2024)

Based on the results of the descriptive analysis, it concludes each variable. The price of an independent variable (X1) with 12 valid question items, has an average value of 45.06, a standard deviation of 7.344, a minimum value of 28, and a maximum value of 60. The promotion variable (X2) with 15 valid question items, has an average value of 57.99, a standard deviation of 9.411, a minimum value of 39, and a maximum value of 75. While, the trust variable (X3) with 15 valid question items, has an average value of 57.11, a standard deviation of 10.811, a minimum value of 36, and a maximum value of 75. And, the dependent variable of Purchasing Decision (Y) has an average value of 47.98, a standard deviation of 7.154, a minimum value of 36, and a maximum value of 60.

Classical Assumption Test Normality Test

Table 2. Normality Test Results

One Sample Kolmogorov-Sminorv Test	
Asymp. Sig. (2-Tailed)	.154

Source: Primary Data (2024)

Based on Table 2, concluded that the data has a significance level of 0.154. It indicates the level of significance is higher than 0.05. Thus, it concluded that the analyzed data was normally distributed.

Multicollinearity Test

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF
Price	0,265	3,767
Promotion	0,152	6,563
Trust	177	5,662

Source: Primary Data (2024)

Based on the Table 3, the reason for taking the results of the multicollinearity test is the tolerance value and its opposite, the variance inflation factor (VIF). Referring to the tolerance value > 0.10 and $VIF < 10$, concluded that there is no multicollinearity of the data.

Heteroscedasticity Test

Table 4. Heteroscedasticity Test Results

Variable	Sig
Price	0,566
Promotion	0,189
Trust	0,450

Source: Primary Data (2024)

Based on the Table 4, concluded that all variables do not experience heteroscedasticity because the significance value of the three variables is higher than 0.05.

Multiple Linear Regression Test

Table 5. Multiple Linear Regression Test Results

Model	B	Std. Error	Beta	T	Sig.
(Constant)	10,	2,0		5,1	0,0
	624	75		21	00
X1	0,0	0,0	0,0	0,6	0,4
	56	81	61	92	90
X2	0,2	0,0	0,3	3,0	0,0
	70	89	55	47	03
X3	0,3	0,0	0,5	4,6	0,0
	36	72	08	85	00

Source: Primary Data (2024)

Based on the Table 5, the regression equation shows the relationship between the independent and dependent variables partially. From this equation, it concluded that:

- The constant value of 10.624 indicates that the independent variable is zero (0). Then, the level of purchasing decision is 10.624.
- The regression coefficient shows that the price variable (X1) has a positive regression direction on the Purchasing Decision, namely B of 0.056. Thus, if the price variable increases by 1%, then the Purchasing Decision will increase by 0.56%, assuming the other independent variables (X) are constant.
- The regression coefficient shows that the promotion variable (X2) has a positive regression direction on the Purchasing Decision, namely B of 0.270. So, if the promotion variable has increased by 1%, the purchasing decision will increase by 1%, assuming the other independent variables (X) are constant.
- The regression coefficient shows that the trust variable (X3) has a positive regression direction on the Purchasing Decision, namely B of 0.336. So, if the promotion variable has increased by 1%, the purchasing decision will increase by 1%, assuming the other independent variables (X) are constant.

T-Test

Table 6. Result of T-Test

Model	T	Sig.
Price (X1)	0,692	0,490
Promotion (X2)	3,047	0,003
Trust (X3)	4,685	0,000

Source: Primary Data (2024)

Based on the table 6, the influence of each dependent variable is as follows:

- Test of Price (X1) on Purchasing Decisions (Y)
Based on the t-test for the Price variable (X1) with a t-count value of 0.692 ($0.692 < 1.984$) with a significance value of 0.490. Because the Sig value of $0.490 > 0.05$, it concluded that H_1 is rejected. This means that the price does not affect Purchasing Decisions. In short, the first hypothesis (H_1) is rejected.
- Test of Promotion (X2) on Purchasing Decisions (Y)
Based on the t-test for the variable (X2) with a t-count value of 3.047 ($3.047 > 1.984$) with a significance value of 0.003. Because the Sig. value of $0.003 < 0.05$, it concluded that H_2 is accepted. This means that the results of the promotion can be obtained to have a positive and significant effect on Purchasing Decisions. In short, the second hypothesis (H_2) is accepted.
- Test of Trust (X3) on Purchasing Decisions (Y)
Based on the t-test for the variable (X3) with a t-count value of 4.685 ($4.685 > 1.984$) with a significance value of 0.000. Because the Sig. value of $0.000 < 0.05$, it concluded that H_3 is accepted. This means that the results of trust can be obtained to have a positive and significant effect on Purchasing Decisions. In short, the third hypothesis (H_3) is accepted.

F-Test

Table 7. Result of F-Test

Model	F	Sig.
<i>Regression</i>	128.276	000

Source: Primary Data (2024)

Based on the F-test, it concluded that the significance value of the variables price, promotion, and trust simultaneously influence purchasing decisions by $0.000 < 0.05$, with an Fcount value of $128.276 > F$ table 2.70. So, the hypothesis that "Price, promotion, and trust have a positive and significant effect on product purchasing decisions on the Bukalapak application" is accepted.

Test of Determination Coefficient (R²)

Table 8. Test Results of R²

Model	Adjusted R Square
1	.795

Source: Primary Data (2024)

The adjusted R² test result obtained a value of 0.795. This shows that the Purchasing Decision is influenced by Price, Promotion, and Trust by 79.5%, while 20.5% is influenced by other factors that are not included in this study.

CONCLUSION AND SUGGESTIONS

- a. Price does not affect purchasing decisions. The results are based on a significance value of 0.490, more than ($>$) 0.05, and a t-value of 0.692 less than ($<$) 1.984. This means that there is no relationship between price and purchasing decisions of Bukalapak application users in Yogyakarta. So, it concluded that the first hypothesis (H₁) was rejected.
- b. Promotion affects purchasing decisions. The results are based on a t-value of 3.047 ($3.047 > 1.984$) with a significance value of 0.003. Because the Sig. value is $0.003 < 0.05$, it concluded that H₂ is accepted. This means that the promotion has a positive and significant effect on purchasing decisions.
- c. Trust affects purchasing decisions. The results are based on the t-count value of 4.685 ($4.685 > 1.984$) with a significance value of 0.000. Because the Sig. value is $0.000 < 0.05$, it concluded that H₃ is accepted. This means that the trust has a positive and significant effect on purchasing decisions.
- d. Price, promotion, and trust simultaneously have a significant effect on purchasing decisions. From the test, the f-count value is $128.276 > F$ table 2.70. So, the hypothesis that "Price, promotion, and trust have a positive and significant effect on product purchasing decisions on the Bukalapak application" is accepted.

SUGGESTIONS

Based on the findings and conclusions, the suggestions are:

1. For the Company
 - a) Bukalapak Management should increase trust in the products and services offered to consumers, such as complete information during the online purchasing process, payment process, and product delivery. Good and competitive information quality will increase online purchasing decisions.

- b) It is recommended that Bukalapak should increase promotions, discounts, free shipping offers, and cashback programs so it is in line with the advertised and attract consumers in making purchasing decisions.
2. For Further Researchers
 - a) For further researchers who are interested in conducting research in the same field, they can improve the limitations of this study.
 - b) Further researchers who are interested in studying purchasing decisions on Bukalapak e-commerce can add other research variables, such as product quality, brand image, product reviews, brand image, and other variables.

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