

# IT IS BETTER TO BUY AT THE OFFICIAL STORE OR PREMIUM STORE AT E-COMMERCE

Suwinto Johan

Sekolah Tinggi Pariwisata Ambarukmo

Jl. Ahmad Yani Ringroad Timur No. 52, Banguntapan, Bantul, Yogyakarta 55198

suwintojohan@gmail.com

\*Corresponding author: suwintojohan@gmail.com

## Abstract

*E-commerce is a highly popular method of buying items right now. One of the many well-known e-commerce sites where many individuals are vying to create their own businesses is Tokopedia. Large corporations operate independently, but they also create their own official storefronts to entice customers to buy products directly from them without going through middlemen and benefiting from the Tokopedia guarantee. In order to draw clients and receive a guarantee from Tokopedia, retailers other than official stores and stores that are operated independently can upgrade to premium shops by paying a monthly charge. Potential customers take this into account because not all the things they desire are available in the official store. This study examines whether sales, establishment, operating hours, rating, and the number of couriers would affect consumers' decisions to make purchases from official stores and premium retailers.*

**Keywords:** *official store, premium store, e-commerce, purchase decisions*

## INTRODUCTION

Since the Covid-19 epidemic, numerous e-commerce and start-up businesses in Indonesia have shut down (Dwi, 2023). JD.ID, one of Indonesia's e-commerce companies has declared that all of its services would end on March 31, 2023 (Rakhmayanti, 2023). Tokopedia is recognized to offer the finest, quickest, and most complete service in Indonesia. Based on a survey conducted by IPOS of 1051 respondents in 15 major cities in Indonesia, on 12-21 January 2022 (Pahlevi, 2022). Consumers' decisions to shop online are influenced by the service and product quality (Gunawan, 2022).

Tokopedia categorizes stores into several store memberships or store kinds. Regular retailers, power retailers, and official retailers are well-known businesses. Power Merchant Pro has been released as of June 14, 2021. Power merchants rank above normal merchants as vendors. Power retailers must pay 1.25 for each item sold. Power merchants receive 4.3 times as many visits and generate 5.5 times as much revenue as regular merchants. On the other hand, the official store is a sort of seller that promises to the consumer that the items are original, ready goods and provides a seven-day warranty (Akhbar, 2022). Service quality, facilities and prices have an influence on Tokopedia's customer satisfaction (Adhitama, 2022). Advertising and service quality have an influence on purchasing decisions at Tokopedia (Andriani 2021). Service quality, which is called e-service quality and perceived service, has an influence on Tokopedia customers (Raidah, Wibowo, & Rahmi 2019).

The study will examine consumer preferences for online purchasing and the role that store type may have in those preferences. Although there has been a lot of research on preferences, there hasn't been much done specifically on online shoppers' preferences

for different kinds of retailers. This study will benefit both shoppers and sellers in online commerce, particularly with relation to the type of store.

## LITERATURE REVIEW

E-commerce allows a business to be available 24 hours a day, seven days a week, with a simple purchase procedure and transaction security (Batubara, Harahap, Haty Hrp, & Maharani, 2021). In addition to advertising, service quality, trust and ease of transaction become one of the things that have an influence on purchases (Lestari & Widyastuti 2019). The influence of reputation on requesting to purchase is beneficial but not substantial. Purchase intention is positively impacted by information quality. Customers' inclinations to purchase are positively and significantly influenced by E-Wom. The intention to make a purchase is likewise significantly and favorably influenced by trust (Aisyah & Engriani 2019). Purchase ratings and reviews have an impact on purchasing decisions on Tokopedia (Arbaini, Wahab, & Widiyanti 2020). Consumer purchasing intentions in e-commerce are affected by price, product quality, and trust (Rahayu 2021). However, the review has no influence on the buying decision of customers in the e-commerce Shopee (Ardianto, Nuriska, & Nirawati 2020).

Regardless of the sort of business that is there, consumers will buy products to support a store with a specific theme. This study focused on the K-Pop Mall, where fans may purchase K-Pop merchandise (Tu, Kim, & Kim 2019). Celebrity endorsers have a beneficial impact on customer purchasing interest in e-commerce sites like Tokopedia (Algiffary, Wahab, Shihab, & Widiyanti, 2020). Brand ambassadors have influence on customer purchasing decisions (Lailiya 2020).

Social media marketing significantly affects customer brand awareness of the products they buy (Pradipta, Maulana, & Sanjaya Jio 2020). Technology has changed consumer behavior. The evolution of Industrial Technology 4.0 has had significant implications for consumers (Ahmad, et al. 2020). E-commerce also plays a role in preventing the spread of the Covid-19 virus (Guo, Liu, Shi, & Chen, 2020). Most students who engage in rational online shopping are students. Students only purchase what they actually need (Komala & Sugilar, 2020).

The study will concentrate on consumer preferences, particularly the kind of retailer, or consumer selection theory. In particular, consumer behavior, this will contribute to the theories of consumer preferences and online buying.

## RESEARCH METHOD

### *Non-Parametric Mann Whitney Test*

The non-parametric test model in this study follows the model developed by (Johan 2017) and (Johan 2020) This research model will focus on the performance difference between the two groups of independent and paired samples. This test aims to test the characteristics of the two groups of independent samples. Mann-Whitney test is alternative testing to the t-test without any restriction. This test can also apply to different samples tests in the two groups.

Mann Whitney U formula test:

$$U = n_1n_2 + (n_1 \times (n_1 + 1))/2 - R_1 \quad \text{or} \quad U = n_1n_2 + (n_2 \times (n_2 + 1))/2 - R_2$$

Where the n1 equals with number of samples 1, n2 equals with number of samples 2, R1 equals with number of ranks of the sample 1, R2 equals with number of ranks of the sample 2. Non-parametric test performed with Mann Whitney Test Using = 10%.

**Table 1. Hypothesis**

Hypothesis	Variables	Official Store and Power Merchant
H1	Sales	No Differences
H2	Establishments (Month)	No Differences
H3	Operating Hour	No Differences
H4	Rating	No Differences
H5	Number of Courier	No Differences

Based on previous research in literature review, the hypothesis is described in Table 1.

H1: Sales influence purchase decisions

H2: Establishment (Month) influence purchase decisions

H3: Opening hours influence purchase decisions

H4: Ratings influence purchase decisions

H5: Courier influences purchase decisions

The variables and measurements are described in table 2.

**Table 2. Variables and Measurement**

Variables	Measurements
Sales	Transaction Number
Establishment (Month)	In Month
Operating Hour	Daily Working Hour
Rating	From 1 Star to 5 Star
Number of Courier	Number of Courier for business

### Data

This research used secondary data collected from Tokopedia website. The data are panel data that consists of cross-section and time-series data. The sample is the seller in Tokopedia ecommerce. All sellers are registered under the Tokopedia terms and conditions.

## RESULT AND DISCUSSION

### Descriptive Statistic

**Table 3. Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
OfficialNOn	160	.00	1.00	.5000	.50157
Sales	160	243.00	2282946.00	205818.4125	360467.16150
Berdiri	160	6.00	156.00	53.8125	25.31293
Jambuka	160	5.00	24.00	14.4234	7.00844
Rating	160	4.40	5.00	4.8487	.11215
Kurir	160	1.00	14.00	5.6563	2.50043
Valid N (listwise)	160				

Based on the result of the descriptive statistics analysis in Table 3, it can be concluded as follow,

1. Sales Level has a minimum data range of 243.00 from Non-Official Store Marsh Marigold and with maximum value 2,282,946.00 from Wings Official Store. Based on data collected from 160 store in Tokopedia. Meanwhile for the mean value is 205,818.4125, and 1.91082 for Sales Level standard deviation value 360,467.16150.
2. IKEA, which recently joined Tokopedia in June 2022, has the lowest score in the category of long standing with a score of 6, while HOOLIGANS, which joined in December 2009, has the highest ranking with a score of 156. There are no stores that have the mean value of 53.8125. Data collected in December 2022 were used to compute the joining/standing month. And the standard deviation value is 25.31293.
3. An average day for a store's opening hours is 14.4234 hours, with a standard deviation of 7.00844 hours. The operation hours of a store on Tokopedia may be customized to meet the demands of each store owner; KobraShopping provides the lowest opening hours of 5 hours per day, while 24 hours per day is the longest. There are quite a few shops that are open twenty-four hours a day, although there are more unofficial shops like Glintz Fashion, Glodok Shop Elektronik, and 3F SHOP2 than official shops. Erigo Official is one of the official shops that is open twenty-four hours a day.
4. The average value for Store Rating is 4.8487, with a standard deviation of 0.11215. The minimum and maximum values for the Store Rating are 4.4 and 5.00, respectively. It is not unexpected that the median Store Rating is 4.8487 because both Official and Non-Official stores have an average Store Rating over 4, which leads values of 4.9 and 4.8 to predominate the data.
5. The average value for courier is 5.6563, and the standard deviation is 2.50043 since there aren't many stores that provide a wide variety of courier services to deliver items to customer. PINKFLASH OFFICIAL STORE has the fewest couriers and uses just one kind of courier. In contrast, Cam Helmet (Non-Official Store) and Wings Official Store provide all courier services, as 14 (Max).

### **Statistic Test**

A description of the statistical test results is in the following Table 4.

**Table 4 Test Statistics<sup>a</sup>**

	Sales	Berdiri	Jambuka	Rating	Kurir
Mann-Whitney U	1155.000	2838.000	1988.000	2029.500	2628.000
Wilcoxon W	4395.000	6078.000	5228.000	5269.500	5868.000
Z	-6.979	-1.236	-4.224	-4.489	-1.973
Asymp. Sig. (2-tailed)	<.001	.217	<.001	<.001	.048

a. Grouping Variable: OfficialNON

If the Asymp. Sig. (2-tailed) is less than or equal to 0.05, then there is a difference or effect, however if it is greater or equal to > 0.05, then there is no difference or effect

### **H1: Sales influence purchase decisions**

Based on the results of the statistical test presented above, it can be inferred that there is a difference or impact exerted by sales on purchase decisions in E-Commerce,

one of which is Tokopedia, with a value of 0.001 being achieved for the Sales variable where Asymp. Sig. (2-tailed) is less than 0.05. A store's growing quantity of sales influences more and more customers to make purchases there.

#### *H2: Establishment (Month) influence purchase decisions*

Based on the results of the Statistical Test presented above, it can be said that there is no impact or difference imposed by the Establishment on purchase decisions made in e-commerce since a value of 0.217 is obtained for the Establishment variable where Asymp. Sig. (2-tailed) is more than  $> 0.05$ . Customers often don't care how long a business has been in business or engaged in e-commerce since there is no assurance that the business with the longest history is the best or most reliable. The test results prove that consumers or buyers do not care about the store opening period. Thus, sellers need to focus more on service based on service assessment. This also supports that the store opening period is not displayed as main information to consumers on e-commerce platforms.

#### *H3: Opening hours influence purchase decisions*

Based on the statistical test results, a value of 0.001 is obtained for the Sales variable where Asymp. Sig. (2-tailed) is less than 0.05, therefore it can be inferred that Opening Hours have an impact or difference on purchase decisions in E-Commerce. Shopping is significantly more efficient when businesses are open for a longer period of time since customers may make purchases whenever they want to, as opposed to those who frequent stores with shorter hours.

#### *H4: Ratings influence purchase decisions*

Based on the results of the statistical test described above, it can be inferred that there is a difference or impact provided by the rating on purchase decisions made by E-Commers since the Sales variable yields a value of 0.001 where Asymp. Sig. (2-tailed) is less than 0.05. A positive shop rating encourages future customers to make purchases there, indicating that customers who have already transacted there are extremely happy with the experience and the products they received. A store's rating typically shapes how a store is seen by potential customers; a high rating reflects favorably on the store, and vice versa.

#### *H5: Courier influences purchase decisions*

Based on the results of the statistical test mentioned above, it can be inferred that there is a difference or impact exerted by the courier on purchase decisions made in e-commerce because the Sales variable yields a value of 0.048 where Asymp. Sig. (2-tailed) is less than 0.05. Recent reports of damaged items, damaged packing, forcefully broken packaging, and lengthy delivery times from various shipping service providers have caused some customers to be extra cautious when selecting the sort of courier service provided by store on Tokopedia.

### **Discussion**

This study demonstrate that a number of factors can and cannot have an impact on purchase choices. This is due to the fact that environmental factors can also affect purchase decisions (Qazzafi, 2019). When customers obtain services from service providers and then express happiness or discontent, purchase choices may result (Sakti & Rofiaty, 2020). When someone is satisfied, they are more likely to make a second purchase or recommend the store to others. In addition, consumers are also more likely

to visit stores that are currently doing well financially. Indirectly, high sales figures are also one of the factors that influence purchasing decisions. Consumer trust has a big role in e-commerce transactions (Giovani & Berlianto, 2022). As long as the store has their trust, customers won't care how long the store has open for business; otherwise, they wouldn't have voted for it. So that the month of the establishment won't influence the choice to buy. Nowadays, shopping can be done faster and with less time and space restrictions (such as store location and operating hours) (Le, Carrel, & Shah, 2021). Offering a wide range of operating hours provides customer value for consumers who are unsure of exactly when they want to purchase (Shy & Stenbacka, 2008, as cited in Miller, Yan, & Calamari, 2014). To the extent that e-commerce supports this concept, customers will have more freedom to visit and make purchases at stores that are open for a longer amount of time. As a result, purchase decisions are influenced by operating hours. The number of stars (or points) on the vendor's profile gives an indication of how well the seller meets the needs of the customer (Keeney, 199, as referenced in Nurul, Soewarno, & Isnalita, 2019). The more sales activities a store has, the higher its online reputation is said to be (Adomavicius & Tuzhilin, 2005). Therefore, store ratings are a reflection of the store itself; if it ranks high, potential customers will be enticed to shop there. As expected, ratings influence purchasing decisions. According to Noor, Tedjakusuma, Megawati, and Kumamoto (2022), research indicates that 85% of clients are ready to wait up to 5 days for delivery. While quick delivery is connected with a greater cost to pay, the longer people will willingly wait, the more compensation they receive, such as cheaper rates (Noor, et. al., 2022) Therefore, the more couriers offered by each business is better, since customers will have more option to choose the courier that best suits their wants and budget. So that the courier influences the purchasing decision.

## **CONCLUSIONS AND SUGGESTION**

Based on the findings of the analysis and discussion above, it can be said that sales, operating hours, rating, and the number of couriers influence purchasing decisions, whereas the duration of a store's existence has no bearing on those decisions, regardless of whether the store is an official store or a premium store. This occurs because Tokopedia is one of the most popular e-commerce sites in Indonesia and the information found there is easier to get than on other e-commerce sites. In addition to product evaluations and positive shop ratings, other e-commerce businesses should be able to provide a variety of courier service alternatives as well as other data that can support sales numbers and client confidence. Since the data used for this study were collected in December 2022, there is a chance that the findings will alter annually.

Considering that there are already several e-commerce sites available in Indonesia, such as Shopee, Blibli, Lazada, and Zalora, it is advised that future study be able to employ, add new factors, or modify research subjects. In addition, in addition to the previously researched variables, other factors also have an impact on purchase decisions. The findings of this study demonstrate how important service ratings and turnaround times are. in order for upcoming studies to look at customer service hours and the kinds of services they need. Aside from that, shoppers take into account the quantity of sales and delivery services offered. The minimal sales that have happened and the couriers who were employed can be investigated further. Sales can rise by identifying the number and couriers who receive the highest reviews from customers.

## REFERENCES

- Adhitama, A. (2022). Pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan. *Journal of Economics and Business UBS*, 1(2), 71–78.
- Adomavicius, G. & Tuzhilin, A. (2005) Toward the next generation of recommender systems: A survey of the state-of-the-art and possible extensions. *IEEE Transactions on Knowledge and Data Engineering*, 17, 734-749. doi.org:10.1109/TKDE.2005.99
- Ahmad, A. H., Masri, R., Chong, C. V., Ula, R., Fauzi, A., & Idris, I. (2020). Evolution of technology and consumer behaviour: The unavoidable impacts. *Journal of Critical Review*, 7(11), 3206–3217.
- Aisyah, D., & Engriani, Y. (2019). Pengaruh reputasi, kualitas informasi, dan e-wom terhadap minat beli pada situs jual beli online Tokopedia yang dimediasi oleh kepercayaan pelanggan. *Jurnal Kajian Manajemen dan Wirausaha*, 1(4), 48–59. doi:10.24036/jkmw0278990
- Akhbar, M. A. (2022). *Menjadi power merchant dan official store di Tokopedia ?*. Retrieved from: <https://ukmindonesia.id/baca-deskripsi-posts/menjadi-power-merchant-dan-official-store-di-tokopedia->
- Algiffary, M. A., Wahab, Z., Shihab, M. S., & Widiyanti, M. (2020). Pengaruh celebrity endorser, online advertising dan word of mouth terhadap minat beli konsumen pada e-commerce Tokopedia. *AMAR (Andalas Management Review)*, 4(2), 16–31. doi:10.25077/amar.4.2.16-31.2020
- Andriani, F. (2021). Pengaruh iklan dan kualitas pelayanan terhadap keputusan pembelian konsumen Tokopedia. *Jurnal Inovatif Mahasiswa Manajemen*, 1(3), 266–78.
- Arbaini, P., Wahab, Z., & Widiyanti, M. (2020). Pengaruh consumer online rating dan review terhadap keputusan pembelian pada pengguna marketplace Tokopedia. *Jurnal Bisnis dan Manajemen*, 7(1), 25–33. doi:10.26905/jbm.v7i1.3897
- Ardianto, K., Nuriska, F. P., & Nirawati, L. (2020). Pengaruh kepercayaan dan ulasan produk terhadap minat beli ulang Emina pada official store Shopee di kota Surabaya. *Jurnal Ilmiah Manajemen Ubhara*, 2(2), 62–73. doi:10.31599/jmu.v2i2.759
- Batubara, S., Harahap, D. S, Haty Hrp, N., & Maharani, F. (2021). Analysis of the impact of using e-commerce in increasing sales turnover of micro, small and medium enterprises in Padangsidempuan City. *International Journal of Educational Research & Social Sciences (IJERSC)*, 2(5), 1008–1014. doi.org:10.51601/ijersc.v2i5.155
- Dwi, C. (2023). *Selain JD.ID, ini deretan e-commerce yg tumbang di RI*. Retrieved from: <https://www.cnbcindonesia.com/tech/20230131120604-37-409629/selain-jdid-ini-deretan-e-commerce-yg-tumbang-di-ri>
- Giovani, C., & Berlianto, M. P. (2022). Faktor yang mempengaruhi purchase decision konsumen yang menggunakan platform Tokopedia. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(3), 2148-2170.
- Gunawan, I. (2022). *Tokopedia jadi e-commerce paling unggul, ini alasannya*. Retrieved from: <https://ekonomi.bisnis.com/read/20220419/12/1524504/tokopedia-jadi-e-commerce-paling-unggul-ini-alasannya>.

- Guo, H., Liu, Y., Shi, X., & Chen, K. Z. (2020). The role of e-commerce in the urban food system under covid-19: Lessons from China. *China Agricultural Economic Review*, 13(2), 436–455. doi:10.1108/caer-06-2020-0146.
- Hua, W., & Jing, Z. (2015). An empirical study on e-commerce logistics service quality and customer satisfaction. *Proceedings of Wuhan International Conference on e-Business (WHICEB), AIS Electronic Library (AISeL)*. Retrieved from: <https://aisel.aisnet.org/whiceb2015/62>
- Johan, S. (2017). Do cross border integrated acquisition really create value in emerging Market?. *International Journal of Economic Research*, 14(5), 1-12.
- Johan, S. (2020). Do foreign firms bring value to emerging financial market? (An empirical evidence Indonesia Banking). *Advances in Economic, Business and Management Research*, 149(APMRC 2019), 51–56.
- Komala, C., & Sugilar, H. (2020). Kategori dan layanan e-commerce terhadap daya beli di kalangan mahasiswa. *Jurnal Benefita*, 5(1), 129–139. doi:10.22216/jbe.v5i1.4235
- Lailiya, N. (2020). Pengaruh brand ambassador dan kepercayaan terhadap keputusan pembelian di Tokopedia. *IQTISHADequity*, 2(2), 113–126.
- Lestari, I. T. & Widyastuti. (2019). Pengaruh kepercayaan dan kemudahan terhadap keputusan belanja online (Studi pada pengguna Tokopedia). *Jurnal Ilmu Manajemen*, 7(2), 478–484.
- Le, H. T., Carrel, A. L., & Shah, H. (2021). Impacts of online shopping on travel demand: A systematic review. *Transport Reviews*, 42(3), 273–295. doi:10.1080/01441647.2021.1961917
- Miller, N. J., Yan, R-N., & Calamari, S. (2014). Occasionally open, always an experience: Limiting store hours. *International Journal of Retail & Distribution Management*, 42(2), 92–105. doi:10.1108/ijrdm-10-2012-0097.
- Noor, E. R., Tedjakusuma, A. P., Megawati, V., & Kumamoto, J. (2022). The effect of logistics capabilities on online purchase attitude and purchase intention in the millennials of Tokopedia Users. *Proceedings of the 19th International Symposium on Management (INSYMA 2022)*, 1007–1015. doi:10.2991/978-94-6463-008-4\_125
- Nurul, M., Soewarno, N., & Isnalita, I. (2019). Pengaruh jumlah pengunjung, ulasan produk, reputasi toko dan status gold badge pada penjualan dalam tokopedia. *E-Jurnal Akuntansi*, 28(3), 1855-1865. doi.org:10.24843/eja.2019.v28.i03.p14
- Pahlevi, R. (2022). *Riset ipsos ungkap kualitas produk di Tokopedia unggul, bagaimana marketplace Lainnya?* Retrieved from: <https://databoks.katadata.co.id/datapublish/2022/04/21/riset-ipsos-ungkap-kualitas-produk-di-tokopedia-unggul-bagaimana-marketplace-lainnya>
- Pradipta, I. A., Maulana, Y., & Sanjaya Jio, I. M. (2020). Factors that affecting purchase decision on Automotive Workshop official store in e-commerce. *2020 International Conference on Information Management and Technology (ICIMTech)*, 993–998. doi:10.1109/icimtech50083.2020.9211127.
- Qazzafi, S. (2019). Consumer buying decision process toward products. *International Journal of Scientific Research and Engineering Development (IJSRED)*, 2(5), 130-134).
- Rahayu, S. (2021). Pengaruh harga, kepercayaan dan kualitas produk terhadap keputusan pembelian pengguna e-commerce Tokopedia. *MBIA: Journal Management, Bisnis and Accounting*, 20(1), 40–50.



- Rakhmayanti, I. (2023). *JD.ID tutup, ini deretan ecommerce RI yang gulung tikar*. Retrieved from <https://www.cnbcindonesia.com/tech/20230130135204-37-409327/jdid-tutup-ini-deretan-ecommerce-ri-yang-gulung-tikar>
- Sakti, I. M., & Rofiaty. (2020). The influence of purchase experience, trust and price toward customers purchase decision on Tokopedia. *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 8(2), 1-10.
- Tu, R. K., Kim, J., & Kim, I. B. (2019). The analysis and design of online K-Pop shopping mall using cafe 24 Smart Design. *한국콘텐츠학회 종합학술대회 논문집, WISSET-UP Session*, 475–476.
- Raidah, R. A., Wibowo, S. F., & Rahmi. (2019). Analisis pengaruh e-service quality dan perceived service value terhadap kepuasan pelanggan Tokopedia. *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, 10(1), 148 - 166. Retrieved from <https://journal.unj.ac.id/unj/index.php/jrmsi/article/view/11008>