The Influence of information quality, risk perception, and promotion on buying decision at Tokopedia on Mikroskil University students

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ABSTRACT

The purpose of this study was to determine and analyze the influence information quality, risk perception, and promotion on buying decision at Tokopedia on Mikroskil University students. The type of this research used in this study was quantitative research with descriptive approach. The population of this research were students of Mikroskil university, faculty business amounted 162 respondents. The sampling technique was using a saturated sample and the number of samples in this study amounted 162 respondents. The method of data analysis used multiple linear regression analysis. The results showed that the information quality, risk perception, and promotion variables partially influence the buying decision at Tokopedia on Mikroskil University Students. However, simultaneously variables, information quality, risk perception, and promotion affect buying decision at Tokopedia on Mikroskil University Students. The results of the coefficient of determination is 82.3%, this shows that the variables consisting of information quality, risk perception, and promotion affect the buying decision variables by 82.3%. While the remaining 17.7% is explained by other variables not explained in this study.

Keywords:
Buying Decision
Information Quality
Risk Perception
Promotion

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1. INTRODUCTION

Along with the development of science and technology, public demand for goods and services has increased and has a considerable impact on people who make buying and selling transactions through the internet. To make it easier for people to meet their needs, various e-commerce sites were formed. E-commerce can reach a wide market share where all over the world it can be as a seller or buyer. One of the most popular e-commerce in Indonesia is Tokopedia. Here's a picture of the order of the most popular e-commerce in Indonesia in 2021.

Source: Selular.ID
Tokopedia is one of the successful companies and is also the first e-commerce company established in Indonesia. Apart from being the first that is embedded in the eyes of consumers when considering e-commerce, Tokopedia also helps Micro, Small and Medium Enterprises (UMKM) in promoting local products that are sold. In accordance with Tokopedia’s tagline, “Selalu Ada Selalu Bisa” which is to become a platform that allows its users to meet their needs easily and quickly from home, without the need to go out.

An e-commerce can survive or develop in the future is strongly influenced by the large number of consumers from the e-commerce who are willing to buy and use the products offered. A purchasing decision is a stage made in the buying decision-making process where the consumer actually decides to make a purchase (Dyatmika & Wisnu, 2018). When the consumer has determined interest in a product, the consumer can buy the product which is said to be a buying decision.

In this age of all-internet use, information is an asset. The quality of information is also one of the things that needs to be considered considering the lot of competition. The quality of information is a strong foundation in determining the success and failure of online shopping sites in the future (Rahmizal & Yuwendungi, 2020). The information provided must be quality and structured so that it is easy to understand. Quality information is information that is accurate, clear, detailed, relevant, easy to obtain, timely, up to date and in accordance with user needs. Of course, the quality of the information conveyed by the company is so important considering that the products desired by consumers cannot be seen directly physically.

Every business, of course, there are risks, in the presence of quality information will help in choosing products with less risk. Risk perception is the uncertainty consumers face if they cannot foresee the consequences of their buying decisions (Prilano, Sudarso, & Fajrillah, 2020). The perception of risk also needs to be considered because if it turns out that the company is unable to provide security guarantees for the transactions carried out, of course buyers will hesitate to shop.

A good product without promotion also does not increase sales because with promotion, consumers will know how the quality and usefulness of the product encourages consumers to buy the product. Promotion is one of the good strategies to use in order to make the product more visible than other similar products. Promotion is an activity that communicates the benefits of a product and persuades the target consumer to the product (Riyono, Astono, & Rosiana M., 2019).

**Theory**

**Buying Decision**

The buying decision is one of the important things that needs to be considered because it is a consideration for companies in planning the right marketing strategy. A buying decision describes a stage where the consumer already has a choice over a product and is ready to make a purchase or exchange and a promise to pay with the right of ownership or use of a product (Wijaya & Warnadi, 2019). Indicators of the purchasing decision are (Prilano, Sudarso, & Fajrillah, 2020):

1. As needed
   - Customers make purchases because the products offered are as needed and are easy to find the goods needed.
2. Having benefits
   - The products purchased are very meaningful and useful for customers.
3. Stickyness in buying products
   - Prices according to product quality and in accordance with customer wishes.
4. Recurring purchases
   - A situation where consumers are satisfied with previous transactions so they intend to always make transactions in the future.

**Information Quality**

With complete information, of course, it is a consideration for consumers before buying a product, especially if the product offered is not physical. Quality information is quality relating to the amount, accuracy, and form of information about the products and services offered on the website (Widiani, Indiani, & Wahyuni, 2019). Indicators of the quality of information are (Widiani, Indiani, & Wahyuni, 2019):

1. Accuracy
   - The information produced by the information system must be accurate because it plays a very important role in decision making. Accurate information means that it must be error-free and free from bias.
2. Completeness
Completeness of information quality is the completeness of the content of the information produced by the information system. Complete information is information that includes all the information needed by the user of the information system.

3. Format (Form)
The format (form) of presenting information produced by the information system, describes the quality of the information of the information system. If the presentation of information is in the right form, the information produced is considered quality so that it makes it easier for users to understand the information produced.

4. Timeliness
The quality of information from the information system can be said to be good if the information generated is on time, if the information needed is late, then this will affect the speed of decision making and if decision making is late, it will be fatal to the users of the organization.

5. Relevance
The quality of information in an information system is said to be good if it is relevant to the needs of users, if the information produced is relevant, the information will be useful. The relevance of information for each user is different from one another.

Risk Perception
Risk perception is an uncertainty faced by consumers when they are unable to foresee the impact and decisions of their choosing (Haqiqi, Lasiyono, & Prabowo, 2020). This risk perception aims to minimize and avoid unwanted events from happening. Indicators of risk perception, namely (Hasibuan & Pradana, 2020): Risk perception is an uncertainty faced by consumers when they are unable to foresee the impact and buying decisions of their choosing (Haqiqi, Lasiyono, & Prabowo, 2020). This risk perception aims to minimize and avoid unwanted events from happening. Indicators of risk perception are (Hasibuan & Pradana, 2020):

1. Functional Risk (Functional Risk)
   Risk when the product cannot provide proper performance. Consumers are worried that a product does not work as it should.
2. Physical Risk
   Consumers concerns that a product may cause a certain physical hazard.
3. Financial Risk
   Consumers doubts that a product will provide benefits compared to the amount of money spent to obtain it.
4. Social Risk
   Consumers concerns that the products they consume will get a negative response from those around them, such as humiliation that causes feelings of shame.
5. Psychological Risk (Psychological Risk)
   Consumer concerns that a product will not fulfill his ego or desires.
6. Time Risk
   Consumers' concerns that the time they spend searching for a product will be wasted if the product purchased is not as good as expected.

Promotion
Promotion is an element of the marketing mix that focuses on informing, persuading and reminding consumers of the company's brand and products (Tolan, Pelleng, & Puniundoong, 2021). Online promotions that are made also use interesting ideas so that they can attract consumers, where with good promotions, it will certainly provide benefits for the company. Indicators of promotion are (Senggentang, Mandey, & Moniharapon, 2019):

1. The frequency of promotion, is the number of sales promotions carried out at a time through sales promotion media.
2. The quality of promotions, is a benchmark for how well sales promotions are carried out.
3. Promotion quantity, is the value or amount of sales promotion provided by consumers.
4. Promotion time, is the length of promotion carried out by the company.
5. The determination or suitability of promotion goals, is a necessary factor to achieve the desired targets of the company.

2. RESEARCH METHOD
This type of research uses quantitative research methods with a descriptive approach. Quantitative research is a type of research that produces some findings that can be achieved using some statistical procedure or other means of quantification (measurement) (Jaya & Laut, 2020). This study also uses a descriptive approach with the aim of describing the object under study.
through data and samples that have been collected or research results (Sukmadinata, 2016). Data collection was carried out by providing questionnaires to respondents and then the data was converted into quantitative data to facilitate data processing into the SPSS 25 program.

The sampling technique used is the Nonprobability Sampling Technique. Nonprobability sampling techniques are sampling techniques that do not provide equal opportunities or opportunities for each element or member of the population to be selected as members of the sample (Siyoto & Sodik, 2015). Saturated Sampling is a sample determination technique if all members of the population are used as samples (Siyoto & Sodik, 2015). The population in this study are students of The Mikroskil University, Faculty of Business Stambuk 2018 – 2021 who have made transactions on Tokopedia. The total population in this study was taken from the distribution of Tokopedia user forms and answered by students of the Mikroskil University, Faculty of Business who had been online at Tokopedia as many as 162 students.

3. RESULTS AND DISCUSSIONS

Partial Testing (t Test)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>.049</td>
<td>.157</td>
<td>.309</td>
<td>.757</td>
</tr>
<tr>
<td>Kualitas_Informasi</td>
<td>.301</td>
<td>.077</td>
<td>.300</td>
<td>3.887</td>
</tr>
<tr>
<td>Persepsi_Risiko</td>
<td>.391</td>
<td>.087</td>
<td>.352</td>
<td>4.504</td>
</tr>
<tr>
<td>Promosi</td>
<td>.304</td>
<td>.069</td>
<td>.301</td>
<td>4.378</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Keputusan_Pembelian

Based on the table above, it can be seen that the results in the testing of each free variable are as follows:

1. The results of the assessment for the information quality variable showed a calculated value of 3.887 > ttable of 1.975 with a significant value of 0.000 < 0.05. then the H₀ hypothesis was rejected and H₁ was accepted, meaning that the quality of information had a positive and significant effect on the buying decision.

2. The results of the assessment for the risk perception variable showed a calculated value of 4.504 > ttable of 1.975 with a significant value of 0.000 < 0.05. then the H₀ hypothesis was rejected and H₁ was accepted, meaning that the perception of risk has a positive and significant effect on buying decisions.

3. The results of the assessment for the promotion variable showed a calculated value of 4.378 > ttable of 1.975 with a significant value of 0.000 < 0.05. then the H₀ hypothesis is rejected and H₁ is accepted, meaning that promotion has a positive and significant effect on buying decisions.

Simultaneous Testing (F Test)

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>35.711</td>
<td>3</td>
<td>11.904</td>
<td>250.531</td>
<td>.000⁰</td>
</tr>
<tr>
<td>Residual</td>
<td>7.507</td>
<td>158</td>
<td>.048</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>43.219</td>
<td>161</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Keputusan_Pembelian
b. Predictors: (Constant), Promosi, Kualitas_Informasi, Persepsi_Risiko

Based on the table above, it is known that the Fcount is 250.531 > the Ftabel is 2.662 and the significant value is 0.000 < 0.05. therefore, the H₀ hypothesis is rejected and H₁ is accepted which means that the variables of information quality, risk perception and promotion simultaneously affect the buying decision.
Coefficient of Determination Testing ($R^2$)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.909(^a)</td>
<td>.826</td>
<td>.823</td>
<td>.21798</td>
</tr>
</tbody>
</table>

\(a\). Predictors: (Constant), Promosi, Kualitas_Informasi, Persepsi_Risiko

Based on the table above, it is known that the value of the coefficient of determination (Adjusted R Square) obtained was 0.823 or 82.3%. This shows that the variables of information quality, risk perception and promotion were able to explain buying decisions by 82.3% while the remaining 17.7% were influenced by other variables that were not explained in this study.

Discussion
The Effect of Information Quality on Buying Decisions
Based on the results of the partial test, the information quality variable showed a calculated value of 3.887 > \text{tabel} of 1.975 with a significant value of 0.000 < 0.05. So the H0 hypothesis was rejected and Ha was accepted which means that the quality of information has a positive and significant effect on buying decisions at Tokopedia in students of the Faculty of Business, Mikroskil University. The results of this study are in line with the results of previous studies because they show that the quality of information affects buying decisions (Dyatmika & Wisnu, 2018). But this study is not in line with other previous studies showing that the quality of information has no effect on buying decisions (Wijaya & Warnadi, 2019).

The Effect of Risk Perception on Buying Decisions
Based on the results of the partial test, the risk perception variable showed a calculated value of 4.504 > \text{tabel} of 1.975 with a significant value of 0.000 < 0.05. So the H0 hypothesis was rejected and Ha was accepted, which means that the perception of risk has a positive and significant effect on buying decisions at Tokopedia in students of the Faculty of Binsis, Mikroskil University. The results of this study are in line with the results of previous studies because they show that risk perception affects buying decisions (Dyatmika & Wisnu, 2018). But this study is not in line with other previous studies showing that risk perception has no effect on buying decisions (Zulfa & Hidayati, 2018).

The Effect of Promotion on Buying Decisions
Based on the results of the partial test, the promotion variable showed a calculated value of 4.378 > \text{tabel} of 1.975 with a significant value of 0.000 < 0.05. So the H0 hypothesis was rejected and Ha was accepted which means that promotion has a positive and significant effect on buying decisions at Tokopedia in students of the Faculty of Business, Mikroskil University. The results of this study are in line with the results of previous studies because they show that promotion affects buying decisions (Putra, 2020). But this study is not in line with other previous studies that show that promotion has no effect on buying decisions (Heni, Mursito, & Damayanti, 2020).

The Effect of Information Quality, Risk Perception, and Promotion on Purchasing Decisions
The results of simultaneous testing of variables of information quality, risk perception and promotion of buying decisions with a calculated F value of 250.531 > \text{F tabel} of 2.662 and a significant value of 0.000 > 0.05. So the hypothesis of the H0 hypothesis was rejected and Ha was accepted which means that the quality of information, risk perception and promotion affect the buying decision at Tokopedia in students of the Faculty of Business, Mikroskil University. The value of the coefficient of determination obtained can be seen that the three variables studied, namely information quality, risk perception and promotion, had an effect of around 0.823 or 82.3%, while the remaining 17.7% were influenced by other variables that were not studied in this study.

4. CONCLUSION
Based on the results of this study, the following conclusions can be drawn:
1. Partially, the variables of Information Quality, Risk Perception, and Promotion have a positive and significant effect on Buying Decisions at Tokopedia in students of the Faculty of Business, Mikroskil University.
2. Simultaneously, the variables of Information Quality, Risk Perception, and Promotion influenced the Buying Decision at Tokopedia on students of the Faculty of Business, Mikroskil University.

3. The value of the coefficient of determination (Adjusted R Square) was obtained by 0.823 which shows that the variables of Information Quality, Risk Perception, and Promotion were able to explain Buying decisions of 82.3%, while the remaining 17.7% was influenced by other variables that were not studied in this study.

REFERENCES


