

Research Design To Analyze Factors Influencing Purchase Decisions (Online Business Platform Users)

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Abstract. The existence of a pandemic that has hit the world has changed many rules of human life, including those related to business. Businesses that bring together sellers and buyers directly (offline) are turning into online sales and purchases. This condition is known as the digital era. In this digital era, social media increasingly has an important role as a business tool. The change from offline to online has an impact on consumers in making purchases of a product. Online shopping is increasing. Problems that arise as a basis for consideration for making online purchases include promotional factors, brand image, and brand awareness so that the plan of the purpose of this study is to analyze the influence of promotion, brand image, and brand awareness on online purchasing decisions. Respondents in this study were consumers who had shopped for fashion products using an online platform with a minimum age of 17 years. The plan is to collect data using questionnaires that are distributed online to consumers who live around the Muhammadiyah University of Purwokerto. The data will be analyzed using multiple linear regression using SPSS. The expected results are both simultaneously and partially, promotion, brand image, and brand awareness have a positive effect on online purchasing decisions.

Keywords: Brand image, fashion, purchase decision, brand awareness, promotion

1 Introduction

The existence of a pandemic that has hit the world has changed many rules of human life, including those related to business. The business that initially brought together sellers and buyers directly (offline) turned into selling and buying online. The change from offline to online has an impact on consumers in making purchases of a product. Ease of internet access is increasing. Online shopping is also increasing. Businesses that use tools or media to transact online are called digitally transacting or using online business platforms or the term using e-commerce. Therefore, in this digital era, social media increasingly has an important role as a business tool. This is because social media is an important key factor in helping companies improve their performance. Social media is a means of communication that facilitates and enhances communication between businesses and consumers in a way that traditional information technology cannot. Social media gives organizations visibility, persistence, editing ability, and information association [28].

The following is an overview of the use of online applications in the 3rd quarter of 2021

Table 1. Number of Application Downloads and Active Users of E-Commerce Q3-2021

No	Name of <i>E-commerce</i>	Number of Downloads	Active User
1	Tokopedia	100 million more	158.1 million
2	Shopee	100 million more	134.3 million
4	Bukalapak	50 million more	30.1 million
3	Lazada	100 million more	27.9 million
5	Bli bli	10 million more	16.3 million

*(Q1=Kuartal ke-3). **Source:** www.iprice.co.id

The data is in the 3rd quarter of 2021. It is likely that the types and users of online applications are increasing and business competition is increasing.

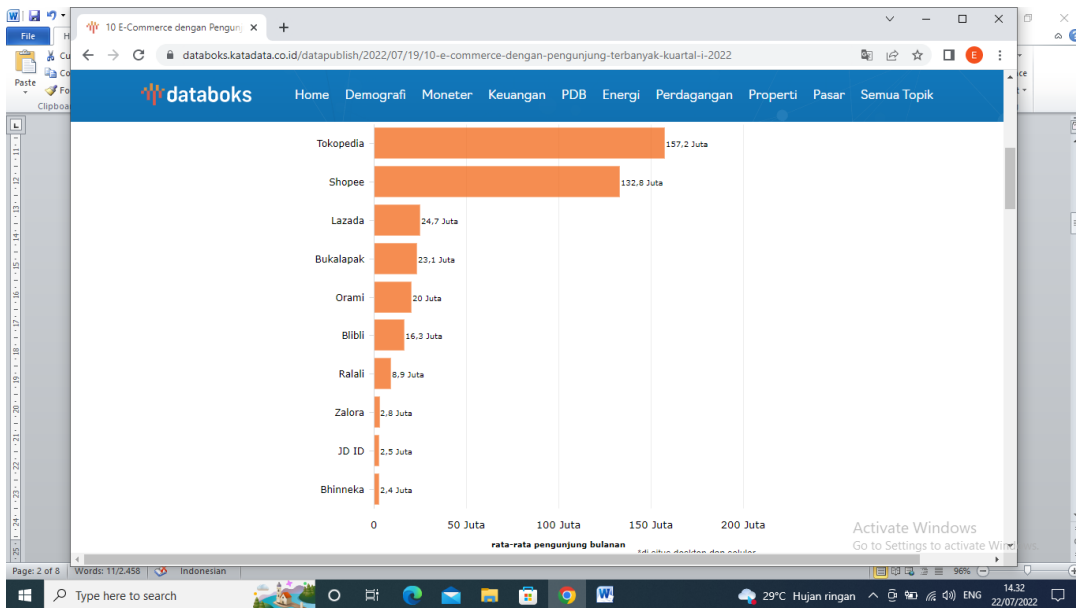


Figure 1. 10 E-Commerce dengan Pengunjung Terbanyak Kuartal I 2022
The E-Commerce Site with the Most Visitors* in Indonesia (First Quarter 2022)
 Source : iPrice

In Figure 1 above is the data of 10 users of the E-Commerce application. Based on tables 1 and 2, it can be seen that Tokopedia and Shopee still occupy the top positions in online business competition.

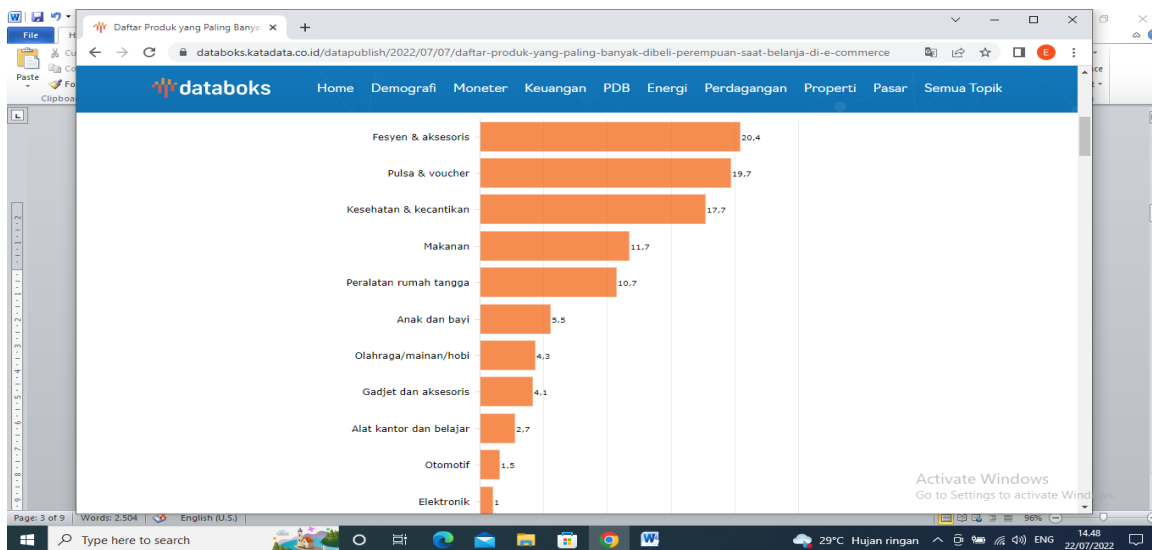
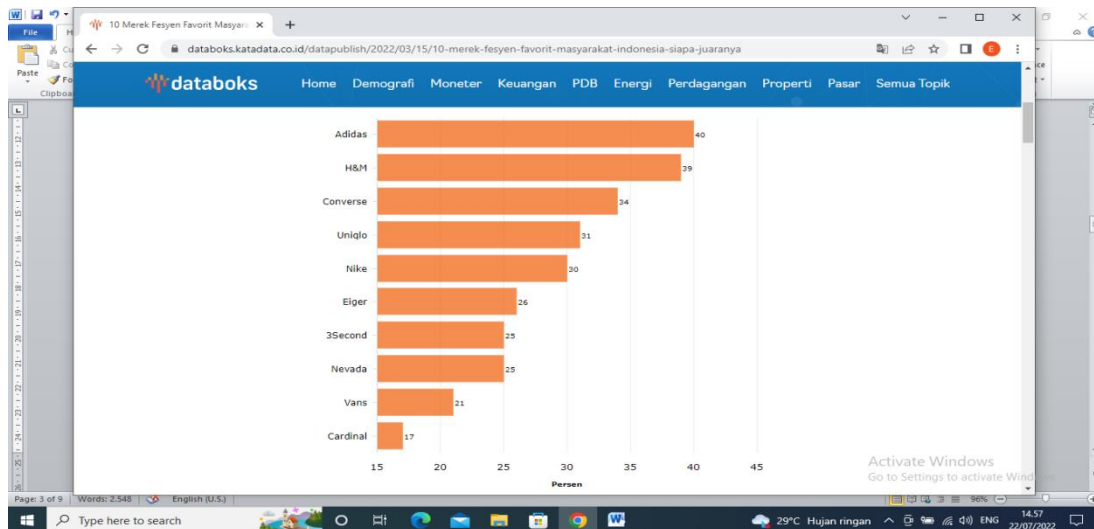


Figure 2. List of Products Most Buy by Women When Shopping in E-Commerce
Proportion of the Number of Women's E-Commerce Transactions by Product Category (2021)
 Source : Katadata Insight Center (KIC), Kredivo, 6 June 2022

Based on Figure 2, it can be seen that the highest use of online shopping applications is fashion products and accessories.



**Figure 3. 10 Favorite Fashion Brand of Indonesian Society, Who is the Champion?
10 Respondent's Favorite Fashion Brand (December 2021)**
Source: Populix, December 2021

Based on Figure 3, it can be seen that the fashion products with the highest purchases are adidas, H&M, and Converse

Based on the table and figure above, to make online purchase transactions, consumers usually already have a picture of the product they are going to buy because they have seen a product promotion. In addition, consumers who are observant in choosing products will consider products based on well-known brands, which means the product has a brand image. In addition to brand image, the basis for product selection is brand awareness. This brand awareness has also been built based on experiences using products that are felt to have value for consumers. These three variables are part of the marketing strategy to attract consumers. This is because both promotion, brand image and brand awareness are triggers for consumers to think in choosing the product to buy. Promotions with an attractive appearance can influence the minds of consumers. Brand image is formed, among others, the quality of products that have been trusted. Brand awareness arises because consumers realize that a product can be trusted with its advantages over other brands.

Utilizing social media to do online shopping or by using online platforms is no longer a new thing. This research is a development research. The reason for choosing promotion, brand image and brand awareness as the variables of this research is based on the results of research from [2] which uses brand image and brand awareness variables in influencing purchasing decisions. Furthermore, there is research from [45] and [10]. [45] have four research variables, namely brand association, brand image, brand awareness and word of mouth. In this study, only brand image and brand awareness were used. Furthermore, it is based on research by [10] with 3 variables, namely promotion, positioning and brand image. In this study, only promotion and brand image variables were used. Based on these three sources, in this study the variables of promotion, brand image and brand awareness were selected in analyzing their influence on purchasing decisions. Meanwhile, the research target product is fashion product.

According to [24], the purchase decision is a decision-making process through five stages, namely problem recognition, information search, alternative evaluation, purchase decisions and post-purchase behavior. Purchasing decisions are processes where consumers recognize a problem, seek information about a particular product or brand, and evaluate any alternative that can solve the problem, which then leads to a purchase decision [49]. This research plan is to analyze promotion, brand image and brand awareness in influencing purchasing decisions.

The first factor in this research is promotion. Promotion is the process of delivering or providing information to factor as a marketing target for a product to influence or persuade that person to buy goods or services. Because promotion is a strategy to increase sales volume of a product or service. Promotion is a marketing mix that tries to communicate about a certain product or service to people in the hope that people will have the desire to buy the product or service. Various types of promotions, such as sales promotions and promotions through the internet and online sites, can increase the desire to buy from consumers [5], [7], [37].

Several studies on the effect of promotion on purchasing decisions show different results. According to [29], promotion has a significant effect on purchasing decisions. According to [10], [21], [53], [3], and [11], there is a positive influence between promotion and purchase decisions. Meanwhile, according to [20] the results of his research indicate that promotion has a negative effect on purchasing decisions. Different results

were found in [16] namely that promotion did not have a positive and significant effect on purchasing decisions. According to [38] and [54], promotion has a positive but not significant effect on purchasing decisions. Meanwhile, according to [41] and [6], promotion has no effect on purchasing decisions.

The second factor that influences purchasing decisions is their image. Brand image is a brand perception that is reflected by brand associations stored in human memory [30]. Brand image can also be interpreted as a perception that arises in the minds of consumers when considering a brand of a particular product [31]. The existence of a brand image can contribute to the company's success when customers are willing to buy products or services at a higher price [8].

Several studies on the effect of brand image on purchasing decisions show different results. According to [29] Brand image has a significant effect on purchasing decisions for Wardah Cosmetics beauty products. The results of research by [47] are that brand image influences online purchasing decisions on the Shopee platform. In addition, according to [27], [12], [2], [14], [50], and [10], brand image partially positive and significant to purchasing decisions. Different results were found in the research of [44] that brand image has no effect on purchasing decisions. However, [15] found that brand image has a positive but not significant effect on purchasing decisions. Meanwhile, according to [45], brand image does not have a positive effect on purchasing decisions.

The third factor that influences purchasing decisions is brand awareness. According to [43], brand awareness is closely related to an acknowledgment of a brand and a memory of a brand. This brand recognition involves people who will be able to recognize the brand as something different from other brands. The higher the brand awareness, the higher the market share and the better quality evaluation (Darayani & Saryadi, 2016). [40] among others explain the notion of brand awareness according to the view of Malik, et al. (2013) and [52]. According to Malik, *et al.*, (2013), brand awareness is the possibility that consumers know the availability and accessibility of the company's products and services. One form of brand awareness is a brand that is already known and has reliable possibilities and the quality can be justified [52]. That is why brand awareness makes consumers think about using or buying them. [25] stated that purchasing decision is the process by which consumers decide which brand to buy.

Several studies on the effect of brand awareness on purchasing decisions show different results. According to [46], brand awareness has a significant effect on purchasing decisions. According to [1] and [42] states that brand awareness has a significant effect on purchasing decisions. In addition, according to [15], [2], and [32], namely Brand awareness has a positive and significant influence on purchasing decisions. Different results were found in [51], that brand awareness has no effect on purchasing decisions. Meanwhile, according to [45], brand awareness does not have a positive effect on purchasing decisions.

Based on the various differences in the results of these studies, a problem can be formulated. Problems that arise as a basis for consideration for making online purchases include promotional factors, brand image, and brand awareness so that the purpose of this research plan is to analyze the influence of promotion, brand image, and brand awareness on online purchasing decisions.

2 Literature Review

Effect of Promotion and Purchase Decision

According to Sugiyono (2004) described in [10], promotion is an important factor in realizing the sales goals of a company. In addition, promotion can be defined as a form of marketing communication or marketing activity that seeks to disseminate information, influence or persuade and/or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered. by the company concerned [39]. [6] explain the notion of promotion from Kotler and Keller (2009), that promotion can be in the form of various ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold.

The results of the study which state that promotions positively affect purchasing decisions are [10], [21] and [53], [3], and [11]. Based on this, the formulation of the hypothesis is that promotion has a positive effect on purchasing decisions.

Influence of Brand Image and Purchase Decision

According to [25], purchase decision is the process by which consumers decide which brand to buy. Brand image is one of the good names for a product that has been built for a long time because a product has various advantages that are positively assessed by consumers. Brand image is a set of beliefs, ideas, messages, and perceptions of a person, community/society about a brand [33]. Brand image is a brand perception that is reflected by brand associations stored in human memory [30]. Brand image can also be interpreted as a perception that arises in the minds of consumers when considering a brand of a particular product [31].

Research results which state that brand image positively influences purchasing decisions are the results of research from [14], [50], [10], [27], and [12]. Based on this, the formulation of the hypothesis is that brand image has a positive effect on purchasing decisions.

Effect of Brand Awareness and Purchase Decision

According to [25], purchase decision is the process by which consumers decide which brand to buy. Brand awareness is closely related to an acknowledgment of the brand and memory of a brand [43]. [13] explains Aaker who states that brand awareness is the ability of potential consumers to recognize or remember that a brand belongs to a certain product category. If someone has heard or seen a product with a certain brand, then they realize and are interested in the product and have the intention to try to buy a brand. But it's different if someone never knows about the brand then that person becomes doubtful and may not want to try to buy it. This means that a brand that is embedded in a person's memory makes someone think about the product. One form of brand awareness is a brand that is already known and has reliable possibilities and the quality can be justified [52].

Several research results regarding brand awareness have a positive effect on purchasing decisions according to [15], [2], and [32]. Based on this, the formulation of the hypothesis is that brand awareness has a positive effect on purchasing decisions.

The conclusions of the proposed hypothesis are:

H₁: Promotion has a positive effect on purchasing decisions

H₂: Brand image has a positive effect on purchasing decisions

H₃: Brand awareness has a positive effect on purchasing decisions

3 Research Method

This research is a quantitative study with research variables consisting of promotion, brand image, and brand awareness. The plan is that the respondents are male or female who are currently studying and are at least 17 years old and currently pursuing a minimum of high school education and living around the Muhammadiyah University of Purwokerto . The criteria for respondents to have at least used social media or online applications to shop for fashion products. Collecting respondent data using a questionnaire tool that is distributed online. Sampling was carried out by accidental non-probability sampling method which was carried out by convenience sampling, meaning that the sampling was comfortable, carried out by choosing a free sample at will, which meant that anyone could be a sample as long as they met the criteria as respondents [9]. According to [34], to determine the number of samples from an unknown population, it was adopted from Lemeshow (1997) and amounted to a minimum of 97. The focus of this study is to reveal the effect of the X variable on Y, the data collected will be analyzed using multiple linear regression. using the SPSS analysis tool [48].

Description of research variables and indicators as a basis for assessment. Purchasing decisions are sourced from [24]. Purchasing decision is a decision-making process that passes through five stages, namely problem recognition, information search, alternative evaluation, purchase decisions and post-purchase behavior. Promotion is an activity that communicates the advantages of a product and persuades target customers to buy it [24]. Promotional indicators are derived from [23], namely Promotion Frequency, Promotion Quality, Promotion Quantity, Promotion Time, and Promotional Determination or suitability.

Brand image or brand image is a representation of all perceptions of a brand that has been formed from past experience of knowledge or users of the brand [35], and there are 3 indicators, namely Image Maker / Company (Corporate Image), User Image (User Image).), and Product Image (Product Image). In addition, the indicators of brand image according to [23] are strength (strength), uniqueness (uniqueness), and liking (favorable).

Brand awareness is the ability of consumers to remember or recognize brands from memory [4]. One form of brand awareness is a brand that is already known and has reliable possibilities and the quality can be justified [52]. Brand awareness is the ability of consumers to identify brands even in different conditions. The indicator of a brand element consists of a name, logo, symbol, slogan, or packaging that can be chosen to increase brand awareness, identify the brand in general, and distinguish it from other brands [22].

Before filling out the questionnaire, respondents were asked to fill in respondent's profile data about age, education level, fill in data on ownership of online shopping platforms, have/never shopped for fashion products, and products and brands that have been purchased. Furthermore, the guide to filling out the questionnaire was preceded by the understanding of promotion, brand image, and brand awareness. For the assessment of statement items using a 5-point Likert scale (Agree).

For regression analysis, the formula is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Y is purchase decision, X₁ is Promotion variable, X₂ is Brand image, and X₃ is Brand awareness. While e is the standard error value.

To prove the hypothesis, it will be analyzed using SPSS tools. The stages that will be passed are validity and reliability tests. To select the data using normality test, multicollinearity, heteroscedasticity. For further analysis is t test using regression analysis.

The criteria for testing the hypothesis are:

Ho: $\beta \leq 0$, Promotion, Brand image and brand awareness have no positive and significant effect on purchasing decisions.

Ha : $\beta > 0$, Promotion, Brand image and brand awareness have a positive and significant effect on purchasing decisions

Ha is accepted if the value of t-count $>$ t-table. Ho is accepted if t-count \leq t-table

Ha is accepted if the significance value $\alpha \leq 0.05$. Ho is accepted if $\alpha > 0.05$

4 Result and Discussion

The title of this article is a research design to analyze the factors that influence purchasing decisions (online business platform users), so the research has not been carried out. After the data is collected, an analysis will be carried out to prove the hypothesis by using the SPSS analysis tool. The expected results are in accordance with the researchers' assumptions, namely that promotion, brand image, and brand awareness are able to positively influence purchasing decisions. Even so, whatever the results will be studied theoretically, support from previous research results and different results from previous research. Furthermore, the implications and suggestions are expected to be useful for the development of science and become a reference for further research with different shopping products.

5 Conclusion

The conclusion is the result of the analysis to prove the hypothesis. The expected results are in accordance with the researchers' assumptions, namely both promotion, brand image, and brand awareness are able to positively influence purchasing decisions. Furthermore, the implications and suggestions are expected to be useful for the development of science and become a reference for further research.

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