

THE EFFECT OF ADVERTISING ON TELEVISION MEDIA, REPUTATION, INFORMATION QUALITY ON PURCHASE INTEREST IN TOKOPEDIA (STUDY ON TOKOPEDIA CONSUMERS IN TEBING HIGH)

Sri Winda Hardiyanti Damanik¹, Fitriyaningsih², Sarwoto³, Indah Permata Sari⁴

¹Sekolah Tinggi Ilmu Ekonomi Bina Karya Tebing Tinggi

Corresponding Email: fitriyaningsihbk3@gmail.com

Abstract

The television media advertising variable (X1) has a positive and significant effect on the purchase intention variable (Y) for Tokopedia consumers in Tebing Tinggi. This means that television media advertising is one of the determining factors that influence consumer buying interest. The better the television media advertising used by the company, the more interest in buying it will increase in consumers. The reputation variable (X2) has a positive and significant effect on the purchase intention variable (Y) for Tokopedia consumers in Tebing Tinggi. This means that reputation is one of the determining factors that influence consumer buying interest. The better the company's reputation, the more consumers' buying interest will increase. The information quality variable (X3) has no effect on the buying interest variable (Y) for Tokopedia consumers in Tebing Tinggi. This means that the quality of information is not the main factor that determines consumer buying interest. Information quality is not a variable that influences the level of consumer buying interest. Television media advertising variables (X1), reputation (X2) and quality of information (X3) simultaneously influence purchase intention (Y) among Tokopedia consumers in Tebing Tinggi. meaning that if advertisements on television media, reputation, quality of information get better then consumer buying interest will be higher and this applies if the three independent variables are good/high.

Keywords: *TV media advertising, reputation, information, buying interest*

1. INTRODUCTION

Currently there are many various sites that run this online-based customer service model, such as: Lazada, Shopee, Blibli, Olx, Bukalapak and Tokopedia as well as other sites. One of the E-commerce companies that is taking advantage of the E-commerce market opportunities in Indonesia namely Tokopedia. Tokopedia is an E-commerce company that provides various product categories. According to data obtained from the Top Brand Award, there are several online buying and selling site brands that fall into the category of brands with the largest market share. Where the Top Brand Index is measured using 3 parameters, namely top of mind awareness which is based on the brand that was first mentioned by the respondent when the product category was mentioned, last used which is based on the brand that was last used, (Nurhasanah, 2019). The 2017-2020 Top Brand Award data is as follows.

Table 1 Top Brand Index of Online Buying and Selling Sites 2017-2020

No	Online Website	TBI 2017	TBI 2018	TBI 2019	TBI 2020
1.	OLX	28.9 %	-	5.0%	-
2.	Lazada	18.0 %	31.8%	31.6 %	31.9 %
3.	Tokopedia	13.4 %	18.5 %	13.4 %	15.8 %
4.	Bukalapak	6.8 %	8.7 %	12.7 %	12.9 %
5.	Shopee	-	-	15.6 %	20.0%

Source: Top Brand Award (processed 2021)

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Based on table 1, Tokopedia's Top Brand Index for Online Buying and Selling Sites 2017-2020 has experienced instability. Where did Tokopedia get a TBI percentage in 2017 of 13.4%, in 2018 the TBI percentage increased further by 18.5% but in 2019 it decreased TBI to 13.4%, and in 2020 Tokopedia got an increase in TBI to 15.8 %. This figure when compared with its competitors has a considerable difference. Where Lazada tends to be more stable and when compared to Open Stalls tends to increase. In this study, the authors took the research location in the City of Tebing Tinggi. Which is where many people are now changing their buying behavior patterns online. Which is marked by the existence of delivery services in the city of high cliffs. Such as Jnt, Jne, Id Express, Sicepat, ninja. And there are also many people who use E-commerce, as indicated by the support of pre-survey data that researchers conducted in the city of high cliffs.

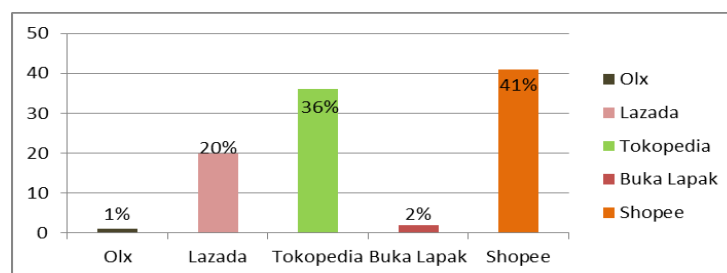


Figure 1 Graph of Consumer Behavior in the City of Tebing Tinggi

Source: Data processed by researchers (2021)

Based on this data, 100 respondents were taken from E-commerce users in the City of Tebing Tinggi. So that the users of each E-commerce are clearly visible. Where the number of E-commerce users out of 100 respondents was 1% OLX users, 20% were Lazada users, 36% were Tokopedia users, 2% were Bukalapak users, and 41% were Shopee users. Thus it was concluded that more people use Shopee compared to Tokopedia. Even though E-commerce that came first was Tokopedia compared to Shopee. Tokopedia was present in 2009 while Shopee was present in 2015.

Various empirical studies have tested several factors that influence purchase intention. The factors that influence purchase intention are advertising on television, reputation, quality of information. The results of this study are supported by previous studies. Results of research conducted Savitri (2017) Advertising has a positive influence on purchase intention. The more attractive an advertisement is, the higher it will increase buying interest. Results of research conducted Tsou et al., (2015) namely reputation has a significant influence on purchase intention. The results of further research by Andrew & Erdiansyah (2021) Variable Information Quality has a significant effect on purchase intention.

2. LITERATURE REVIEW

2.1 Interest to buy

According to Kotler & Keller (2016) Purchase intention is how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another. When the benefits are greater than the sacrifices to get them, the urge to buy is higher. According to Priance (2017) Purchase intention is a feeling of pleasure towards an item or product, which then arises the belief to have the product because it is believed to have benefits. According to Kinnear & Taylor in (Fitriah, 2018) Purchase intention is part of the consumer behavior component in consuming attitudes, the tendency to act before buying decisions are actually implemented.

2.2 Television ads

According to Bungin in (Ali, 2021) A more in-depth understanding of the definition of television advertising is a magical world that can transform a commodity into an alluring and enchanting glitter into a system that comes out of the imagination and emerges into the real world through the media. On the other hand, television advertising is a medium for selling goods or services, not entertaining, on the grounds that an advertisement only reports an item or service and has nothing to do with liking the advertisements shown.

2.3 Reputation

According to Sidik in (Shahnaz & Wahyono, 2016) reputation is the accumulation of evidence of service success. To be able to use this aspect does require time. Service companies that have just been established have not been able to take advantage of this side at the time of opening a business. Meanwhile, according to Hardjana in (Shahnaz & Wahyono, 2016) reputation is the crystallization of an image built by the community based on direct or indirect experience and organizational performance.

2.4 Information Quality

According to Park & Kim in (Widiani et al., 2020) Information quality is the customer's perception of a website regarding the quality of the information obtained. According to Delone & McLean in (Aisyah & Engriani, 2019) Information quality is basically related to the extent to which products from information systems convey meaning. Meanwhile, according to Liu et al. in (Aisyah & Engriani, 2019) The quality of information is measured by the gap between customer expectations and perceptions in buying interest.

3. RESEARCH METHOD

The type of research that will be carried out in this study is explanatory research. Which is the meaning of Explanatory Research According to Sugiyono (2017) is a research method that intends to explain the position of the variables studied and the influence of one variable on another. In this study, 670 Tokopedia consumers were used as the population in the city of Tebing Tinggi, North Sumatra Province. If the number of respondents is less than 100, all samples are taken so that the research is a population study. While the number of respondents is more than 100, the sampling is 10% -15% or 20% -25%. (Arikunto, 2013). And for the sample size used in this study by randomly taking 15% of Tokopedia consumers on high cliffs. This means that if there are 670 people in the population and 15% of the 670 people who will be sampled, then the number of samples in the study is 100.5 or rounded up to 100 respondents. In this study, researchers used probability sampling. According to Sugiyono (2017) probability sampling is a sampling technique that provides equal opportunities or opportunities for each element or member of the population to be selected as a sample. The research that will be carried out in this study is by using primary data sources and secondary data sources.

4. RESULTS AND DISCUSSION

Table 2 Validity Test Results

Purchase Interest Variable (Y)			
Statement	rcount	rtable	validity
1	0.586	0.367	VALID
2	0.564	0.367	VALID
3	0.671	0.367	VALID
4	0.585	0.367	VALID
Television Advertising Variable(X1)			
Statement	rcount	rtable	Validity
1	0.736	0.367	VALID
2	0.563	0.367	VALID
3	0.824	0.367	VALID
4	0.695	0.367	VALID
Reputation variable (X2)			
Statement	rcount	rtable	validity
1	0.872	0.367	VALID
2	0.712	0.367	VALID
3	0.832	0.367	VALID
Variable quality of information (X3)			
Statement	rcount	rtable	validity
1	0.815	0.367	VALID
2	0.694	0.367	VALID
3	0.724	0.367	VALID
4	0.622	0.367	VALID
5	0.659	0.367	VALID
6	0.794	0.367	VALID
7	0.717	0.367	VALID
8	0.512	0.367	VALID

Source: Data processed from attachment 3 (2021)

Table 2 shows that all statement points, both buying interest variable (Y), television media advertising variable (X1), reputation variable (X2), and information quality variable (X3) have a higher r count value than the r table value, so that it can be concluded if all statements of each variable are declared valid.

Table 3 Reliability Test Results

Variable	Cronbach Alpha	Constant	Reliability
Variable Buying Interest (Y)	0.722	0.6	Reliable
Variable Television Media Advertising (X1)	0.779	0.6	Reliable
Reputation Variable (X2)	0.830	0.6	Reliable
Information Quality Variable (X3)	0.770	0.6	Reliable

Source: Data processed from attachment 3 (2021)

Based on the reliability test using Cronbach Alpha, all research variables are reliable/reliable because CronbachAlpha is greater than 0.6, so the results of this study indicate that the measurement tools in this study have fulfilled the reliability test (reliable and can be used as a measuring tool).

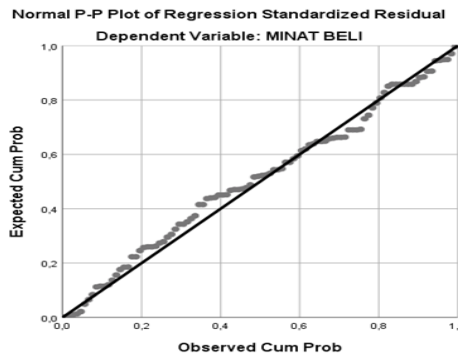


Figure 2 Normal P Plot

Source: Data processed from attachment 4 (2021)

Data that is normally distributed will form a straight diagonal line and plotting the residual data will be compared with the diagonal line, if the distribution of the residual data is normal then the line that describes the actual data will follow the diagonal line (Ghozali, 2016). The test results using SPSS 25.00 are as follows:

Table 4 One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residuals
N			100
Normal Parameters, b	Means		,0000000
	std. Deviation		1.72777434
Most Extreme Differences	Absolute		,076
	Positive		,065
	Negative		-.076
Test Statistics			,076
asyp. Sig. (2-tailed)			,161c
Monte Carlo Sig. (2-tailed)			,630d
99% Confidence Intervals	Lower Bound		,506
	Upper Bound		,754

Source: Data processed from attachment 4 (2021)

From the output in table 4 it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.630. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

Table 5 Multicollinearity Test Results

Model	Coefficients ^a	Collinearity Statistics	
		tolerance	VIF
(Constant)			
TELEVISION MEDIA ADVERTISING		,792	1,262
REPUTATION		,595	1,680
INFORMATION QUALITY		,654	1,529

Source: Data processed from attachment 4 (2021)

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Based on table 5 it can be seen that the tolerance value of the television media advertising variable (X1) is 0.792, the reputation variable (X2) is 0.595, the information quality variable (X3) is 0.654 where all are greater than 0.10 while the VIF value of the advertising variable television media (X1) of 1.262, reputation variable (X2) of 1.680, and information quality variable (X3) of 1.529, all of which are less than 10. Based on the calculation results above it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 10 so there are no correlation symptoms in the independent variables. So it can be concluded that there are no symptoms of multicollinearity between independent variables in the regression model.

Table 6 Glejser Test Results

Model		Coefficientsa		Standardized Coefficients Betas	Q	Sig.
		Unstandardized Coefficients B	std. Error			
1	(Constant)	-,243	1.506		-,161	,872
	TELEVISION MEDIA ADVERTISING	-,013	,068	-,022	-,195	,846
	REPUTATION	,142	,106	,175	1,339	,184
	INFORMATION QUALITY	,005	,057	,010	,082	,935

Source: data processed from attachment 4 (2021)

The results of the Glejser test show that the significance value of television media advertising variables (X1) is 0.846 and the reputation variable (X2) is 0.184, and the information quality variable (X3) is 0.935. Where the three are greater than 0.050 so that they are not significant and there are no symptoms of heteroscedasticity.

Table 7 Multiple Linear Regression Results

Model		Coefficientsa		Standardized Coefficients Betas
		Unstandardized Coefficients B	std. Error	
1	(Constant)	7,023	2,350	
	TELEVISION MEDIA ADVERTISING	,216	,106	,216
	REPUTATION	,333	,166	,245
	INFORMATION QUALITY	-,011	,088	-,015

Source: Data processed from attachment 4 (2021)

Based on these results, the multiple linear regression equation has the formulation: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon$, so that the equation is obtained: $Y = 7.023 + 0.216X_1 + 0.333X_2 - 0.011X_3 + \epsilon$

The description of the multiple linear regression equation above is as follows:

- The constant value (a) of 7.023 indicates the magnitude of the variable buying interest (Y) if the television media advertising variable (X1), reputation variable (X2) and information quality variable (X3) equals zero.
- The regression coefficient value of television media advertising variable (b1) is 0.216 indicating the large role of television media advertising variable (X1) on buying interest variable (Y) with the assumption that reputation variable (X2) and quality of information (X3) are constant. This means that if the variable factor of television media advertising (X1)

increases by 1 value unit, it is predicted that the purchase interest variable (Y) will increase by 0.216 value units assuming the reputation variable (X2) and information quality variable (X3) are constant.

- c. The regression coefficient value of the reputation variable (b2) is 0.333 indicating the large role of the reputation variable (X2) on buying interest variable (Y) with the assumption that television media advertising variables (X1) and quality of information (X3) are constant. This means that if the reputation variable factor (X2) increases by 1 value unit, it is predicted that the purchase interest variable (Y) will increase by 0.333 value units assuming that the television media advertising variable (X1) and the information quality variable (X3) are constant.
- d. The regression coefficient value of the information quality variable (b3) is -0.011 indicating the large role of the information quality variable (X3) on buying interest variable (Y) assuming the television media fish variable (X1) and reputation (X2) are constant. This means that if the variable factor of information quality (X3) increases by 1 value unit, then it is predicted that the variable interest in buying (Y) will decrease by 0.11 unit value assuming the variables of television media advertising (X1) and reputation (X2) are constant.

Table 8 Coefficient of Determination

Summary modelb				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,384a	,148	,121	1.75456

Based on table 8 it can be seen that the value of the adjusted R square is 0.121 or 12.1%. This shows that the variable advertising on television media (X1), reputation (X3) and information quality variable (X3) can explain the variable interest in buying (Y) of 12.1%, the remaining 87.9% (100% - 12, 1%) is explained by other variables outside this research model, where the variables are convenience, security, and brand ambassadors.

Table 9 Partial Test (t)

Model		Coefficientsa		Standardized Coefficients Betas	Q	Sig.
		Unstandardized Coefficients B	std. Error			
1	(Constant)	7,023	2,350		2,988	,004
	TELEVISION MEDIA ADVERTISING	,216	,106	,216	2,042	,044
	REPUTATION	,333	,166	,245	2,009	,047
	INFORMATION QUALITY	-,011	,088	-,015	-,129	,898

Source: Data processed from attachment 4 (2021)

From table 9, a tcount value of (2.042) is obtained. With $\alpha = 5\%$, ttable (5%; nk = 100-3 = 97) a ttable value of (1.984) is obtained. From this description it can be seen that tcount (2.042) > ttable (1.984), likewise with a significance value of 0.044 < 0.05, it can be concluded that the first hypothesis is accepted, meaning Television media advertising variable (X1) has a positive and significant effect on buying interest variable (Y). The results of this study are in accordance with the results of research conducted by AdeWinata and I Ketut Nurcahya (2017) and Nyoman WisniariSavitri (2017).

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From table 9, a tcount value of 2.009 is obtained. With $\alpha = 5\%$, ttable (5%; nk = 100-3=97) a ttable value of 1.984 is obtained. From this description it can be seen that tcount (2.009) > ttable (1.984), and a significance value of 0.047 < 0.05, it can be concluded that the second hypothesis is accepted, meaning that the reputation variable (X2) has a positive and significant effect on the purchase intention variable (Y). The results of this study are in accordance with the results of research conducted by Hung Hung, Tai Tsou Feng, Hsu Liu Hsuan, Yu Hsu, (2015).

From table 9, the tcount value is (-0.129) with $\alpha = 5\%$, ttable (5%; nk = 100-3=97) the ttable value is 1.984. From this description it can be seen that tcount (-0.129) > ttable (-1.984), and a significance value of 0.898 > 0.05, it can be concluded that the third hypothesis is rejected, meaning that the information quality variable (X3) has no effect on purchasing interest variable (Y). The results of this study are in accordance with the results of research conducted by JulianAndrew and Rezi Erdiansyah (2021) and research from Kelvin FerdiantoHandoko (2017).

Table 10 Simultaneous Test Results (F)

		ANOVAa				
Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	51,225	3	17,075	5,547	,001b
	residual	295,535	96	3,078		
	Total	346,760	99			

Source: Data processed from attachment 4 (2021)

From table 10, the Fcount value is obtained 5.547 With $\alpha = 5\%$, dk quantifier: k, dk denominator: nk-1 = 100-3-1(5%; 3 ; 96) the Ftable value is 2.70. From this description it can be seen that Fcount (5.547) > Ftable (2.70), and a significance value of 0.001 < 0.05, it can be concluded that the fourth hypothesis is accepted, meaning that the television media advertising variable (X1), reputation variable (X2) and information quality variable (X3) have an effect together (simultaneously) on buying interest variable (Y).

4. CONCLUSION

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

1. The television media advertising variable (X1) has a positive and significant effect on the purchase intention variable (Y) for Tokopedia consumers in Tebing Tinggi. This means that television media advertising is one of the determining factors that influence consumer buying interest. the better the television media advertising used by the company, the more interest in buying it will increase in consumers.
2. The reputation variable (X2) has a positive and significant effect on the purchase intention variable (Y) for Tokopedia consumers in Tebing Tinggi. This means that reputation is one of the determining factors that influence consumer buying interest. The better the company's reputation, the more interest in buying it will increase in consumers.
3. The information quality variable (X3) has no effect on the purchase intention variable (Y) for Tokopedia consumers in Tebing Tinggi. This means that the quality of information is not the main factor that determines consumer buying interest. Information quality is not a variable that influences the level of consumer buying interest.

4. Television media advertising variables (X1), reputation (X2) and quality of information (X3) simultaneously influence purchase intention (Y) among Tokopedia consumers in Tebing Tinggi. meaning that if advertisements on television media, reputation, quality of information get better then consumer buying interest will be higher and this applies if the three independent variables are good/high.

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