

The Influence of Brand Image, Price Perception, and Electronic Word of Mouth on Purchase Interest on the Tokopedia E-Commerce Site (Study on Students in the City Of Semarang)

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Article Info	ABSTRACT
Keywords: Brand Image, Electronic Word Of Mouth, Price Perception, Purchase Interest	<p>The purpose of this study is to ascertain and evaluate the impact that pricing perception, electronic word-of-mouth, and brand image have on the inclination to buy on the Tokopedia e-commerce platform (study of students in Semarang City). Students in Semarang were the population under study in this study. Students from different Semarang-based institutions and universities make up this demographic. Since the dependent variable in this study is purchasing interest, the population that will be examined in this research consists of Semarang students who have made purchases online from August to September of 2023 using the e-commerce platform Tokopedia. Anyone who occurs to use the Tokopedia application for transactions involving purchases and sales is included in the sample from this population. The findings of this study indicate that interest in making purchases on the Tokopedia e-commerce platform is significantly, favorably, and strongly influenced by the brand image variable (X1). The brand image that was acquired from Tokopedia is fairly positive, but there are a few indicators that should be taken into account. These include the benefits (benefits) associated with the usefulness of the product and the brand attitude (brand attitude), which is the consumer's attitude regarding their overall assessment of the brand. When taken as a whole, brand image can persuade customers—in this example, Semarang City students—to make purchases. The findings of the research indicate that purchasing choice variables are significantly, strongly, and favorably influenced by the electronic word-of-mouth variable (X2). Electronic word-of-mouth about interest in purchases is fairly strong; nevertheless, there are a few areas that need to be addressed going forward, including the frequency of both positive and negative evaluations, as well as the accuracy and completeness of the information. In general, electronic word of mouth can stimulate buyers—in this example, Semarang City students—to make purchases. The same is true of how people perceive prices.</p>
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INTRODUCTION

The corporate landscape has seen substantial changes due to the rapid growth of information and communication technologies, together with the changing times, including the way people shop and sell their wares. The phenomenon of e-commerce or electronic commerce has become one of the biggest trends in the modern trading industry. E-commerce has made it easy for consumers to carry out transactions, namely in the form of buying and selling online via online platforms such as websites and mobile applications. Economic growth, which is currently growing rapidly, has had the impact of changes, including in the field of marketing. The development of this technology is now able to make it easier for business people to reach a wider market at a more efficient cost and time.

A new paradigm has emerged as a result of Indonesia's internet development, namely E-Business. According to Stole (2000) E-Business is a safe, flexible and integrated approach to providing differentiated business value by combining systems and processes that carry out main business operations with the use of internet technology. E-commerce is a form of e-business, namely an extension of commerce by exploiting electronic media. E-commerce according to Rejeki (2011) is an electronic firm that specializes in business to business (B2B) transactions, or business to consumer transactions, between institutions and consumers using the internet as a platform for the exchange of products and services. either directly, referred to as business to customer (B2C), or through consumer-to-consumer interactions, known as customer to customer (C2C).

Results from the study "The Influence of Brand Image, Price Perception, and E-Word of Mouth on Purchasing Decisions for Jiniso.id Fashion Products on the Shopee Marketplace" by Dinda Puji Lestari and Wirawan Widjanarko (2023) showed that: (1) partial brand image significantly influences decisions to buy Jiniso.id fashion products on the Shopee marketplace; (2) partial price perception has no influence to buy Jiniso.id fashion products on the Shopee marketplace; (3) Brand perception, pricing perception, and e-word of mouth all have a simultaneous impact on consumers' decisions to buy Jiniso.id fashion products on the Shopee marketplace. (4) E-word of mouth influences decisions to buy Jiniso.id fashion products to a partial extent. The study "The Influence of Product Quality, Brand Image, Trust, Convenience and Price on Purchasing Decisions on Shopee E-Commerce (Survey on Undergraduate Students of the Faculty of Economics Department of Management, Labuan Batu University)" was carried out in 2020 by Siti Lam'ah Nasution, Christine Herawati Limbong, and Denny Ammari Ramadhan. reveals that the variables that significantly affect consumers' decisions to buy on Shopee's e-commerce are the Price variable (Sig value: $0.014 < 0.05$), the Convenience variable (Sig value: $0.019 < 0.05$), and the Trust variable (Sig value: $0.020 < 0.05$). On Shopee e-commerce, the variables measuring brand image (Sig value: $0.550 > 0.05$) and product quality (Sig value: $0.728 > 0.05$) do not significantly affect purchasing decisions.

Both partially and simultaneously, the study "The Influence of Influencer Marketing and Price Perception on Interest in Buying Skincare at Tiktok Shop" by Nurul Agustin and Amron (2022) reveals that price perception and influencer marketing variables have a

significant relationship or influence on buying interest. The study "The Influence of Price Perceptions and Trust on Intention to Buy Online During the Covid-19 Pandemic in Millennial Communities in Central Java" by Dyah Kusumawati and Saifudin (2020) revealed, based on partial testing, that price did not significantly affect buying interest, but trust did significantly and favorably affect buying interest. Price and trust have a significant and beneficial impact on online buying interest simultaneously, albeit a small one, according to the results of the simultaneous testing.

The study "The Influence of E-Wom on Tiktok Social Media on Brand Image and Its Impact on Purchase Interest" by Erika Desi Lestari and Ce Gunawan (2021) demonstrates that the electronic word of mouth variable significantly and favorably affects interest as well as brand image, purchase customers. Using the data they obtained from user evaluations on TikTok social media, The quality and advantages of Scarlett whitening products are available to Sukabumi residents. The study "The Influence of E-WOM, Brand Image, and Trust on E-Commerce Consumer Purchase Intentions" by Suyono Sapputra (2022) demonstrates that while e-WOM has no discernible impact on consumer purchase intention, it does have a major impact on brand image, and brand image has a discernible impact on purchase intention. In addition, it has been demonstrated that price and trust significantly affect consumers' intentions to make purchases.

Kotler in Abzari et al. (2014) defines purchase interest as the desire on the part of the customer to select and use a product. When a consumer may alter a product's quality and attributes as well as its information, purchase interest will increase. Ferdinand (2016) posits that buying interest among consumers can be understood as a reflection of their desire to purchase a certain product. Furthermore, WeAreSocial reports that as of January 2022, there were about 205 million internet users in Indonesia, which translates to 73.7% of the country's population having access to the internet (Annur, 2022). This information is based on dataindonesia.id. There exists a direct correlation between the rise in online shopping in Indonesia and the number of internet users in the country. According to a wearesocial.com poll from the first semester of 2019, 60.5% of participants said they would rather purchase online than in physical stores. The percentage of persons who transacted online rose by 5.9% over the previous year, and this could continue to rise because Indonesia's e-commerce market penetration rate is still relatively low at 40% (binus.ac.id, 2020).

One of the key determinants of a consumer's product choice is brand image. Consumer perception of a brand encompasses factors including reputability, quality, distinctiveness, and the brand's overall image. This is known as brand image. A strong brand image can inspire trust and affect how customers view the company's goods and services. Within the Tokopedia setting, a robust brand image has the potential to foster and enhance consumer trust as well as impact purchase intent. Consumer decisions on what to buy are also heavily influenced by perceptions of price. A consumer's subjective assessment of a product or service's pricing is known as price perception. While high price perceptions can deter consumers from making a purchase, low price perceptions can encourage them to

do so. Due to the ease with which customers may compare costs between sellers, pricing is frequently the deciding factor in e-commerce.

Electronic word-of-mouth, meantime, has the power to change how customers view certain businesses and items. The impact resulting from consumer recommendations, reviews, and information provided through online channels like social media, forums, or product reviews is known as electronic word of mouth, or e-WOM. e-WOM has enormous potential to develop and mold customer views, which in turn influences purchase decisions. e-WOM has the potential to significantly impact Tokopedia's brand image and customer interest in making purchases.

Apart from E-commerce, online buying and selling has another term, namely Marketplace. Marketplace is part of E-Commerce. A marketplace is an electronic interactive business community forum that offers a market for businesses to engage in business-to-business (B2B) electronic commerce or other e-business activities, according to Brunn, Jensen, and Skovgaard (2002). Based on data from id.beritasatu.com, 2019, the number of internet users in Indonesia is expected to reach 175 million in 2019, or roughly 65.3% of the country's 268 million total population. The fact that people actively utilize the internet to conduct transactions for buying and selling will promote the development of e-commerce. Apart from that, the internet has a positive impact on various parties who need media for marketing aspects and has great potential for creating progress in the development of information technology.

Online shopping has become an inseparable part of society. Moreover, more and more marketplaces are appearing, making it easier for internet users to shop online. One of the largest e-commerce from Indonesia which has just been listed on the Indonesia Stock Exchange (BEI) is Tokopedia. Who doesn't know e-commerce with this logo and dominant green color? Since its emergence in 2009, Tokopedia has continued to develop its innovations in the digital economy and continues to make it easier for people to shop and make transactions online. William Tanujaya, the CEO and founder of PT Tokopedia, is unquestionably indispensable to the company's success. He built it till it became a unicorn-status enterprise. (Kompas, 2022). I'm with Tokopedia. Assist individuals and Micro, Small, and Medium-Sized Enterprises (MSMEs) in growing their enterprises through online product marketing in collaboration with the government and other stakeholders. Since March 2018, Tokopedia has been holding the annual MAKERFEST event, which is one of its collaboration programs.

In February 2022, Tokopedia surpassed all other Indonesian e-commerce sites as the most popular online marketplace. Additionally, according to Similarweb data, 144.9 million e-commerce users saw websites with the owl emblem in a single month. Not only that, but Tokopedia has also experienced tremendous development in recent years, becoming as one of Indonesia's "unicorns"—startups valued at more than \$1 billion US. A number of accolades that Tokopedia has won attest to its success, such as the Warta Ekonomi award for "The Most Valuable Startup Company in Indonesia" in 2017 and the Forbes Indonesia award for "The Best Company in Mobile Application" in 2018 (dataindonesia.id).

Tokopedia offers various features and services that make it easier for users to shop and choose their needs. These features include easy product search, a safe and reliable payment system, and responsive customer support. Tokopedia also presents promotional programs, such as discounts, vouchers and cashback, which make the shopping experience more interesting and profitable for consumers. Apart from that, Tokopedia is also a home for small and medium enterprises (SMEs) in Indonesia. Through programs such as Tokopedia Mitra UKM, Tokopedia provides support to SMEs to increase their competitiveness in the digital market. With Tokopedia, SMEs can develop their business online through e-commerce, reach more customers, and of course increase their income. Tokopedia has also developed a broad ecosystem by collaborating with various partners, including logistics companies for product delivery, digital payment companies to facilitate transactions, and even in supporting government digitalization and financial inclusion initiatives. With its use of advanced technology, focus on customer satisfaction, and contribution to Indonesia's digital economy, Tokopedia has become one of the main players in the e-commerce industry in Indonesia. These platforms continue to innovate and strive to expand their services and reach to meet consumer needs and improve the online shopping experience in Indonesia.

However, Tokopedia must keep coming up with new ideas and stay abreast of the elements influencing consumer purchasing behavior in an era of escalatingly intense competition in the e-commerce sector. Brand perception, pricing perception, and electronic word-of-mouth (e-WOM) are critical aspects that impact consumer purchasing decisions. One of the largest cities in Indonesia, Semarang, is home to a large number of students who actively use e-commerce platforms to get by on a daily basis. Due of their unique consumer traits and high level of online activity, college students are frequently a fascinating target population for e-commerce research.

Due to time and energy constraints, they prefer to make purchases online, thus businesses need to know what aspects affect consumers' propensity to buy on the Tokopedia e-commerce site. Kotler, as cited by Abzari et al. (2014), identified the following elements as influencing purchasing interest: a) Product quality factors are characteristics of a product that are evaluated based on their tangible advantages. b) The brand factor is a quality that offers immaterial advantages, such as psychological fulfillment. c) Packaging factor: features of the product that are more closely related to the packaging than the actual product. d) The cost of the goods, including the actual and tangible sacrifices made by customers to acquire or possess it. e) The goods availability factor, which measures how customers feel about the availability of currently available products. f) Promotional factors, are external influences that provide stimulation for consumers in choosing products.

In addition, this study can help the e-commerce platform Tokopedia enhance the caliber of the goods and services it offers to customers, particularly to students who make up a significant portion of its customer base. In this context, the purpose of this study is to examine how purchasing interest on the Tokopedia e-commerce site, particularly among students in Semarang, is influenced by brand image, pricing perception, and electronic word-of-mouth. Tokopedia can enhance its competitiveness in the e-commerce industry

and deliver a superior shopping experience by implementing strategic measures based on its comprehension of the elements that impact consumer buying interest. better for customers. With particular reference to the Tokopedia e-commerce site, it is envisaged that this research will contribute theoretically to a broader knowledge of the factors influencing consumer buying interest in the e-commerce setting. In addition, it is anticipated that Tokopedia will get useful insights from this research in order to improve customer happiness and create more successful marketing campaigns.

Though a lot of study has been done in this area, specific data about how brand image, pricing perception, and eWOM affect consumers' propensity to buy on the Tokopedia e-commerce site is still lacking, particularly when it comes to Semarang City students. Consequently, the purpose of this study is to close this knowledge gap and offer a more thorough understanding of the variables influencing students' propensity to make purchases on the Tokopedia online marketplace. The results of this study should help related parties, like Tokopedia, develop more successful marketing strategies to draw in and keep customers by providing a better understanding of the impact of brand image, price perception, and e-WOM on purchasing interest. Additionally, students can use the research to inform their own decisions when making purchases in the context of e-commerce.

Literatur Riview

Purchase Interest

Consumers who are interested in buying a product are influenced by information, according to Schiffman and Kanuk in Lampengan (2019:7). Interest is a psychological factor that has a significant influence on a product depending on their knowledge of information about the actual function of the product. agreed to. Purchase interest, according to Philip Kotler (2009), is the degree of a customer's interest in or desire for a specific good or service that can persuade them to make a purchase. Purchase interest, according to Akbar, 2018 (Kumba digdowiseiso, Rahayu Lestari, Deva Safrina, 2022), is a customer's incentive to decide to acquire a product in order to satisfy their own requirements. Purchase interest may also be defined as a consumer's behavior toward a product, which includes their assessment of the brand and their level of trust in it, after which they become interested in making a purchase (Setiadi, 2003). Purchase intentions are associated with consumers' intentions to purchase specific goods or services and the quantity of goods or services required within a given time frame (Kumala, 2012).

Brand Image

Soltani (2016: 204) defines brand image as the customer's perception of a product as well as their knowledge, beliefs, and both tangible and intangible attributes of it. However, brand image, in the words of Tjiptono (2015:49), is a description of the associations and beliefs that customers have about a specific brand. Customers' perceptions and beliefs about a brand are represented in their associations or recollections of it. The impression that customers get from a catchphrase that sticks in their memories is known as the brand image. A brand is a collection of associations connected in a variety of practical ways (Kotler and Keller 2009:403).

According to Simamora and Lim (2002), brand image is how consumers understand the collection of diverse information that they have been exposed to. "Brand image is a collection of associations about a brand that are stored in consumers' minds or memories," claim Schiffman and Kanuk (2007). A brand image can be recognized by a name, word, symbol, sign, design, or combination of these to identify a rival company's goods or services, according to Ginting (2011:99). While creating a brand image, it is important to remember that a powerful brand has a distinct identity. Customers typically desire something distinctive and distinctive that is associated with the company, claims Roslina (2010:28). Customers' expectations and a brand's image not matching up will present competitors with an opportunity.

Price Perception

Price perception is a psychological element that encompasses several factors and significantly influences how consumers respond to prices, according to Campbell in Cockril and Goode (2015:368). Consequently, one element influencing a person's decision to buy is their perception of the price. Price perception, according to Oscar and Keni (2019), is the opinion that consumers have about how much money needs to be spent or given up in order to receive a product, regardless of whether it is similar to or comparable to other products. According to (Zeithaml in Kusdyah, 2012), a consumer's evaluation of the trade-off between the value of goods and services and the degree of sacrifice required is known as price perception. Gouville and Moon in Toncuret al. (2010:297) assert that prices charged by competitors for similar goods have an impact on how consumers perceive prices. Price perception, according to Lee and Lawson-Body (2011: 532), is a customer's judgment and related emotional state of whether the seller's price and the price in comparison to other parties are reasonable, acceptable, or justified.

E-Word Of Mouth (EWOM)

Kristiawan & Keni (2020) define Electronic Word of Mouth (eWOM) as comments made by potential, current, or past customers about a good or service that is accessible to a large audience through social media or electronic media. interpersonal. Electronic word-of-mouth refers to comments made by customers to the public, whether they are favorable or unfavorable, about a brand or business (Thurau, k, Kevin P Gwinner, Gianfranco Walsh, & Dwayna D Gremier, 2004). Before making a purchase, Yan states in Saputra & M. Barus (2020) that shoppers always attempt to check social media or Social Network Sites (SNS) for information offered by prior customers, such as blogs, online discussion forums, shopping reviews, and so forth. Electronic word-of-mouth, or Ewom, is a crucial component of marketing campaigns that help consumers express their perceptions of brands, claims Hasan (2010:96). Electronic word of mouth, according to Hennig - Thauru, Thorsen, Kevin Gwinner, Gianfranco Walsh, Dwayne Gremler (2004), is any comment—positive or negative—made by prospective or actual customers about a firm or product that is shared with a large number of individuals or organizations. through the internet. Because their opinions about the items they use are so credible, consumers are more likely to heed recommendations from friends, family, and coworkers.

RESULTS AND DISCUSSION

According to Paul S. Levy (1967), a population is an assemblage of all items or people that share traits or are connected to an event or variable under study. The population, which is the primary focus of researchers since it is deemed a study requirement, is a collection of all components in the form of events, things, or people that have comparable characteristics (Ferdinand, 2014). Students in Semarang were the population under study in this study. Students from different Semarang-based institutions and universities make up this demographic. Since the dependent variable in this study is purchasing interest, the population that will be used is students in the city of Semarang who have made purchases online from Tokopedia in the period August – September 2023.

Sugiyono (2018, p. 81) states that the sample is representative of the population's size and makeup. It is imperative that the sample drawn from the population is accurately representative of the population under investigation. Arikunto (2019, p. 109) defines a sample as a subset or representative of the population under study. Thus, the sample is representative of the population under investigation. This study's sample strategy used an accidental sampling method (side accident) in conjunction with a non-probability method. Accidental sampling, also known as convenience sampling, according to Santoso and Tjiptono (2001:89), is a sampling technique that chooses samples from individuals or groups that are the simplest to locate or contact. Conversely, accidental sampling, as defined by Sugiyono (2016), is a methodology for gathering data that relies on chance to determine samples. In other words, anyone can be utilized as a sample in this method, provided that it is determined that the individual the researcher meets by chance is an acceptable source of the data they require. The rationale behind this approach is the lack of precise data regarding the number of students who use Tokopedia in Semarang City. Thus, this approach is ideal for the investigation at hand. Therefore, anyone who happens to use the Tokopedia program to conduct transactions for buying and selling is a sample from this population.

According to the findings of the tests, purchase interest on the Tokopedia e-commerce site is positively impacted by the brand image variable (Study of Students in Semarang City). This circumstance is demonstrated by the study's findings, which indicate that there is a substantial association between the brand image variable and purchase interest, with a correlation coefficient value that falls between 0.60 and 0.799. Additionally, the test results for the coefficient of determination between brand image and purchase interest yielded an R^2 value of 0.528, or 52.8%, indicating that 52.8% of the variables related to purchasing decisions are influenced by the brand image variable, with the remaining 47.2% being explained by variables not included in this study. Next, we acquire the results of the t test computations, which show that t count $>$ t table. These findings support the acceptance of hypothesis 1 (H_1), which states that "there is a positive influence between brand image and purchasing interest." H_0 is rejected and H_a is accepted.

Aside from that, the study (Study of Students in Semarang City) found that the Electronic Word of Mouth (e-WOM) variable positively impacted the desire to purchase on

the Tokopedia E-Commerce Site. This circumstance is demonstrated by the study's findings, which indicate that there is a substantial link between the electronic word-of-mouth (e-WOM) variable and purchase interest. The correlation coefficient value of the study falls within the 0.60–0.799 interval. Subsequently, an R^2 value of 0.398, or 39.8%, is obtained from the computation of the coefficient of determination between Electronic Word of Mouth (e-WOM) and buying interest. This indicates that 39.8% of the buying interest variable is influenced by the Electronic Word variable (e-WOM). Meanwhile, factors not covered in this study account for the remaining 60.2%. Where the estimated t value is greater than the table t value, the test t calculation results are obtained. Based on the findings, it may be said that H_a is accepted and H_o is rejected. Thus, it is decided to adopt hypothesis 2 (H_2), which states that "Electronic Word of Mouth (e-WOM) has a positive influence on buying interest."

The results of this study then showed that buying interest was positively impacted by the variable price perception. This is supported by the analysis's findings, which indicate that there is a substantial association between price perception and purchase decisions. The correlation coefficient value of the relationship falls between the range of 0.60 to 0.799. Additionally, the price perception variable influences 52.1% of the purchasing interest variable, according to the coefficient of determination of price perception on purchase decisions, which is 0.521. Meanwhile, factors not covered in this study account for 47.9% of the remaining value. Thus, it may be said that "price perception has a positive effect on buying interest," which is hypothesis 3 (H_3), is accepted.

CONCLUSIONS

The findings of this study indicate that interest in making purchases on the Tokopedia e-commerce platform is significantly, favorably, and strongly influenced by the brand image variable (X_1). The brand image that was acquired from Tokopedia is fairly positive, but there are a few indicators that should be taken into account. These include the benefits (benefits) associated with the usefulness of the product and the brand attitude (brand attitude), which is the consumer's attitude regarding their overall assessment of the brand. When taken as a whole, brand image can persuade customers—in this example, Semarang City students—to make purchases. The findings of the research indicate that purchasing choice variables are significantly, strongly, and favorably influenced by the electronic word-of-mouth variable (X_2). Electronic word-of-mouth about interest in purchases is fairly strong; nevertheless, there are a few areas that need to be addressed going forward, including the frequency of both positive and negative evaluations, as well as the accuracy and completeness of the information. In general, electronic word of mouth can stimulate buyers—in this example, Semarang City students—to make purchases. The same is true of how people perceive prices.

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