
The Influence of Consumer Perceptions and Attitudes towards Online Purchasing Decisions through Motivation on the Bukalapak Marketplace during the Covid-19 Pandemic (Study on Bukalapak Marketplace Consumers in Yogyakarta)

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Abstract

This study was made to examine the influence of consumer perceptions and attitudes towards online purchasing decisions through motivation on the Bukalapak marketplace during the covid 19 pandemic, this research was applied to Bukalapak consumers in Yogyakarta. Based on the population and the selected sample, the sampling technique in this study uses the Non-Probability Sampling method, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as samples. The considerations in taking the sample selected in this study were: having made a purchase at the Bukalapak marketplace during the Covid-19 pandemic, being in Yogyakarta when making a purchase and being at least 17 years old when making a purchase. The sample size that will be taken in this study is 100 respondents. The data taken is then processed using SmartPLS 3.2.9 software. And the results of this study are all independent variables have a significant positive effect on repurchase decisions.

Keywords: Perception, Consumer Attitude, Online Purchase Decision, Motivation

1. Introduction

The emergence of the Covid-19 pandemic has made business actors develop their business marketing online. Online shopping is one way out that is used in fulfilling the necessary without feeling the hassle. The underlying thing, or what influences consumer attitudes from the reference stores that are offline, from stores or malls, and others. This gave rise to the attitude of new buyers, it turned out to be an opportunity for the store business to reference its market. This is explained from the analysis of social distancing, which has an impact on the attitude of buyers with existing data. The study was carried out to track the online shopping interest of Indonesians, by looking at consumer interest, data collection from February to March 2020. With the growth power of an online store, there is a fundamental assumption that will support it.

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Bukalapak is an online market, which is the leading one owned by PT Bukalapak. For example, online buying and selling service sites, consumer to consumer models, buyer sales providers. In the current pandemic era and entering the new normal, telecommunications is a source of oxygen for the public, especially consumers who want to shop online. Then there is an increase in the use of data in residential areas of society. Source East Scandi (2022). Even before the pandemic, around 60.3% of people had never made a purchase online. And as many as 7.9% of people rarely shop online in normal times or in the days before the Covid-19 pandemic. Research using this object is very interesting, with the Covid-19 virus making people change the way they buy an item to reduce the risk of interaction with others.

According to Schiffman and Kanuk (2008: 222), consumer attitudes are what tend to be an understanding of attitudes, from feelings of pleasure or not from the object. According to Simamora (2004) the definition of consumer attitudes on brands is the deepening or evaluation of the brand, from what is liked or not which is comprehensive and affects it. From the perception, attitude of the buyer and support carry out what is decided, with the same goods carry out the purchase.

2. Methodology

2.1. Model Development

The study was included in quantitative research on survey methods used by obtaining natural data, questionnaires, tests and others (Sugiyono, 2016). Based on the population and selected samples, the technique, namely the *Non Probability Sampling* method, is to take samples or those that become opportunities (Sugiyono, 2016).

2.1.1. Subject Matter

The considerations in the sampling selected in this study are: having made a purchase in the Bukalapak marketplace during the Covid-19 pandemic, being in Yogyakarta when making a purchase and being at least 17 years old when making a purchase purchases.

2.1.2. Perception and online purchasing decisions

Perception is a phase, with information or acceptance of the five senses, with neat arrangements, fundamental to its reference (Walgito, 1990). Because of this, experiences are not the same, the power of being able to think and the random will illustrate that there is a perception that exists, there is when consumers arise about the perception of an item or product that it is likely that it will happen or decide to buy.

H1: Perception has a positive and significant effect on online purchasing decisions

2.1.3. Consumer attitudes against online purchasing decisions

Attitude is an evaluation, a feeling that tends to be profitable or does not last long from the object (Kotler and Keller, 2008). In the opinion of Schiffman and Kanuk in Sumarwan (2015:166) from the context, with a good reference of the object, its evaluation and determining perspective.

H2: Consumer attitudes have a positive and significant effect on online purchasing decisions.

2.1.4. Perception against online purchasing decisions through consumer motivation

In essence, the relationship with what is decided, is the analysis of assumptions with goods, which will strengthen or weaken. This will later affect the purchase decision through the emergence of consumer motivation to want to make a purchase process or purchase decision. This is in line with the study by Yurindera (2020) if perception will affect consumer motivation, through this.

H3: Perception has a positive and significant effect on online purchasing decisions through consumer motivation

2.1.5. Consumer attitudes against online purchasing decisions through consumer motivation

According to Winardi (2009), Attitude is a determinant of attitude with relation and support. Consumer attitudes towards brands are a reference by tending to be brand evaluations that influence among them. This is in accordance with Yurindera's research (2020) that consumer attitudes influence purchasing decisions through consumer motivation. So when consumers have a nature that is related to purchases, it will make someone behave to make purchases based on strong motivation in the process of purchasing an item.

H4: Consumer attitudes have a positive and significant effect on online purchasing decisions through consumer motivation

2.2. Data Collection

The research was applied to Bukalapak consumers in Yogyakarta. Based on the population and the selected sample, the sampling technique in this study uses the Non-Probability Sampling method, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as samples. The considerations in taking the sample selected in this study were: having made a purchase at the Bukalapak marketplace during the Covid-19 pandemic, being in Yogyakarta when making a purchase and being at least 17 years old when making a purchase. The sample output in this research that will be taken from the study is 100 respondents. The data taken is then data processing using SmartPLS 3.2.9 software.

2.3. Analysis Methods

The data analysis techniques used in this study are data processing techniques using descriptive analysis to describe the demographic data of respondents obtained, as well as quantitative analysis using simple linear regression to see the direct influence of variable X on variable Y, and *path analysis* to see the influence mediated by variable Z.

3. Result

Measurement Model Test Results: Outer Model

Convergent Validity

Convergent validity values are the outer loading values of latent variables with their indicators. The expected value > 0.7 . developmental studies of its scale 0.5–0.6 are

considered sufficient (Ghozali & Latan, 2015). The results of the study outer loading are:

Table 1. *Convergent Validity Results*

Variable	Items	Outer Loading	Criterion	Results
Perception (X1)	During the Covid-19 pandemic, I benefited more when making purchases on the Bukalapak marketplace than coming directly to the store directly.	0.891	> 0.7	Valid
	Bukalapak Marketplace has many variations of product types, making it easier for me to make purchases.	0.861	> 0.7	Valid
	I consider that purchases on the Bukalapak marketplace are a trend during the Covid-19 pandemic.	0.862	> 0.7	Valid
	I feel that purchasing on the Bukalapak marketplace during the Covid-19 pandemic is better than going to the store directly.	0.913	> 0.7	Valid
Consumer Attitudes (X2)	I feel happy when shopping at the Bukalapak marketplace during the Covid-19 pandemic.	0.828	> 0.7	Valid
	I feel comfortable when shopping at the Bukalapak marketplace during the Covid-19 pandemic.	0.880	> 0.7	Valid
	I believe in the correctness of the transaction process in the Bukalapak marketplace	0.893	> 0.7	Valid
Motivation (Z)	I am more encouraged to make purchases in the Bukalapak marketplace than to go to the store directly.	0.892	> 0.7	Valid
	I was encouraged to make purchases on the Bukalapak marketplace to support my appearance during the Covid-19 pandemic.	0.854	> 0.7	Valid
	I was encouraged to make purchases in the Bukalapak marketplace because my environment did this.	0.856	> 0.7	Valid
	I was encouraged to make purchases on the Bukalapak marketplace because of the products I like to sell there.	0.887	> 0.7	Valid
	I feel steady and confident about the purchases I made in the Bukalapak marketplace during the Covid-19 pandemic.	0.932	> 0.7	Valid
Online Purchasing Decisions (Y)	I was quick to decide what products I would buy in the Bukalapak marketplace during the Covid-19 pandemic.	0.948	> 0.7	Valid
	I believe that the decision I made to make a purchase on the Bukalapak marketplace during the Covid-19 pandemic was right.	0.963	> 0.7	Valid

Source: Primary data processed

Based on Table 1, it is seen that if the value of the outer loading > 0.7, then it becomes the opportunity needed from the convergent validity requirement:

Discriminant Validity

Cross loading factor values with variable usability, from attention to:

Table 2. *Cross Loading*

Item	Perception	Consumer Attitudes	Motivation	Online Purchasing Decisions
X1.1	0.891	0.605	0.629	0.735
X1.2	0.861	0.557	0.714	0.743
X1.3	0.862	0.454	0.641	0.706
X1.4	0.913	0.540	0.689	0.760
X2.1	0.580	0.828	0.592	0.598
X2.2	0.536	0.880	0.573	0.662
X2.3	0.478	0.893	0.605	0.622
Z.1	0.814	0.674	0.747	0.932
Z.2	0.748	0.675	0.761	0.948
Z.3	0.810	0.708	0.795	0.963
Z.4	0.653	0.608	0.892	0.689
Y.1	0.670	0.597	0.854	0.709
Y.2	0.682	0.573	0.856	0.744
Y.3	0.641	0.595	0.887	0.681

Source: *Primary data processed*

In Table 2, the value of cross with existing variables is observed, showing that research tests with other things have a good validity to be used as further studies and analysis.

Average Variance Extracted (AVE)

Observation of cross values by the method, from *the average variance extracted (AVE)*. The AVE value is used as the emerging benchmark, the table:

Table 3. *AVE Value*

Variable	Criterion	AVE Value
Perception (X1)	> 0.5	0.778
Consumer Attitudes (X2)	> 0.5	0.752
Motivation (Z)	> 0.5	0.761
Online Purchasing Decisions (Y)	> 0.5	0.898

Source: *Primary data processed*

Based on its tests, with a > of 0.5 showing with the correct statement, from a follow-up study.

Composite Reliability

Table 4. *Composite Reliability Test*

Variable	Criterion	Composite Reliability
Perception (X1)	> 0.5	0.778
Consumer Attitudes (X2)	> 0.5	0.752
Motivation (Z)	> 0.5	0.761
Online Purchasing Decisions (Y)	> 0.5	0.898

Source: *Primary data processed*

From Table 4, it is noticed if the value with the variable value > 0.7 can show the statement used to be the analysis.

Cronbach Alpha

From the results of the reliability test, an assessment with a statement of *cronbach alpha* value ≥ 0.7 for *confirmatory research* and *cronbach alpha* $\geq 0.6 - 0.7$ was used to be an acceptance of *exploratory research* (Ghozali & Latan, 2015). Here's the value of *Cronbach's alpha*:

Table 5. Cronbach Alpha

Variable	Criterion	Cronbach Alpha
Perception (X1)	>0.7	0.905
Consumer Attitudes (X2)	>0.7	0.835
Motivation (Z)	>0.7	0.895
Online Purchasing Decisions (Y)	>0.7	0.943

Source: Primary data processed

Based on table 5, noticed with each of them, the > 0.7 shows with reliable statements and their analysis

3.1. Analysis

Measurement Model Test Results: Inner Model

Goodness-of-Fit Test

Its testing on a model with a coefficient of determination value (R^2) in the PLS Algorithm report R Square (Ghozali, 2015). The following is the value of R^2 in this study.

Table 6. Coefficient of Determination

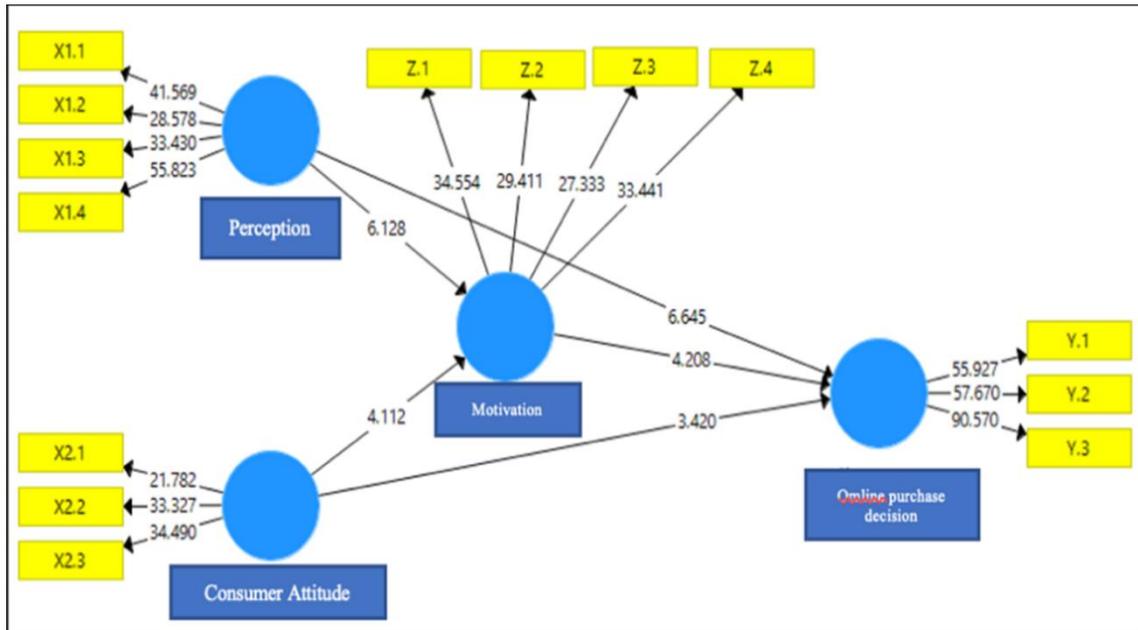
Variable	R-Square	R-Square Adjusted
Motivation (Z)	0.651	0.643
Online Purchasing Decisions (Y)	0.800	0.794

Source: Primary data processed, 2022.

Based on table 6 it can be seen that the value of the coefficient of determination of the motivation variable is 0.641, with an understanding that affects motivation by 65.1%. And the coefficient of determination of an online purchasing decision is 0.800, meaning that the regression model of the thing that affects it is 80%

Path Coefficient Test

Based on figure 1, it can be explained that the largest path coefficient value is indicated by the greatest influence with a value of 6,645 on the onlient, aimed at 3,420022.



Source: Primary Data Processed, 2022

Figure 1. Path Coefficient Results

Hypothesis Testing

Table 7. Direct Influence *Bootstrapping* Results

Direct Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Perception -> Online Purchasing Decisions	0.466	0.467	0.070	6.645	0.000
Consumer Attitudes -> Online Purchasing Decisions	0.238	0.234	0.070	3.420	0.001

Source: Primary Data Processed

Perception positively affects Online Purchasing Decisions

In table 7, the results show that the original sample of the perception variable for online purchasing decisions has a clear value of 0.466 which is 0.000. with presumptions affecting maintenance with acceptance. *Consumer Attitudes positively affect Online Purchasing Decisions*. In table 7 the test results show that the original sample value of the consumer attitude variable from what was decided and H1 was received.

Perception positively affects Online Purchasing Decisions through Motivation

In table 8 , the results show that the original sample value of perception of online purchase decisions through motivation has a value of 0.162 with a significance of 0.001.

This result has the meaning that perception influences both of motivation, with acceptance.

Table 8. Indirect Influence *Bootstrapping* Results

Indirect Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Perceptions - motivational > -> Online Purchasing Decisions	0.162	0.162	0.048	3.362	0.001
Consumer Attitudes -motivational > -> Online Purchasing Decisions	0.102	0.104	0.035	2.866	0.004

Source: Primary Data Processed

Consumer Attitudes positively affect Online Purchasing Decisions through Motivation.

In table 8 the test results show that the original sample value of consumer attitudes on what is decided by motivation then H4 is accepted.

4. Discussion

4.1. Perception positively affects Online Purchasing Decisions

The test results influenced the presumption of online purchase, proven and clear in this study. Ferrinadewi (2008) perception of risk is with what is based, possible with reality. This is from the buyer's problem, with the circumstances and examples of buying new goods that are good, comfortable with reducing the buyer's assumption of having a transaction, with the ability to go through social networking websites. In line with the study of Sukma (2012) explains the assumptions that are felt to be clear from direct purchasing decisions.

4.2. Consumer Attitudes positively affect Online Purchasing Decisions.

The test results of the influence of consumer attitudes on online purchasing decisions were shown to influence the study. Zimbardo et al, in Mowen and Minor (2002:319) with the core sense and state of objects and ideas. In the opinion of Schiffman and Kanuk (1999:227), attitudes are those that tend to be from the brushing and consistency of objects. Although attitudes are defined in various ways, Engel (1994:337) views and evaluations, from the good then Assael (1992) the notion of brushing one's brand for its good and bad. Setiadi (2003) aligns with evaluation, Schiffman and Kanuk (2004) with the notion of the brand, which is determined and its support. Specifically Sirgy *et al.* (1997) explain if a good response to what is felt and others.

4.3. Perception positively affects Online Purchasing Decisions through Motivation

The results resulted from motivation to have a positive and significant effect on this study. According to Kotler and Armstrong (1996:156) posit that from the same circumstances without distinction. Being the cause of the existing stimulus. In essence, perception will be related to a person's behavior in making decisions about what is his will, with those that become strengths, weaknesses and others. According to Sigit (2002:17) explains if motivation is considered with the impulse of purchase and emotional.

4.4. Consumer Attitudes positively affect Online Purchasing Decisions through Motivation

The results of the test influence of consumer attitudes with decisions and study encouragement. Based on studies with good support that affect purchases. Kotler (2005) says that culture is against the backdrop of support for purchasing decisions. Sigit (2002) motivational statements are considerations that affect support for buying, being because respondents are satisfied with the quality of the offer and others. The attitude that will influence the purchase of goods, from Russell *et al.* (2012:23) when the buyer tends well from the goods and the reference commitment. Bobbitt and Dabholkar (2001) explain that marketing studies prove that attitudes are the reason for repurchase.

5. Conclusion

Based on the explanation above, the conclusions drawn are all independent variables consisting of perceptions, consumer attitudes, their decisions, with existing purchases. This study was made to examine the influence of consumer perceptions and attitudes towards online purchasing decisions through motivation on the Bukalapak marketplace during the covid 19 pandemic, this research was applied to Bukalapak consumers in Yogyakarta.

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