

The Influence of Price, Product Completeness, and Ease of Use of the Bukalapak Application on Purchase Decisions on the Bukalapak Application in Mataram City

Ayu Hastati

Fakultas Ekonomi dan Bisnis, Universitas Mataram, Indonesia

Email: ayuhastati14@gmail.com

Article Info	ABSTRACT
Keywords: Price Product Completeness, Ease of Use, Purchase Decisions, E-commerce.	This study aims to analyze the influence of price, product completeness, and ease of use of the Bukalapak application on purchasing decisions in Mataram City. With the rise of online shopping trends, it is important to understand the factors that influence consumers' decisions in choosing an e-commerce platform. This study uses a quantitative method with data collection through questionnaires distributed to Bukalapak users in Mataram. The results of the analysis show that price has a significant influence on purchasing decisions, where consumers tend to choose products at prices that match the quality offered. In addition, product completeness also plays an important role, because the variety of product choices provides flexibility for consumers to choose according to their needs. The ease of use of the app is another factor that is no less important; An easy-to-use app increases user convenience and encourages them to make purchases. Overall, this study provides valuable insights for business actors in Bukalapak to improve their marketing strategies by considering the factors that influence consumer purchasing decisions. These findings are expected to help increase customer satisfaction and loyalty.
This is an open access article under the CC BY license	Corresponding Author: Ayu Hastati E-mail: ayuhastati14@gmail.com



INTRODUCTION

Decision-making is basically the process of choosing from a variety of available alternative actions in the hope of producing the most optimal decision. According to Kotler and Armstrong (2014:100), purchasing decisions are part of consumer behavior. Consumer behavior studies how individuals, groups, and organizations select, buy, use, and evaluate goods, services, ideas, or experiences to meet their needs and desires.

The purchase decision itself is based on several considerations that are in accordance with the consumer's wishes, one of these considerations is the price. According to Kotler and Armstrong (2008:84), price is the amount of money that consumers must pay to acquire a product or service (Nasution & Lesmana, 2018). At the time the price is set in accordance with the quality offered,

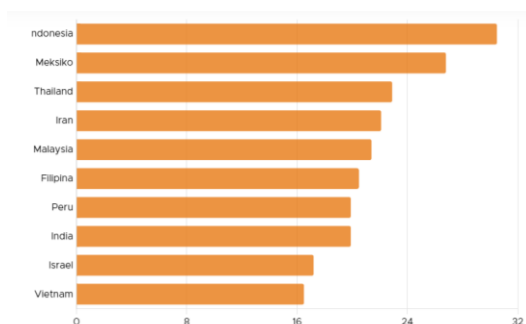
consumers tend to be more interested in making purchases. So, this could be one of the phenomena in online shop applications, especially Bukalapak, which makes consumers switch to their competitors who have more affordable shipping at prices that match the quality and diverse product choices

If a product to be purchased has, many choices or variants that are so complete will make consumers free to choose. According to Kotler (2009:42), product completeness refers to the availability of various types of products offered by manufacturers to be owned, used, or consumed by consumers. This can also be the reason why Bukalapak users can switch to other platforms so that they apply for a return system, apart from the fact that the goods sold are not varied and not *trusted*, but also when they want to do the *return* system, the Bukalapak platform has quite a lot of requirements so that consumers feel that Bukalapak has a low level of ease of use.

Ease of use is defined as a person's belief that using a technology does not require much effort. If the user feels that an information system is easy to use, then the system is likely to be used. On the other hand, if an information system is considered difficult to use, it is likely that it will not be used (Taan, 2021). Difficulties in using this application tend to make consumers feel lazy and abandon their intention to make purchases on the platform *e-commerce*.

E-commerce is an online platform for buying and selling products all over the world, including Indonesia. In Indonesia itself, it is estimated that *the E-Commerce* business will continue to grow based on the last 10 years of data which shows a growth of 17% with a total of around 26.2 million businesses.

Based on the Global eCommerce Market 2024 report, global *e-commerce* growth in 2024 is expected to reach 10.4%. Meanwhile, Indonesia is predicted to become the country with the highest e-commerce growth in the world, which is 30.5%, almost three times the average global growth in 2024.



(Source: eCBD)

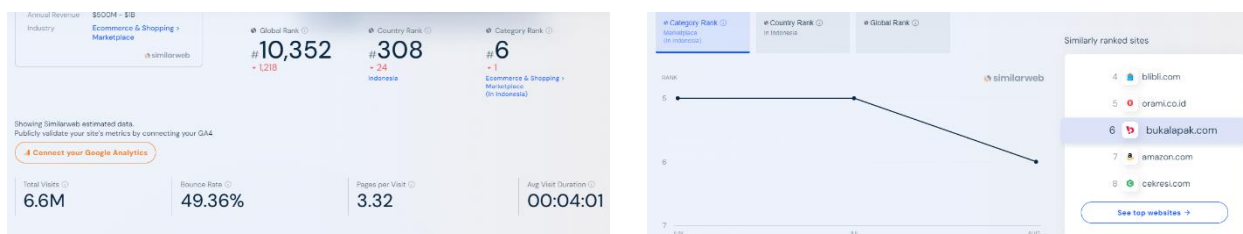
Figure 1 10 Countries with the Highest E-Commerce Growth Projections 2024

Based on the data displayed in the graph, Indonesia is predicted to have the highest e-commerce growth in the world with a percentage of around 30%. Indonesia stands out as a country with e-commerce growth that far outperforms other countries on the list. In Indonesia itself, *the E-*

Commerce business is becoming a trendy business today so that there are many *E-Commerce* platforms that are so popular among consumers, one of which is the Bukalapak application.

Bukalapak, founded in 2010 by Achmad Zaky, Nugroho Herucahyono, and Muhamad Fajrin Rasyid, initially functioned as a marketplace for SMEs, but has now developed into an all-commerce platform that includes O2O, B2B, financial, and logistics businesses.

In 2022, Bukalapak led the digitization of stalls in Indonesia with a penetration of 56%, according to a Nielsen study. As of May 2023, Bukalapak serves 130 million users and 16.8 million MSME partners, and processes more than two million daily transactions. Bukalapak is also included in the unicorn startup, with the largest IPO in Indonesia in 2021 worth USD 1.5 billion.



(Source: Similarweb)

Figure 2 BUKALAPAK Traffic Rank

Based on the data displayed in the image from Similarweb, Bukalapak has a global ranking of 10,352, with a decrease of 1,218 positions compared to the previous one. At the Indonesian state level, Bukalapak is ranked 308th, with a decrease of 24 positions. Meanwhile, in the *E-commerce & Shopping Marketplace* category specifically in Indonesia, Bukalapak occupies the 6th position, down 1 place.

In addition, Bukalapak recorded 6.6 million total visits, with a *bounce rate* of 49.36%, which shows almost half of visitors leave the site after opening the first page. The average user opens 3.32 pages per visit, and the average duration of the visit is about 4 minutes 1 second. Bukalapak is ranked 6th in the Marketplace category in Indonesia. This ranking comparison puts Bukalapak below several other sites, namely blibli.com which is ranked 4th, and orami.co.id ranked 5th. Meanwhile, amazon.com is ranked 7th, followed by cekresi.com in 8th place.

Thus, it can be concluded that Bukalapak is an *E-Commerce* that has a position that can be said to be weak because it lags behind its competitors. So, based on the problems in the background above, the researcher has an interest in conducting a study with the title "The Influence of Price, Product Completeness and Ease of Use of the Bukalapak Application on Purchase Decisions on the Bukalapak Application in Mataram City".

METHOD

This study uses a type of associative research with a quantitative approach. This approach was chosen because it aims to analyze the cause-and-effect relationship between independent and dependent variables. Referring to Malhotra's definition (2009), associative research helps to obtain empirical evidence regarding the influence of independent variables, such as price, product completeness, and ease of use, on purchasing decisions on the Bukalapak application in Mataram City.

The research was carried out in Mataram City, with the target respondents being Bukalapak application users who have or have not made transactions. The research time will take place in September 2024. The study population includes all Bukalapak users in the region. However, because the number of the population is not known for sure, the sample was determined using *a purposive sampling* technique with the Bernoulli formula approach. Based on calculations, the minimum number of samples is 97, but to reduce the possibility of errors, the sample number is set at 100 respondents.

Data collection was carried out using a survey, with a tool in the form of a questionnaire based on Google Form. The questionnaire was chosen because of its ease of distribution and its ability to reach a wide range of respondents. The questionnaire was compiled based on research indicators that referred to the Likert scale (1–5), with categories ranging from "very low" to "very high". Primary data was obtained directly from the results of the questionnaire, while secondary data was taken from literature and other supporting documents.

The variables analyzed in this study include independent variables, namely price, product completeness, and ease of use, as well as bound variables, namely purchase decisions. Each variable is defined operationally based on previous theories. Price variables are measured based on affordability, suitability with quality and benefits, and price competitiveness. Product completeness is evaluated through indicators of diversity, variety, availability, and variety of available brands. Meanwhile, ease of use is seen in terms of aspects such as ease of learning, flexibility, control, and clarity. Purchase decisions are measured based on product stability, buying habits, providing recommendations, and re-purchase.

Data analysis was carried out using the multiple linear regression method to test the relationship between independent and dependent variables. Before the analysis, validity and reliability tests are carried out to ensure the quality of the research instruments. Validity was tested by correlating the score of each question item with the total score, while reliability was tested using Cronbach's Alpha, where all variables showed a value of more than 0.60 so that it was declared reliable. Classical assumption tests are also performed, including normality tests to ensure data distribution, as well as multicollinearity tests to avoid correlations between independent variables.

In the regression analysis, hypothesis tests were carried out partially using the T test to measure the influence of each independent variable, and simultaneously using the F test to test the collective influence of independent variables on purchase decisions. The determination coefficient (R^2) is used to assess how much the independent variable contributes to the dependent variable.

With this comprehensively designed research method, the research aims to produce valid and reliable findings, providing an in-depth understanding of the factors that influence the purchase decision on the Bukalapak application in Mataram City.

RESULTS AND DISCUSSION

Result

This study aims to analyze the influence of price, product completeness, and ease of use on purchase decisions in the Bukalapak application. Here is a detailed data analysis based on the results of the study.

Description of Respondent Characteristics

1. Respondents by Gender

The following table shows the distribution of respondents by gender:

Table 1 Respondent Distribution

Gender	Sum	Percentage (%)
Man	37	37%
Woman	63	63%
Sum	100	100%

The majority of respondents are women (63%), indicating that women are more active in shopping on the Bukalapak application than men.

2. Respondents by Age

The following table shows the distribution of respondents by age:

Table 2 Respondents by Age

Age (Years)	Sum	Percentage (%)
18–25	69	69%
26–30	16	16%
31–45	12	12%
46–50	3	3%

50 and above	0	0%
Sum	100	100%

Respondents aged 18–25 years dominate (69%), indicating that the younger age group is more likely to use e-commerce.

3. Respondents By Job

The following table shows the distribution of respondents by occupation:

Table 3 Respondents By Job

Work	Sum	Percentage (%)
Private Workers	10	10%
Civil Servants	2	2%
Entrepreneurial	12	12%
Other	76	76%
Sum	100	100%

Most of the respondents were in other job categories (76%), reflecting that Bukalapak application users come from various work backgrounds.

4. Respondents Based on Monthly Expenditure

The following table shows the distribution of respondents based on monthly expenses:

Table 4 Respondents Based on Monthly Expenditure

Expenditure per Month (Rp)	Sum	Percentage (%)
< IDR 500,000	19	19%
IDR 500,000–IDR 1,000,000	42	42%
IDR 1,000,001–IDR 2,000,000	28	28%
IDR 2,000,001–IDR 5,000,000	10	10%
> IDR 5,000,000	1	1%
Sum	100	100%

The majority of respondents have expenses of IDR 500,000–IDR 1,000,000 (42%), indicating that the Bukalapak application is widely used by consumers with moderate spending.

Variable Indicator Data Analysis

1. Purchase Decision (Y)

The following table shows the results of respondents' responses to purchase decisions:

Table 5 Purchase Decision (Y)

It	Question	Average	Category
1	Products offered as per my needs and expectations	4.00	Tall
2	I often buy products through the Bukalapak application compared to other applications	3.94	Tall
3	I am satisfied with Bukalapak's service	3.84	Tall
4	I still use Bukalapak even though there are other applications	4.00	Tall
Average	3.94	Tall	

Users' purchase decisions on Bukalapak are in the high category, with an average score of 3.94. This shows that Bukalapak has succeeded in building consumer trust.

2. Price (x1)

The following table shows the results of respondents' responses related to price variables:

Table 6 Price (x1)

It	Question	Average	Category
1	The price of the product is within my budget	3.78	Tall
2	The product provides quality comparable to the price	3.94	Tall
3	More competitive pricing than other apps	4.09	Tall
4	More competitive pricing than other apps	3.81	Tall
5	The product provides value for the benefit at the price	4.21	Tall
Average	3.96	Tall	

The price variable is in the high category, with an average score of 3.96. The highest score (4.21) comes from the statement that the product provides benefits according to the price.

3. Product Fittings (x2)

The following table shows the results of respondents' responses related to product completeness variables:

Table 7 Product Fittings (x2)

It	Question	Average	Category
1	Bukalapak offers a wide and diverse range of products	3.68	Tall
2	The variety of products makes it easier for me to choose	4.07	Tall
3	The product I was looking for was always available	4.11	Tall
4	I am interested in shopping because I am satisfied with the variety	4.05	Tall

	of goods		
Average	3.97	Tall	

The completeness of the product is in the high category, with an average score of 3.97. Consumers are satisfied with the variety and availability of products in Bukalapak.

4. Ease of Use (x3)

The following table shows the results of respondents' responses regarding the ease of use variables:

Table 8 Ease of Use (x3)

It	Question	Average	Category
1	The app is easy to learn	4.12	Tall
2	Information presented clearly	4.08	Tall
3	Layout and features are easy to understand	4.21	Tall
4	Flexible in arranging orders	3.96	Tall
5	Easy and practical buying process	4.02	Tall
6	The quick buy <i>feature</i> is very helpful	4.02	Tall
Average	4.06	Tall	

The ease of use of the app is in the high category, with an average score of 4.06. This shows that Bukalapak has a user-friendly system.

Hypothesis Test

1. Partial Test (T-Test)

The results of the T test show the partial influence of independent variables on purchase decisions:

Table 9 Partial Test (T-Test)

Variable	t Calculate	Sig.	Decision
Price	4.437	0.000	Significant
Product Completeness	1.873	0.064	Insignificant at $\alpha = 5\%$
Ease of Use	3.961	0.000	Significant

Price and ease of use have a significant influence on purchasing decisions, while product completeness is insignificant at the level of $\alpha = 5\%$.

2. Simultaneous Test (F-Test)

The results of the F test showed an F value of 69,107 with a significance of 0.000 (< 0.05). This shows that the variables of price, completeness of the product, and ease of use together have a significant influence on purchasing decisions.

3. Coefficient of Determination (R^2)

An R^2 value of 0.684 indicates that 68.4% of the variation in purchasing decisions can be explained by price, completeness of the product, and ease of use. The remaining 31.6% was influenced by other factors.

Discussion

This study aims to determine the influence of price, product completeness, and ease of use of the Bukalapak application on purchase decisions on the Bukalapak application in Mataram City.

The Effect of Price on Purchase Decisions on the Bukalapak Application in Mataram City

The results of the hypothesis test stated that the price variable showed the strongest influence on the purchase decision in Bukalapak. With a beta coefficient of 0.415 and a t-value of 4.437 at a significance level of 0.000, price is proven to have a positive and significant influence on consumer purchase decisions, this is also supported by the results of descriptive statistical analysis where the average respondents' answers are included in the high category.

This is in line with research conducted by Suparjo (2010), Faroh (2017) and Nugroho (2018) shows that consumers' perception of product prices in Bukalapak greatly determines whether they will continue with the purchase transaction. Consumers tend to consider price as a major factor, and their perception of competitive or value-matched prices can drive the decision to buy. Therefore, a good pricing strategy is important for Bukalapak to increase the number of purchases. Through these results, hypothesis 1 can be accepted, namely price affects consumer purchase decisions.

The Effect of Product Completeness on Purchase Decisions on the Bukalapak Application in Mataram City

The results of the hypothesis test stated that the product completeness variable in this model did not show a significant influence on the purchase decision, with a beta coefficient of 0.146, a t-value of 1.873, and a significance level of 0.064 (above 0.05). Although product completeness still plays a role in the model, these results indicate that the variety and availability of products in Bukalapak are not the main factors that influence consumers' decisions in making purchases.

This is in line with the research conducted by Harahap et al. (2018), Widodo Tri (2016) and Jesikha et al. (2019). Consumers may pay more attention to price and ease of access factors than just the completeness of the product. Even so, maintaining product variety is still important to maintain the appeal of the platform, but without being the main determining factor for purchasing decisions in Bukalapak. Through these results, hypothesis 2 is rejected, namely that product completeness has no influence on consumer purchase decisions.

The Effect of Ease of Use on Purchase Decisions on the Bukalapak Application in Mataram City

The results of the hypothesis test stated that the ease of use variable also had a significant influence on the purchase decision, with a beta coefficient of 0.356, a t-value of 3.961, and a significance level of 0.000. This means that the easier it is to use the Bukalapak application, the higher the likelihood that consumers will make a purchase, this is also supported by the results of descriptive statistical analysis where the average respondent's answer is included in the high category.

This is in line with the research conducted by Nofrizal (2021), Sulastris & Sholeh (2024) then Rosa (2017). Consumers tend to prefer platforms that are intuitive and easy to use, as this convenience provides a more efficient and convenient shopping experience. Bukalapak can improve ease of use through simplifying the interface and improving responsive navigation. This will strengthen consumer interest in using the application and transacting on the platform. Through these results, hypothesis 3 can be accepted, namely ease of use affects consumer purchase decisions.

CONCLUSION

Based on the results of the research and discussion, several conclusions can be drawn regarding the influence of price variables, product completeness, and ease of use on purchase decisions in the Bukalapak application.

First, the price variables (X1) and ease of use (X3) have a significant influence on purchase decisions, with a significance level of less than 0.05. Meanwhile, the product completeness variable (X2) did not show a significant influence on the 5% significance level, although it had the potential to have a significant influence on the 10% significance level. Among the three independent variables, price shows the greatest influence on purchase decisions. This is shown by the highest Beta Standardized coefficient value, which is 0.415.

Partially, the price variable (X1) has a positive and significant effect on the purchase decision. With a calculated t value of 4.437 which is greater than the table t of 1.983, this variable has a significant contribution to consumer decisions. A Standard Beta value of 0.415 also indicates that price

is the most dominant factor compared to other independent variables in influencing purchase decisions.

In contrast, the product completeness variable (X2) does not have a significant influence on the purchase decision. With a calculated t-value of 1.873 which is smaller than the table's t-table of 1.983, as well as a significance level greater than 0.05, the completeness of the product, although it has a positive relationship, is not strong enough to be considered important in this model.

The ease of use variable (X3) has a positive and significant effect on purchase decisions. With a calculated t-value of 3.961 which is greater than the table's t-table of 1.983, as well as a Standard Beta value of 0.356, this variable indicates a considerable contribution to the purchase decision. Although the influence is not as large as the price variable, ease of use is still one of the significant factors in influencing consumer decisions.

Simultaneously, the three independent variables, namely price, product completeness, and ease of use, have a significant influence on purchasing decisions. This is indicated by an F value of 69.107 with a significance level of 0.000 (less than 0.05). These findings show that together, these variables can explain most of the variation in consumer purchase decisions in the Bukalapak application.

Thus, the study concludes that price and ease of use factors are the main factors that influence consumer decisions, while product completeness has a smaller role in this context. This shows the importance of an e-commerce strategy in setting competitive prices and providing an easy and efficient user experience.

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