



The Influence of Corporate Social Responsibility, Social Media Marketing, Sales Promotion, and Perceived Value on Consumer Purchase Decision on the Tokopedia Marketplace

Indah Mawarni^{1*}, Oktafalia Marisa Muzammil²

¹Universitas Bunda Mulia, Tangerang, Indonesia, email: s12190221@student.ubm.ac.id

²Universitas Bunda Mulia, Tangerang, Indonesia, email: 10737@lecturer.ubm.ac.id

*Corresponding Author: Indah Mawarni¹

Abstract: The development of technology and the internet encourages changes in consumer behaviour, where currently the majority of consumers in Indonesia often shop online through a marketplace. Thus, competition between marketplaces is getting tougher to dominate the digital economy market in Indonesia. The purpose of this study is to determine the Influence of Corporate Social Responsibility, Social Media Marketing, Sales Promotion, and Perceived Value on Consumer Purchase Decision on the Tokopedia Marketplace. The population representative in this study is 178 samples that will be further processed through several tests with IBM SPSS Statistics 24 software. The results of this study found that Social Media Marketing and Perceived Value have a significant effect on Purchase Decision. Meanwhile, Corporate Social Responsibility and Sales Promotion do not have a significant effect on Purchase Decision.

Keywords: Corporate Social Responsibility, Perceived Value, Purchase Decision, Sales Promotion, Social Media Marketing.

INTRODUCTION

The internet's availability is one of the technological advancements that have grown quickly as the century has progressed. There are no geographic or time limits when using the Internet as a communication network (Firth et al., 2019). In addition to accessing information sources, the internet can be used as a tool in communicating to become a platform that seeks to meet the daily needs of a consumer. According to We Are Social, Indonesia had 277.7 million residents as of January 2022, with 204.7 million of them having access to the internet. In the past five years, Indonesia's population of internet users has increased by 54.25%. This demonstrates that Indonesia is one of the nation with the biggest number of internet users worldwide (Annur, 2022a). Due to Indonesia's enormous population of internet users, consumer behavior has started to change in favor of online purchases. Data showing that Indonesia is the fifth-highest country in the world for regular online shopping serves through

marketplace (Annur, 2022b). The data is in line with the Ipsos Global Trends 2021 Survey, where 73% of consumers in Indonesia find shopping online easier than making purchases directly to conventional stores (Ipsos, 2021).

Tokopedia has a number of benefits over its rivals, including a high volume of site visits, high-quality products, and quick delivery times. Tokopedia's marketplace has seen a rise in traffic, with 149.6 million site visits recorded throughout 2021, as a result of the partnership between Tokopedia and Gojek (Dihni, 2022). Then, according to Ipsos research, 74% of respondents believe that Tokopedia's products are of higher quality, and 52% of respondents believe that Tokopedia's delivery services are quicker than those of other online marketplaces (Pahlevi, 2022). Tokopedia is still trailing its rival, Shopee, in the category of online marketplaces, according to the data from the Top Brand Index. Tokopedia is ranked second with a proportion of 16.7% (Top Brand, 2021).

Therefore, it is evident that Shopee would be the preferred online marketplace brand among most Indonesian consumers in 2021. Tokopedia must therefore take this seriously in order to create the finest marketing strategy and concentrate on factors like Corporate Social Responsibility, Social Media Marketing, Sales Promotion, and Perceived Value that might affect Consumer Purchase Decision on Tokopedia's website. Hanaysha (2018), Barusman & Suwandi (2020), and Haudi et al. (2022) found that Corporate Social Responsibility, Social Media Marketing, Sales Promotion, and Perceived Value play an important role in influencing a Purchase Decision.

LITERATURE REVIEW

Corporate Social Responsibility

Kotler & Lee (cited in Adhimusandi et al., 2020) stated in their research that Corporate Social Responsibility is a commitment from the firm to promote the welfare of the community through its resources and efforts. This is in line with Halbusi & Tehseen's theory (cited in Angelica & Sijabat, 2022) which defines Corporate Social Responsibility as a program created with the goal of contributing social action in the surrounding environment that has a positive impact on society. Corporate Social Responsibility can be utilized as a strategy to sustain the company's strength in a cutthroat commercial environment (Luo & Bhattacharya, cited in Hanaysha, 2018). This is due to the ability of Corporate Social Responsibility to develop favorable brand image associations and draw in more customers (Reich et al., cited in Hanaysha, 2018). Following that, consumers will be influenced by social actions taken by businesses to select and purchase specific items or services (Hassan et al., cited in Hanaysha, 2018). Therefore, it can be concluded that Corporate Social Responsibility is a social program that aids in fostering positive consumer impressions of a specific brand and influences a Purchase Decision.

Social Media Marketing

The platform of social media is frequently used by its users to publish thoughts and other content online (Xuegeng, cited in Kuncoro & Kusumawati, 2021). Social media is being employed as a platform for marketing in order to spread brand awareness among consumers and advertise specific goods and services. Companies can use Social Media Marketing to target the right market segmentation at more inexpensive prices, foster two-way conversations, and establish themselves as a helpful resource for customers (Barusman & Suwandi, 2020). As a result, customers can obtain information that is more detailed and clearly presented (Affandi et al., cited in Haudi et al., 2022). Social media is frequently utilized as a resource for accessing information more quickly relating to product reviews, product suggestions, and completing purchases through links provided by other social media users (Yogesh & Yesha, cited in Kuncoro & Kusumawati, 2021). Therefore, Social Media

Marketing can be seen as an effective and efficient digital marketing strategy for influencing Customer Purchase Decision.

Sales Promotion

Kotler (cited in Hanaysha, 2018) asserts that businesses utilize Sales Promotion as a marketing strategy to fast enhance consumer's purchasing power. As a result, businesses have the chance to draw in customers and increase total sales with this method (Cui et al., cited in Hanaysha, 2018). The primary goals of a Sales Promotion are to attract more attention from customers, spread knowledge about the company's goods and services, and persuade them to make a purchase (Hanaysha, cited in Helmi et al., 2022). In general, Sales Promotion is carried out through discounts programs, handing out coupons, and others (Sutisna, cited in Tarigan et al., 2020). Thus, Sales Promotion is one of the marketing strategies that aims to have an impact on consumer choices while promoting an increase in potential corporate sales.

Perceived Value

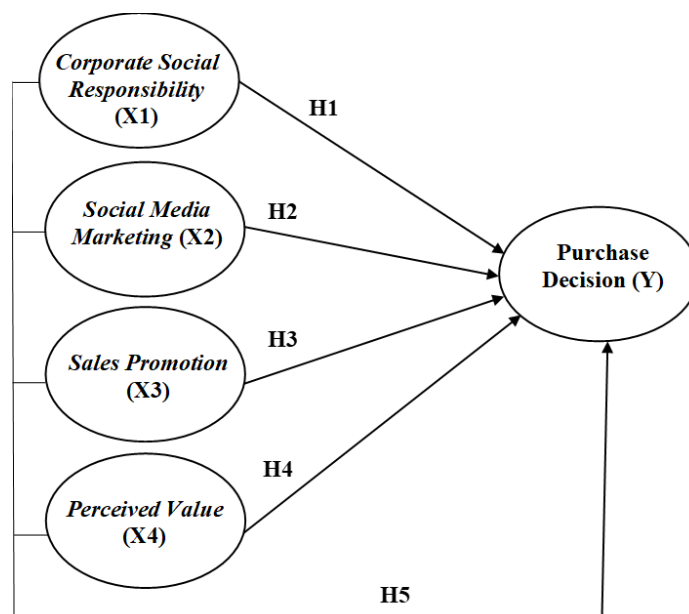
When consumers purchase a good or service, the benefits they receive are evaluated based on what is known as "Perceived Value", which is calculated by comparing the benefits people receive with the costs associated with obtaining those benefits (Mosavi & Ghaedi, cited in Handi et al., 2018). According to Hidayat's research (cited in Abdillah et al., 2021), consumers evaluate the value they receive based on a variety of factors, including the utility of a given good or service, the seller's obligation following a purchase, service options, the total nominal payment, the amount of time and effort invested, and the psychological pressure put on them by marketers. Because Perceived Value can influence Consumer's Purchase Decision, it is crucial for every company to have it when selling their products (Yee & San, cited in Hanaysha, 2018). It can be stated that Perceived Value incorporates values that are a product or service's competitive advantages to influence Purchase Decision.

Purchase Decision

The solution to the problem faced by consumers of consumption needs is the Purchase Decision (Pratmaningsi, cited in Abdillah et al., 2021). According to Goh et al. (cited in Haudi et al., 2022), Purchase Decision are psychological processes that must be understood in order to comprehend the numerous factors that influence Consumer's Purchase Decision. The availability of a large number of brands enables customers to compare products and services and come to the best decisions (Kotler & Keller, cited in Handi et al., 2018).

Hanaysha (2018) asserts that the Consumer Purchasing Decision process is divided into numerous stages, including: a) In the initial step, consumers must first identify a problem and make the decision to seek out a solution that would satisfy their requirements and wants. At this point, marketer's jobs are to promote these consumer's needs and wants to be expressed through advertising and others, b) Consumers will thereafter attempt to gather information about various products or services from internal (past buying experiences) and external (family, social media, etc.) sources, c) In the end, customers will weed out a few of the possibilities and select the one with the best selection. Then, it can be known if the Purchase Decision is an element that is frequently influenced by the significance of satisfying a need or desire, the stimulus aspect of marketers, and the accessibility of many choice possibilities possessed by customers.

Framework



Hypothesis

H1: Corporate Social Responsibility have a significant effect on Purchase Decision.

H2: Social Media Marketing have a significant effect on Purchase Decision.

H3: Sales Promotion have a significant effect on Purchase Decision.

H4: Perceived Value have a significant effect on Purchase Decision.

H4: There is at least 1 variable of Corporate Social Responsibility, Social Media Marketing, Sales Promotion, and Perceived Value that influences Purchase Decision simultaneously.

RESEARCH METHODS

This research is included in the type of causal research, because causal research has a purpose in line with this research, namely examining the influence between variables (Suliyanto, 2018, p15). The study also employs a quantitative research methodology and uses questionnaires as a data collection tool. A minimum of 150 responders was also required for this study's samples. According to a theory put up by Roscoe (cited in Sekaran & Bougie, 2019, p249) the size of the sample in studies utilizing Multiple Linear Regression can be calculated by multiplying it by ten or more, depending on the number of variables. Thus, with 5 variables in this research $x 30 =$ minimum 150 sample of responders.

The researcher was able to collect 178 responders that met the requirements. Purposive Sampling is used in conjunction with the Non-Probability Sampling technique by researcher. Respondents who contributed to this research sample were Tokopedia users who have made purchases or other transactions there and were aware of the company's CSR initiatives. The Likert scale, which has five possible responses ranging from strongly disagree to strongly agree, is used to determine the weight of the questionnaire assessment because it may be used to gauge how each person responds to social objects (Suliyanto, 2018, p134). Researcher will use IBM SPSS Statistics 24 to process data using the Multiple Linear Regression method.

Table 1. Questionnaire Statement Indicators

Variable	Indicators	Statements
Corporate Social	CSR1	CSR activities from Tokopedia make a positive contribution to society
	CSR2	The existence of CSR activities, indicates a form of Tokopedia's concern for environmental protection

Responsibility	CSR3	CSR activities from Tokopedia benefit the community
	CSR4	The existence of CSR activities, was able to foster a positive outlook and my interest in Tokopedia
Social Media Marketing	SMM1	Social media content from Tokopedia is often seen
	SMM2	Social media ads from Tokopedia are very interesting
	SMM3	Social media ads from Tokopedia are better than other marketplaces
	SMM4	Ads from Tokopedia can be found on various social media
	SMM5	Social media ads from Tokopedia are easy to remember
Sales Promotion	SP1	Tokopedia often offers various series of promos
	SP2	Tokopedia actively provides promos at special moments
	SP3	Tokopedia offers a variety of attractive promos
	SP4	Discounts on Tokopedia encourage me to make purchases
Perceived Value	PV1	The value of the money I spend is commensurate with the products and services provided by Tokopedia
	PV2	The existence of more value provided by Tokopedia
	PV3	Products and services from Tokopedia are very reliable
	PV4	Tokopedia provides Customer Service as a help center for consumers
Purchase Decision	PD1	I feel happy with my decision to shop at Tokopedia
	PD2	I would recommend Tokopedia positively to others
	PD3	I often make purchases on Tokopedia
	PD4	I intend to shop back at Tokopedia at a later date
	PD5	Overall, I feel satisfied shopping on Tokopedia

Open-Ended Questionnaire:

What aspects of Tokopedia, in your opinion, need to be improved?

Before starting the data collection process, the questionnaire was designed based on several measurement items. Corporate Social Responsibility, Social Media Marketing, Sales Promotion, Perceived Value, and Purchase Decision was measured used an item scale adapted from the study of Hanaysha (2018). In addition, researchers used SP4 indicators for Sales Promotion variables taken from questionnaires in the study of Sohn & Kim (2020). Whereas, CSR4 in this research are formed based on theories from Reich et al. (cited in Hanaysha, 2018) and the Open Ended Questionnaire will be used as suggestions in this study (Tang, 2021).

FINDINGS AND DISCUSSION

Customers who became respondents were 60% female, 63% aged 17-25 years, 71% or the majority of respondents came from Tangerang, 60% of respondents were graduates from Senior High School, 41% had a monthly income of < Rp2,000,000, 41% had a spending frequency of 2-3 times a month, and 46% of respondents made an expenditure of Rp100,001 – Rp300,000 to shop or transact at Tokopedia within one month. This research deemed valid and reliable based on the findings of the validity and reliability test performed using SPSS software, due to the fact that the statement indicator's computed r value in this study is higher than the table's r value. Additionally, the variables in this study had a Cronbach Alpha value greater than 0.7. The multicollinearity test demonstrates that all independent variables have tolerance values larger than 0.10 and VIF values less than 10, respectively. As a result, it is understood that this study does not exhibit multicollinearity. The autocorrelation test determines whether the conditions $du < d < 4 - du$ ($1.8009 < 1.886 < 2.1991$) are satisfied. Therefore, it may be said that there isn't any autocorrelation in this study.

It may be inferred from the heteroscedasticity test that the dots on the scatterplot chart's Y-axis are widely spaced above and below zero. Heteroscedasticity can be stated to

have been missing in the study because there were no regular pattern shapes. Based on the results of the normality test, it can be deduced that the residual data in the regression model between the variables of Corporate Social Responsibility (X1), Social Media Marketing (X2), Sales Promotion (X3), Perceived Value (X4), and Purchase Decision (Y) are normally distributed because the points are spread out around the diagonal line and the distribution follows the diagonal line's direction.

Multiple Linear Regression Analysis

Table 2. t test

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1 (Constant)	1.418	1.346			1.053	.294		
Corporate Social Responsibility	.076	.086	.057	.890	.374	.542	1.844	
Social Media Marketing	.197	.068	.181	2.918	.004	.575	1.741	
Sales Promotion	.158	.090	.116	1.753	.081	.502	1.992	
Perceived Value	.677	.090	.543	7.570	.000	.428	2.337	

a. Dependent Variable: Purchase Decision

Source: Data Processing Results with SPSS 24 (2022)

1. Due to the Sig. value of $0.374 > 0.05$ in the Corporate Social Responsibility variable, it is known that H1 is rejected. Therefore, it can be concluded that Corporate Social Responsibility does not have a significant effect on Purchase Decision.
2. Due to the Sig. value of $0.004 < 0.05$ in the Social Media Marketing variable, it is known that H2 is accepted. Therefore, it can be concluded that Social Media Marketing have a significant effect on Purchase Decision.
3. Due to the Sig. value of $0.081 > 0.05$ in the Sales Promotion variable, it is known that H3 is rejected. Therefore, it can be concluded that Sales Promotion does not have a significant effect on Purchase Decision.
4. Due to the Sig. value of $0.000 < 0.05$ in the Perceived Value variable, it is known that H4 is accepted. Therefore, it can be concluded that Perceived Value have a significant effect on Purchase Decision.

Table 3. F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	877.922	4	219.480	70.104	.000
	Residual	541.629	173	3.131		
	Total	1419.551	177			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Perceived Value, Social Media Marketing, Corporate Social Responsibility, Sales Promotion

Source: Data Processing Results with SPSS 24 (2022)

The study's findings, as determined by the F Test, showed that H5 was accepted because the Sig. value was $0.000 < 0.05$. Therefore, it can be known that there is at least 1 variable of Corporate Social Responsibility, Social Media Marketing, Sales Promotion, and Perceived Value that influences Purchase Decision simultaneously.

Table 4. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 ^a	.618	.610	1.76941
a. Predictors: (Constant), Perceived Value, Social Media Marketing, Corporate Social Responsibility, Sales Promotion				
b. Dependent Variable: Purchase Decision				

The data from Table 4 have shown the value of the Adjusted R^2 , which is 0.610 or 61%. In order to explain Purchase Decision, the variables Corporate Social Responsibility, Social Media Marketing, Sales Promotion, and Perceived Value can do so with a 61% accuracy. Other factors that were not examined in this study are responsible for the remaining 39% of impacts.

CONCLUSION AND RECOMMENDATION

Conclusion

The key conclusions in the responses to the previously specified research objectives include the following, among others: 1). Corporate Social Responsibility does not have a significant effect on Purchase Decision, 2). Social Media Marketing have a significant effect on Purchase Decision, 3). Sales Promotion does not have a significant effect on Purchase Decision, 4). Perceived Value have a significant effect on Purchase Decision, 5). There is at least 1 variable of Corporate Social Responsibility, Social Media Marketing, Sales Promotion, and Perceived Value that influences Purchase Decision simultaneously.

Recommendation

These findings led to several recommendations for PT Tokopedia, including: 1). Tokopedia still needs to innovate and pay attention to the CSR activities it conducts in order to maintain the company's strength and grow opportunities in the future to influence Consumer Purchasing Decisions in the marketplace competition. Whereas respondents to this study also claimed that Tokopedia can establish a donation automation system without incurring additional expenditures, 2). Respondents in this study also hope that the creativity of advertisements published from Tokopedia can continue to grow in the future. Therefore, Tokopedia needs to maintain and design more interesting content on its social media platforms, 3). Tokopedia is recommended to vary its promotional tactics and expand additional alluring offerings, such as hosting Waktu Indonesia Belanja (WIB) at the start and end of the month, 4). Tokopedia must concentrate on enhancing and channeling Perceived Value because it is one of the most potent factors influencing Consumer Purchasing Decisions. According to the study's respondents, one action that may be taken to enhance consumer's shopping experiences is to close some of the stores that are no longer open or unresponsive, 5). PT Tokopedia is expected to develop other factors, such as ease of use, a unique shopping experience through an easy-to-understand and user-friendly UI/UX.

Researcher will also offer some suggestions for upcoming researchers, such as: 1). In the marketplace industry, a number of additional factors, including Ease of Use, Product Quality, Perceived Security, Customer Identification, and others, can be investigated to identify factors that influence Purchase Decision. Because these criteria are also issues that customers take into account when making a purchase, according to the Open-Ended Questionnaire in this study, 2). It is hoped that subsequent researchers will focus their studies in a particular area in order to produce more specific results and increase the number of samples used so that the level of accuracy in representing the population can be more accurate, 3). It will be more intriguing if later researchers apply mediation variables to

develop this research based on customer behavior learned from the Open-Ended Questionnaire, such as the Trust factor people pass in making a Purchase Decision based on the quality of the goods given.

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