ANALYSIS OF FACTORS AFFECTING THE DECISION TO PURCHASE ONLINE (CASE STUDY: CUSTOMER TAPA-BULANGO)

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ABSTRACT

The aims of this study are: 1) To determine the factors that influence purchasing decisions online by consumers in Tapa-Bulango; 2) To identify the dominant factors that influence purchasing decisions online by consumers in Tapa-Bulango.

The research method used in this research is qualitative with a descriptive approach. The number of informants used in this study was 7 people.

The results show that (1) consumers choose to do online shopping because through online media consumers can get clear information about the products they need; (2) Consumers search for information through internet media and also ask friends or family who have bought the same product; (3) After obtaining clear information, the consumer evaluates the product to be purchased by comparing the quality and price of the goods; (4) In making transaction decisions, there are consumers who choose the COD method because they can still check the products purchased. And there are also consumers who follow the alternatives provided by the online store; (5) After making a purchase, there are consumers who actively comment on the products purchased in the online store comments column and there are also consumers who do not provide any comments.

Keywords: analysis, influencing factors, purchase decision

INTRODUCTION

Advances in technology and information have changed consumer behavior and lifestyle, especially in terms of using the internet in everyday life. Many people use the internet as a medium of communication and also buy and sell online. So that not a few consumers make the internet as their media to seek information in making a decision.

Decision is the selection of two or more alternative choices, or it can be said that to make a decision there must be an alternative choice. Purchasing decision is a decision in which a person chooses one of several alternative options that exist in meeting needs in the form of goods or services. Purchasing choice is an act in which a person chooses from various alternatives to fulfill a requirement in the form of goods or services. By prioritizing good service to consumers, the company can achieve its goal, namely to generate maximum profit through increasing the number of buyers.

In this modern era, the purchase or purchase decision of a product does not have to go to the store or point of sale directly. But also the decision to purchase a product can be made anywhere using online media. The characteristics of today's consumers and their changing attitudes

about how to shop more easily, cheaply and efficiently is known as online shopping.

An online shop is a store where all transaction processes are carried out digitally through intermediary devices carried out by buyers and sellers. Of course, to get an agreement in buying and selling activities. This eliminates the need to interact directly with sellers and buyers, as well as the requirement to find a physical market. We can only make buying and selling transactions practically and safely by facing the computer monitor screen and connecting to the internet.

In the Tapa Bulango area, most people make purchasing decisions online or through social media such as online shopping applications, namely shopee, lazada, tokopedia and so on. People choose to do online shopping because in offline shopping people find it difficult to recognize what their needs are. In searching for information, people are not satisfied with the information obtained by word of mouth. Because sometimes the information provided does not match what consumers get after buying goods. Then On Stores offline are not many choices about the goods they compare It is needed by the community. In general, the community before making a purchase decision first some stores product . But on offline very limited. The next alternatives a do. offline shopping consumers can not streamline time. Because in doing offline more time is needed, especially in making transactions. In addition, in doing offline shopping, consumers usually share a sense of satisfaction with others. However, after other consumers are interested in buying the same item, it turns out that the quality is not in accordance with what the consumer expects.

Planning, organizing, and managing resources to achieve goals are part of the management process. Management comes from the word to manage which means to regulate. What is regulated, what is the purpose of it, why should it be regulated, who regulates it, and how to regulate it. 1) All management elements are regulated, namely 6M (man, money, material, method, machine, market); 2) The goal is set to make 6M more efficient and effective in achieving its goals; 3) Must be arranged so that 6M is useful, coordinated, and well integrated in helping the realization of organizational goals; 4) The governing body is the leader who is responsible for top management, middle management, and supervision; 5) Regulating it is by carrying out sequential activities according to the management function. Management is a process to realize the goals to be achieved by an organization. Management as a science and also universal. Management science can be applied in all human organizations, companies, government, education, religion and so on. Management is a science and art that regulates the process of utilizing human resources and other resources effectively and efficiently to achieve a certain goal [1].

The management function is generally divided into several functions, namely: planning, coordinating, directing and controlling activities in the context of efforts to achieve the desired goals effectively and efficiently [2].

To achieve the goals that have been set, a manager needs management tools called elements of management. The elements of management consist of humans, materials, machines, methods, money and markets. Each of these elements has an explanation and a role for a management to know that management has elements that can be utilized [3].

To find out these things, the elements of management are described below,

namely: 1) Human (Man) is the most important element in a management. Companies will be powerless without humans as employees. Without humans there will be no planning, process and in the end will not produce anything; 2) Money(Money),Destination company or organization requires the use of facilities and infrastructure, as well as materials and resources. To ensure that everything is met, money must be earned. In other words, money is a tool that an organization can use to achieve its goals; 3) Raw(Materials), The manufacturing process will not function if there are no materials. Raw materials can be in the form of finished or semifinished materials which are then processed into finished products; 4) Machine, the process can run efficiently and effectively with good machines, and the use of resources, both human and raw materials is also effective. The presence of a good machine will also affect the quality of the products to be marketed to consumers; 5) The Paper (Method), we need a method that is clear and accessible to workers so that the work can run smoothly. This is where good human resources come into play, so that resources, machines, and capital can be used as efficiently as possible. The process of achieving goals can be hampered if workers do not understand the methods used; 6) Market, Last Goal in production is to offer the products that are the result of operational processes and continuous work. Education about the target market is very meaningful in order to achieve the desired end goal of the company. Marketing (marketing) is an activity that allows to satisfy the needs and desires of consumers by using a transition process [4]. Market a business that aims to plan, set prices, advertise, and distribute products to meet consumer needs [5].

Marketing is a social and management process by which individuals and groups satisfy their needs and wants by creating, offering, and exchanging goods of value to consumers [6]. From some of the concepts of the experts above, it can be concluded that marketing generally covers all aspects of life, both individuals and groups with the aim that needs and desires are met by exchanging something of value. Management mainly consists of design and implementation of the design. Making plans requires skills in drafting and drafting designs. For longterm designs it takes more time. Meanwhile, to implement the design, the leader must give authority to decisions that are always carried out every day by subordinates.

Marketing management has three main functions as follows: 1) Prepare the overall company design; 2) Realizing the plan; 3) Evaluating, analyzing, and supervising the implementation of the plan (to assess results and deviations as well as directing activities). So the notion of marketing management is an analysis of planning, implementing, and monitoring programs in achieving organizational goals through exchanges with target markets [7]. The Marketing mix is a tightly controlled strategic marketing instrument that the organization strengthens in order to obtain the desired action in the target market [8].

The marketing mix consists of the activities a company can perform to influence sales. The marketing mix is classified into four different types of interrelated variables and is generally referred to as the 4Ps, namely: 1) Product, defined as all that can be obtained through exchange, whether profitable or not. A product is the most meaningful component of a marketing strategy. Product strategy can have an impact on other marketing strategies. Buying a product is more than just owning the product as well as meeting

consumer needs and wants; 2) Price is the number given by consumers in owning or using the product/service. Every company is obliged to determine the appropriate price for success in marketing a product or service [9]. The only component of the marketing mix that generates revenue for a company is price, while the other three (product, distribution, and promotion) generate expenses. In addition, price is a flexible component of the marketing mix, which means it can be replaced in a short time Prices are divided into four types, namely: a) Subjective Prices are prices based on individual best guesses. Each buyer and seller has an estimated price for the product being marketed. As a result, each individual may not always be the same or exactly the same as the market price (actual price); b) Market Price is the tariff of the product which is determined by mutual agreement between the seller and the buyer. The market price, also known as the general price, serves as a benchmark for sellers who are in the market; c) Cost of goods is the total amount paid for certain goods/services. With the aim of obtaining a competitive basic selling price; d) Selling Price is the value obtained from the total basic value of the goods plus the expected profit of the seller. Although the values offered are not all the same, there will be a general price in the market. Each seller will adjust the price to the market price; 3) Promotion is the process by which companies communicate with customers and potential customers, as well as the general public. Another definition of promotion is the exchange of information between sellers and buyers as well as other people through the media to influence attitudes and behavior; 4) Distribution, distribution channels consist of institutions that carry out all activities needed to transfer an item and its ownership from producers to consumers or end users [10].

Distribution will require planning, executing, and controlling the flow of materials to get finished goods at a profit from the production site. Purchasing decisions is a problem solving activity in which a person chooses the right choice from two or more choices which are considered as very correct actions in purchasing by passing the decision-making stage. Consumers will go through five stages in decision making [11]. The five stages are:

Introduction to Problem (Problem Recognition)

When buyers know what is needed, the consumer buying process begins. This need can be triggered by internal or external stimuli. Internal stimulation occurs when an individual's basic needs (such as hunger and thirst) reach a critical point as a stimulus. Consumers will seek information about a particular item/product or brand and reassess how well each product choice fulfills their needs. Decisions can be made when there is a particular interest in the consumer or when a high degree of involvement is required. Marketers must conduct consumer research to determine what the perceived need or problem is, what causes it, and how that need causes someone to look for a particular product.

Consumers try to choose what their needs and wants are, both planned and unplanned. The gap between the expected atmosphere and the actual atmosphere can initiate and play a role in the needs process.

Information Search

Consumers will be influenced to find out more information after their needs are stimulated. People want to know more about product information. Both active and passive search for information are possible, both internal and external.

Active information search can be like visiting several stores to compare prices and product quality, while passive information search can only be in the form of reading advertisements in magazines or newspapers without a specific purpose regarding the expected product description. friends, go to the store to find out, or browse the internet to compare product specifications and prices.

Internal search for information to identify resolution of existing problems. If a solution cannot be found internally, the search process looks for relevant external stimuli to help solve the problem. When the consumer's desire is firm and the goods that can meet the needs exist, the consumer will take the goods. External search for information such as: 1) Individual sources, such as opinions and views of friends, acquaintances, and family; 2) Non-commercial sources, for example consumer groups; 3) Advertising and other forms of marketing; 4) Sources of direct experience, for example visiting a store and proving the product correctly. What are the needs and desires of consumers will definitely be sought. After determining what is right, the next step will be to make comparisons based on recommendations obtained from various sources regarding the amount of time and funds available to buy. Otherwise, the consumer's needs will be stored in his memory.

Evaluation Alternative

After gathering as much information as possible on the topic, the consumer must evaluate the available options and decide on the next step. These ratings reflect firmness and conviction, which influence their buying behavior. Firmness is a painting of an individual's view of something. Individual perceptions of a product or brand affect consumer purchasing decisions.

Consumer attitudes are as important as trust. Determining purchase objectives and assessing and selecting alternatives according to purchase objectives are the first two stages of alternative evaluation. Consumers will assess and simplify the choice of the desired alternative after gathering information about alternative answers to a need.

Transaction Decisions

After consumers evaluate alternatives, the next stage is making transaction decisions. Transactions involve the movement of goods with money and the transfer of ownership of goods from the store to the consumer. The safety of every consumer in buying in a store is not only determined by the number of items available, but also by the ease of obtaining them. Consumers can make decisions about the payment method, namely the COD method or pay first and then the goods will be sent.

Post-Purchase Behavior

Marketers must assess consumers after they buy a product to determine whether they are satisfied or dissatisfied. It is possible that the buyer is dissatisfied after making a purchase, either because the price of the item is considered too high, or because it is against the buyer's wishes or previous descriptions. Consumers will make comparisons about the products or services they have purchased with other products or services.

This is because consumers experience discrepancies with special features in the products they buy, or get information about the advantages of other brands. This behavior affects repeat purchases as well as what buyers say about the company's products to others. The act of buying products (both goods and services) using the internet is known as shopping online [12]. Online shopping activities include

Business to Business (B2B) and Business to Customers (B2C).

Online shopping activities are negotiations with individual buyers, so online shopping in this context refers to purchasing decisions made by individuals. By using the internet Window shopping on the web with the aim of doing online shopping. The buyer can then select the desired item by clicking on it. After that, the buyer is directed to a window showing the agreed payment method, and after the amount of money has been transferred, the seller will send the goods using the postal service, and so on.

RESEARCH METHODS

This study used qualitative research methods. Qualitative research was conducted to form a view with understanding and creativity at the research site. This research uses a descriptive qualitative method. Because this research produces conclusions in the form of clear data, not data in the form of numbers.

This is a research strategy in which a qualitative approach produces descriptive data from people and observed behavior in the form of written or spoken words. Data collection techniques are a top priority with strategic value in research, because the research objective is to obtain data, both primary and secondary [13]. The data collection techniques of this research are interviews and documentation.

Interviews

In this study, the informants are people who have done online shopping as many as 7 people in the Tapa-Bulango area where in each village in the Tapa sub-district the researchers took one informant who made the most purchases online from the last 3 months when the researchers took the data. In this study, researchers took informants who often shop online through 3 online shopping applications, namely shopee, lazada and tokopedia.

Documentation

Data was collected through various media, such as photos and reports at the research site that could be used as a reference to support this research.

DISCUSSION
Problem Recognition

Consumers recognize a problem or need at the first stage of the decision-making process [14]. This need can be triggered by internal or external stimuli. Internal stimulation occurs when one of a person's basic needs (such as hunger and thirst) reaches a tipping point and becomes a driving force.

Consumers in Tapa-Bulango recognize what their problems or needs are through online media. This is done by consumers in Tapa Bulango because it can save time and consumers can also get discounts or postage discounts. Besides that, with online shopping during a pandemic, consumers can avoid crowds and also comply with health protocols. Consumers buy various products through online media both for personal needs (such as shoes, bags, headscarves), family needs, school children's needs and even to improve the family economy. Consumers order goods for resale through online media. Because through online media the price is fairly cheap. So that you can make a profit when the goods are resold.

Information Search

Consumers are interested in finding information about the product/goods needed during the information search stage of the decision-making process. Consumers who are stimulated by their needs are interested in seeking more information about the product.

The source of this information is through family or friends and also through the internet. Consumers in Tapa Bulango seek information about the products/goods needed through the internet. Because according to consumers by searching for information through the internet media can provide clear information about the products needed.

Using electronic media, consumers can find out about the advantages, disadvantages, benefits and also know the price specifications of each product without having to go to a store where consumers have to spend time first and also need transportation costs. Through online media, consumers can also find out information from other consumers who have bought the same item by looking at consumer ratings or comments about the product to be purchased.

Is the description the same as the actual condition of the product? In addition to looking for information through the internet, consumers also seek information about the product they need through friends or family who have bought the same product.

Consumers who have bought the same product will provide information about the product. Starting from the product advantages, disadvantages, benefits, and also the price specifications of the products in each different store. So that consumers can compare the same product in several different online stores.

Evaluation of Alternatives

Evaluation of alternatives is the stage where consumers consider several alternative products available. Both in terms of quality and price. Setting purchase objectives and assessing and selecting alternative purchases based on the consumer's purchase objectives are the first two stages of alternative evaluation.

Consumers will evaluate and simplify the choice of the desired alternative after gathering information about alternative answers to a need. Beliefs and attitudes that influence consumer buying behavior are reflected in the evaluation. Trust is a representation of one's feelings about something. A person's perception of a product or brand affects consumer purchasing decisions. Before making a consumer purchase at Tapa- Bulango, first compare the available products or goods. Consumers make product comparisons based on the information obtained in the previous stage.

Consumers compare products in terms of product quality. An item has a high value if the quality is good. Quality goods will provide great benefits for its users. And most consumers prioritize quality so that a sense of satisfaction will be obtained by consumers.

Transaction Decision

After the consumer evaluates the alternatives, the next step is to make a transaction decision. Transactions are the exchange of goods for money and the transfer of ownership of goods from the store to the consumer.

The convenience of consumers shopping in a store is not only determined by the number of goods available, the ease of obtaining goods in the store, and the attractiveness of promotions. Consumers can make decisions about the payment method, namely the COD method or pay first then the goods will be processed and sent to the consumer.   There are consumers in TapaBulango who choose to use the COD method. This COD method is perfect for consumers who don't have more free time. Besides that, by using the COD

method, consumers can still check in advance about the condition of the goods purchased. Is it in good condition or defective? If the goods are in good condition, the consumer can immediately pay for the goods.

However, if the item is defective, the consumer still has the opportunity to return it because the product/goods has not been paid for. Besides using the COD method, there are also consumers who follow the alternatives determined by the online store. There are also online shops that do not use the COD method but have to pay first then the goods will be processed and sent to consumers.

This payment method is not in doubt by consumers because consumers first see the assessments of previous consumers who have bought the product whether this online store can be trusted or not.

Post-purchase behavior

Behavior is the stage where consumers experience a sense of satisfaction or dissatisfaction. Because usually there are prices for goods that do not match the quality. Goods are sold at high prices but after the goods arrive to consumers, it turns out that the goods are not of high quality. Likewise with the condition of goods that are not in accordance with what is desired by consumers. For example, the item is damaged or defective.

This sense of satisfaction or dissatisfaction can be known by marketers through the comments column in the online store. Consumers will compare the product or service they have purchased with other products or services. This is because consumers experience incompatibility with certain features in the goods they buy, or hear about the advantages of other brands. This behavior affects repeat purchases as

well as what buyers say about the product being sold to others.

After making a purchase, consumers in Tapa leave comments in the online store comments column. Comments given by consumers will affect the buying interest of other consumers. If the comments given are good, the buying interest of other consumers will increase. But if the comments contain product shortages or about unsatisfactory service from employees, this will reduce the buying interest of other consumers. There are also types of consumers who do not comment on the products purchased. This type of consumer will not affect the level of product sales.

The most dominant factors

The most dominant factors influencing online purchasing decisions are problem recognition, information search and alternative evaluation. Because in the sub focus of problem recognition, each interviewee stated that doing online shopping was to meet the personal needs of the family and to improve the family's economy.

In the information search sub-focus, each interviewee stated that he was looking for information through the internet and also asked friends or family who had bought the same product. In the alternative evaluation sub focus, each informant stated that he evaluated the product to be purchased by comparing the quality. So the authors conclude that the most dominant factors influencing online purchasing decisions are information seeking and alternative evaluation.

Information search is the stage where consumers collect some information from each product in several online stores which will then be compared. After carrying out the information search stage, the consumer

performs an alternative evaluation stage where the consumer compares and assesses the advantages and disadvantages of the product and then the consumer simplifies his choice in a product that according to the consumer can meet their needs.

CONCLUSION

Based on the results of the analysis and discussion above, it can be concluded that problem recognition, information search, alternative evaluation, transaction decisions and post-purchase behavior are factors that influence online purchasing decisions at Tapa-Bulango. This can be seen from (1) Consumers choose to do online shopping because through online media consumers can get clear information about the products they need; (2) Consumers search for information through internet media and also ask friends or family who have bought the same product; (3) After obtaining clear information, the consumer evaluates the product to be purchased by comparing the quality and price of the goods; (4) In making transaction decisions, there are consumers who choose the COD method because they can still check the products purchased. And there are also consumers who follow the alternatives provided by the online store; (5) After making a purchase, there are consumers who actively comment on the products purchased in the comments column of the online store and there are also consumers who do not provide any comments.

Based on the conclusions above, the suggestions that can be given by the author are (1) Online shop owners must be able to provide clear and accurate information to consumers so as to increase sales; (2) Consumers must be more careful in finding information about the product to be purchased so that they will not feel cheated; (3) Consumers must be more careful in evaluating the products purchased so that they will get a sense of satisfaction; (4) Consumers must be careful in choosing payment methods to avoid fraud; (5) Consumers must be wiser in commenting on online stores so that they will not harm other parties.

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