The Effects of Sales Promotion, Attractiveness of Internet Advertising, and Website Quality on Impulse Buying of Consumers of Tokopedia in Indonesia

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ABSTRACT

Like in many other countries, buying and selling transactions through electronic commerce or e-commerce have grown rapidly in Indonesia. However, the behavior of e-commerce consumers argued to be mostly impulse buying. Many empirical studies in Indonesia found factors that influenced impulse buying of consumers were mainly due to sales promotion, attractiveness of internet advertising, and website quality. This study for that *a posteriori* reason aims at re-examining this phenomena by taking into account consumer behavior of Tokopedia in Indonesia as a case study. The data source of this study was collected from a quantitative survey of consumers of Tokopedia in Jakarta, the Capital City of Indonesia. The sampling method applied was the non-probability sampling technique since no access to the population database was given by Tokopedia. All of the 151 respondents completed the questionnaires distributed to them. These respondents were consumers of Tokopedia in the past 6 months of 2019. The data were then analyzed by using statistical multiple linear regression analysis. This study confirmed that sales promotion, attractiveness of internet advertising, and website quality significantly affected impulse buying of consumers of Tokopedia in Jakarta. The limitations of the study were discussed so caveats apply to interpret the findings from this study.

Key words: Sales Promotion; Attractiveness of Internet Advertising; Website Quality;
          Impulse Buying behaviour; Tokopedia; Indonesia.

1. INTRODUCTION

The use of e-commerce is growing rapidly in Indonesia. For formal e-commerce that is through official market places (e.g. Bukalapak, Shoppee, and Tokopedia), Indonesia's Central Bank recorded in 2018 a transaction value that reached more than US$ 80 billion. This value increased by 151 percent compared to 2017. Before the Corona Virus pandemic occurs in Indonesia, McKinsey & Company projected that in 2022 the value of e-commerce transactions will increase more than eight times at about US$ 600 to US$ 800 billion. In terms of employment absorption, e-commerce business activity was able to absorb 4 million workers in 2018 and it was projected to absorb 26 million workers in 2022 (Marketeers, 2018).

The number of e-commerce consumers was estimated at about 31.6 million in 2018 and it increased 35.1 million in 2019 (Statista, 2018; Detiknet, 2019). In 2022 the number of e-commerce consumers was projected to be at 43.9 million (Investor daily, 2019). These figures show that from year to year the e-commerce consumers have increased along with the increase of internet users in Indonesia. These figures also suggest that Indonesia is an attractive market for e-commerce business activities. As a consequence, the competition of the e-commerce business activity will become tight in the near future (Chaffey, 2007). In fact, this competitive condition has already happened in this year 2020 as Indonesia has been hit badly by the pandemic corona virus (Covid-19).

Of the many formal e-commerce in Indonesia, Lazada was the most visited e-commerce in 2017. However, in 2018 Lazada's position was replaced by Tokopedia. The total number of Tokopedia's visitors per month in 2018 reached 168 million visitors. The reason of the increasing visitors to Tokopedia is because of its cooperation with OVO so that consumers have easier access for making transactions via Tokopedia Online. In addition, it is also because Tokopedia got an additional capital of US $ 1.1 billion from Soft Bank at the end of 2018. Consequently, Tokopedia now became one of four start up Unicorns in Indonesia besides Gojek, Traveloka and Bukalapak (iPrice, 2019).

However, the behaviour of e-commerce consumers in Indonesia was identified to be as impulsive consumers (Utami, 2011; Cintananda, 2018). In other words, consumers purchase products sold by e-commerce without any plans and they usually like to act last minute (Kharis, 2011). This type of buyers' behaviour was not only found in Indonesia, but also in many other countries (Dyatmika and Sudiksa, 2015; Bellini, et. al., 2017; Bressolles, et.al, 2007). In fact, this impulse buying behavior of consumers has been discussed since the past sixty years ago (Clover, 1950; Stern, 1962). Bhakat and Murugananthan (2013), for example, have not only highlighted the various research works literature in this field, but also addressed a broad overview of the impulse buying construct as well as the various behavior related aspects that are useful for marketing practitioners and researchers towards comprehensive understanding of the consumer's impulsiveness.

Some recent relevant studies advanced in the literature that are worth to be mentioned here is the work done by Bressolles et.al. (2007), Gregg, et.al (2010), Hulten and Vanyushyn (2014), Rezaei (2015), and Bellini, et. al. (2017) to name just five studies. Bressolles, et.al (2007), for instance, in their study in France found out that website quality has a direct influence on impulse buying behaviour. Bellini et.al (2017), on the other hand, in their study in Italy found that pre-shopping tendency influenced directly impulse buying. They also indicated that the personality variables (shopping enjoyment tendency and impulse buying tendency) influenced impulse buying through positive affect and urge to purchase.

Similarly, Hulten and Vanyushyn (2014) also investigated the impact of website quality on online impulse buying behavior (OIBB) in China, and assessed the moderating roles of sales promotion and credit card use. This study has three major findings. First, the website quality positively affects the OIBB. Second, the sales promotion significantly influences OIBB and acts as a strong moderator on the relationship between website quality and online impulse buying. Finally, the online impulse purchases are positively influenced by use of credit card, and the use of credit card enhances the relationship between website quality and online impulse buying.

However, studies on impulse buying of consumer behaviour in Indonesia published in reputational international journals have been limited. Some notable previous local studies that are worthy to be referred here were studies by Yarahmadi and Alireza (2011), Kharis (2011), Cintananda (2018), Akram et.al (2018), Maulana (2016), Margaret and Shellyana (2016), Sugianto (2016), Ishadi and Hendayani (2016), and Ariani (2016). Yarahmadi and Alireza (2011), for example, pointed out reasons for being impulse consumers in Indonesia particularly because of product discount strategy and easy access payment using credit card. Kharis (2011), however, indicated factors that influenced online impulse buying behaviour were service quality and sales promotion. Whilst Cintananda (2018) and Akram et.al (2018) showed factors influenced online impulse buying behaviour were website quality and sales promotion. The electronic word of mouth (E-WOM), however, was found to be insignificant.

Furthermore, Maulana (2016) indicated that the present of internet media was the main reason why the e-commerce consumers in Indonesia make impulse purchases. This is simply because attractive advertising can easily be made through the internet media, so that consumers are attracted emotionally to purchase online products impulsively. These findings were also supported by other studies undertaken by Margaret and Shellyana (2016), Ariani (2016) and Sugianto (2016).

As the vast majority of empirical local research in this subject found out that impulse buying behaviour in Indonesia was determined by sales promotion, attractiveness of internet advertising, and website quality, this present study aims at re-examining and up-dating those previous findings by taking into account especially consumers of Tokopedia in Indonesia as a case study. This study is also fully expected to fill the lack of local research works published in international reputational journals. However, before discussing the findings, details of the research method are addressed in section 2. Section 3 then deals with results and discussion of the findings. In this section, the discussion begins with the profile of the respondents under survey and followed by statistical findings of the estimated model. Finally, concluding remarks are drawn in section 4.

2.   METHODS

The source of data was collected from quantitative survey undertaken in Jakarta, the Capital City of Indonesia. The unit analysis of the study was the consumers of Tokopedia Online who had purchased in the last 6 months of 2019. The reason why Tokopedia was selected as the study case is because this company was founded on 2009, starting as a marketplace business. Today Tokopedia has expanded its business into a technology company with not only a marketplace, but also providing financial technology (investment, business capital loans, credit cards, and many more) payment, and logistics businesses. The core business of this company is in its marketplace which provides a free Consumer to Consumer (C2C) business platform for buyers and sellers. By June 2020, due to corona virus

pandemic in Jakarta Tokopedia had over 8.000.000 sellers. Tokopedia's marketplace offers large variety of products ranged from fashions, electronics, hobbies, hand phones, beauty, health, foods and drinks, household appliances, and other culinary products (For detail see, https://www.tokopedia.com/about/our-business/#mkt-section and https://gizmologi.id/news/tech/tokopedia-open-api-untuk-merchant-marketplace/).

As the population of the consumers of Tokopedia was unknown as Tokopedia did not give access to the company's database, the technique to sample the consumers consequently was by employing a convenient - non probability sampling method with the confidence level of 95 percent. In this sampling technique, respondents were conveniently contacted to fill in the questionnaires via Online. The respondents consisted of universities students both undergraduates and post graduates students, colleagues at private companies and government institutions, entrepreneurs and others who had made a purchase from Tokopedia in the last 6 months of 2019. There were 151 respondents which completely answered all of the given questions. Details of the buyers' frequency of purchases and the demographic profile of respondents are given at Table 1 at section 3 below.

It is true that the number of the sample respondents may be considered too small to be certain about the conclusions and the practical implication of this study. However, since the sample respondents under survey were mainly in the productive ages and they relatively have knowledge and experiences about issues and problems questioned in the questionnaires (see, Appendix 1), responses replied by these sample respondents were meaningful for the purpose of this study at least for the given number of respondents.

Questions organised in the self-administered questionnaires consisted of indicator items of both dependent and independent variables estimated under study (Appendix 1). However, as the indicator items of both dependent and independent variables were in the qualitative form or not in numbers, for the purpose of statistical analysis we quantified these subjective preferential thinking, feeling, and action in a validated and reliable manner by Likert scale from 1 to 5 (from strongly disagree to strongly agree). See, Joshi, et.al. (2015).

Details of indicator items for each variable in the questionnaire were adopted from the previous studies advance in the Indonesia's literature as noted above. Reason to adopt these indicator items was mainly for the sake of methodological and consistency purposes. Indicator items of impulse buying, for instance, were adopted from Kharis (2011). According to Kharis (2011), indicator items of this variable include spontaneity, strength of compulsion and intensity, excitement and stimulation, and ignorance of consequences. Note that spontaneity indicator items have three items, while compulsion strength and intensity have two indicator items.

For sales promotion, indicator items of this variable were taken from Kotler and Armstrong cited in Cintanada (2018). Cintanada (2018) used four indicator items of sales promotion, namely, price discounts, free shipping, cash back, and flash sales. Whereas indicator items for the rest of other two independent variables of the attractiveness of internet advertising and website quality were adopted from Maulana (2016) and Sugianto (2016). See, appendix 1 for details of indicator items of both dependent and independent variables of the study.

After the questionnaires have been completed by the respondents, reliability and validity tests were executed. These tests aim to examine whether or not the survey instrument

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yields the same results over multiple trials on one hand and to know whether or not the instrument measures what it was designed to measure on the other hand. This was then followed by examining four key Ordinary Least Square (OLS) assumptions associated with the multiple linear regression, namely, linearity, normality, multicollinearity, and heteroscedasticity. The autocorrelation assumption was not tested as the sampling data was in the form of cross-sectional data. References used to test statistically both reliability and validity tests as well as the Ordinary Least Square (OLS) assumptions were from Sekaran & Bougie (2010), Gujarati (2009), Ghozali (2013) and Malhotra (2009). The multiple regression model was estimated by using SPSS software program version 25 and the model can be written mathematically as follows.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

where:
Y	= Impulse buying of consumers
a	= constant
X_1	= Sales Promotion
X_2	= Attractiveness Internet Advertising
X_3	= Website Quality
$\beta_1, \beta_2, \beta_3$	= Coefficients of X_1, $X2$ and $X3$.
e	= error terms

3.   RESULTS AND DISCUSSION

3.1   Profile of the Respondents

The profile of respondents in terms of frequency of the purchases at Tokopedia in the last six months was mostly dominated by those in the group of 2 to 5 frequency purchases (63.3 %). This was followed by the sample respondents who made purchased in the category between 6 and 10 frequencies (21.3 %), one frequency (12.7 %) and greater than 10 frequencies (2.7 %). These frequencies of purchases indicated that the sample respondents have good knowledge and experiences as well as relevant to give responses and assessments for the purpose of this study.

In addition to the frequency of the purchases, the sample respondents who had made purchases at Tokopedia in the last six months were also differed in their demographics characteristics (Table 1). In terms of sex, for example, about 56.7 percent were female and the rest of 43.3 percent were male. The age group of the respondents was dominated by the age group between 24 and 29 years of age (45.7 %), followed by the age group range from 17 and 23 years of age (31.1 %), the age group between 30 and 38 years of age (6.7 %), the age group between 46 and 55 years of age (6.0 %), the age group of 39 and 45 (6.0 %), and the age group greater than 55 years of age (4.5 %).

The work status of respondents was mainly private and government officials (39.1 %), and the under graduate and post graduate students (26.5 %). The rest of the respondents was entrepreneurs (19.2 %) and others (15.2 %). Based on these demographics backgrounds, it is no doubt once again that the sample respondents under survey were representative and well-understood to give response to questionnaires given to them.

3.2   Validity, Reliability and Classical Assumptions Tests

To test the validity of the survey instrument, we compare r calculated value (Corrected Item – Total Correlation) with r table (Sekaran & Bougie, 2010). The value of r-table at 5 percent significant level (df = n-2 = 150 – 2 = 148) is 0.60. An item in the survey instrument is judged to be valid if r calculated value is greater than t-table. Table 2 gives an example of the results from the calculated values for items of sales promotion variable. As can be seen at Table 2 all items of this variable were valid since the calculated r value of each item of sales promotion variable was greater than r-table at 5 percent significant level. Note that the estimate results of other items from the rest variables that were not exhibited here were also valid.

Similarly, the reliability test also indicated that the indicator items of each variable were reliable and appropriate to be used. This is shown from the Cronbach's Alpha coefficients which are greater than the minimum of Cronbach's Alpha coefficient of 0.600 (Sekaran & Bougie, 2010), Gujarati, 2009, and Malhotra 2009). As can be seen at Table 3, the Cronbach's Alpha coefficient of sales promotion was 0.702. The rest of the Cronbach's Alpha coefficients for attractiveness of internet advertising, website quality and impulse buying were 0.790, 0.925 and 0.715 respectively. These indicated that the indicator items for all variables used in the study are reliable.

Having completed the validity and reliability tests, the OLS classical assumption of the regression model were then tested. The tests results showed that the analytical model of this study does not violate the four key assumptions of regression, namely, linear relationship, Normality, Multicollinearity, and Heteroscedasticity. In terms of the normality test, by using One Sample Kolmogorov-Smirnov, it was found the estimated data was normally distributed as the Asymp value. Sig. (2-tailed) of 0.434 which was greater than 0.05. Hence, this suggests that normality assumption was not violated.

The result of multicollinearity test also showed the estimated model has no multicollinearity indication among the independent variables. This was shown from the tolerance values which were greater than 0.1 and the VIF values that were smaller than 5 or 10 (Table 4). This confirms that the estimated regression model certainly has no multicollinearity among the independent variables.

Finally, the result of heteroscedasticity assumption test also confirmed that the estimated regression model has no variance in residual variance in one observation to another. This was tested by using Glejser, where the sig-values for sales promotion variables, the attractiveness of internet advertising, and the quality of the website were found to be greater than 0.05. This means that there is no heteroscedasticity in the regression model. Therefore, the regression model was justifiable for the purpose of inference or prediction.

3.3   Regression Model Estimation

The result of the estimated regression model is shown at Table 5. As can be seen at this Table that sales promotion, the attractiveness of internet advertising, and website quality have positive and significant effects on impulse buying of consumers of Tokopedia. This was reflected from the t-value and significant value of each independent variable. The significance value of the sales promotion variable, for example, was 0.000 which was less

than 0.05. This suggests that the sales promotion variable has positive and significant effects on the impulse buying variable. Similarly to the attractiveness of internet advertising and website quality values which were smaller than 0.05. Thus, all three independent variables of sales promotion, the attractiveness of internet advertising and the quality of the web site partially have positive and significant effects on impulse purchases of consumers of Tokopedia in Jakarta, Indonesia.

The proportion of the effects of the three independent variables on the impulse buying of consumers of Tokopedia (Y) varies between one variable and another. The sales promotion (X1), however, has greater proportion than attractiveness of internet advertising (X2) and website quality (X3). The coefficient of sales promotion was 0.366, meaning that any changes from one unit of sales promotion will give positive effect on the changes of impulse buying by 0.366. Whereas the coefficients of the attractiveness of internet advertising (X2) and the quality of web site (X3) were 0.356 and 0.343 respectively (Table 5). The estimated model of the regression can be written as follows.

$$Y = 3.262 + 0.366 \, X_1 + 0.356 \, X_2 + 0.343 \, X_3$$

Furthermore, the study also found that all independent variables simultaneously have significant effects on the impulse buying of consumers of Tokopedia. This was shown from both F-calculated value (34.26) and the F sig-value that was less than 0.05 (Table 6). Therefore, all three independent variables of sales promotion, the attractiveness of internet advertising, and website quality jointly have effects on impulse purchases of Tokopedia's consumers.

The findings above support previous studies advanced in the literature. In the context of the effect of sales promotion on impulse buying, for instance, the study supports previous studies conducted by Yarahmadi and Alireza (2011), Soendoro et.al. (2016), and Sugianto (2016). These studies found sales promotions in the form of giving discounts and gifts, had positive and significant effects on impulse buying behaviour. Also, it confirmed other previous studies conducted by Kharis (2011) and Cintananda (2018) who found the provision of sales promotions can encourage the purchase of products immediately. This study's finding suggests by providing sales promotions in the form of short-term incentives such as price discounts, cash back, flash sales, and shipping cost discounts can stimulate Tokopedia's consumers to make impulse buying behaviour. Therefore, Tokopedia cannot avoid to keep maintaining its sales promotion to compete amid the rise of similar companies and to attract new consumers.

The significant effect of the attractiveness of internet advertising on impulse purchases of Tokopedia's consumers was also supported by the early study conducted by Maulana (2016) and Ariani (2016). They found out that the attractiveness of internet advertising had positive and significant effect on impulse online purchases. Similarly, the significant effect of website quality on impulse purchases made by the Tokopedia's consumers also supports the previous studies undertaken by Bressolles et.al (2007), Hulten and Vanyushyn (2014), Margaret and Shellyana (2016), Cintananda (2018) and Sugianto (2016). They found out that website quality variable had significant effect on impulse buying behaviour of consumers under their studies. Therefore, both of attractiveness of internet advertising and website quality need to be given attention by Tokopedia in improving impulse buying behaviour of its consumers.

However, the coefficient of determination (R squared) that shows the proportion of the variance in the dependent variable that is predictable from the independent variables was found to be only 0.413 (Table 7). This means that only 41.3 percent of the variation of impulse buying behavior can be explained by sales promotion, the attractiveness of internet advertising, and website quality. The rest of 58.7 per cent of variation of impulse buying of consumers of Tokopedia was explained by other independent variables that are not accommodated in the regression model. This might have happened due to small sampling number and other data weaknesses. Therefore, caveats apply to interpret the findings from the study.

4.   CONCLUDING REMARKS

This study aims at re-examining and up-dating the effects of sales promotion, attractiveness of internet advertising, website quality on the impulse buying of consumers of Tokopedia in Jakarta, the capital city of Indonesia. The study confirmed that all independent variables have positive and significant effects on impulse buying of consumers of Tokopedia in Jakarta. The result also supports the previous studies' findings advanced in the literature.

The findings of this study offer important managerial implications as follows. First, Tokopedia needs to maintain and increase sales promotion in order to attract new customers and to increase the number of purchases. Indicator items of the sales promotion that need to be given attention include price cuts and cash back. However, as there is an intense competition between e-commerce companies in Indonesia, Tokopedia practically at least needs to add more diverse forms of sales promotions, such as giving product samples or selling products that have legitimate brands.

Second, it is important for Tokopedia to always display ads with visuals or images that are unique and able to attract the attention of consumers. This practically can be done, for instance, by ensuring that the information displayed on internet advertisements is easy to be understood by the consumers and appropriately advertised. These aim to reduce the risk of consumer disappointment.

Third, Tokopedia needs to continuously improve the quality of the website so that it can enhance a pleasant experience for consumers to shop online. In shopping in e-commerce, where the seller comes from many parties, Tokopedia needs to continue to pay attention and ensure the safety of consumers. To make this suggestion into practice, Tokopedia needs to improve services towards complaints made by their consumers so that it makes them feel more comfortable and trustable to shop at Tokopedia again.

The study, however, presents limitations and has identified avenues for future research. First, the variation of the impulse buying behaviour that can be explained by sales promotion, the attractiveness of internet advertising and website quality was found to be only 41.3 per cent. This might partly have happened due to the small numbers of respondents and other data weaknesses. Therefore, future research may conduct a survey by adding the adequate number of respondents, employing the probability sampling method to generalize the findings and exploring other formal e-commerce businesses (e.g. Lazada, Shopee, and Bukalapak). On the other hand, future research could expand other independent variables by

including product quality, discount strategy and easy access payment using credit card in the regression specification model. Whilst much remains to be done, this study at least would help Tokopedia improve the sales promotion, internet advertisement and the quality of website to maintain its consumers and to attract new customers.

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Table 1. Profile of the Respondents

Descriptions	Frequency (n= 151)	Percentage (%)
Buyers' Purchasing Times - 1 - 2 - 5 - 6 - 10 - > 10	19 96 32 4	12.7 63.3 21.3 2.7
Sex Male Female	 65 86	 43.3 56.7
Age Groups (years) 17 - 23 24 – 29 30 – 38 39 – 45 46 – 55 >55	 47 69 10 9 9 7	 31.1 45.7 6.7 6.0 6.0 4.5
Work Status Under graduates and Post Graduate Students Private and Government officials Entrepreneurs Others	 40 59 29 23	 26.5 39.1 19.2 15.2

Source: data collected from survey, 2019.

Table 2. Results of Validity Test of Items of Sales Promotion

Item No.	Corrected Item - Total Correlation (r calculated value)	r- table	Description
1	0.581	0.135	Valid
2	0.506	0.135	Valid
3	0.449	0.135	Valid
4	0.422	0.135	Valid

Source: Estimated from the survey data by using SPSS v. 25.

Table 3. Results of Reliability test

Variable	Cronbach's Alpha	Cronbach's Alpha Minimun	No of items of each variable	Description
Sales Promotion (X1)	0.702	0.600	4	Reliable
Attractiveness of internet advertisement (X2)	0.790	0.600	4	Reliable
Website Quality (X3)	0.925	0.600	14	Reliable
Impulse Buying (Y)	0.715	0.600	8	Reliable

Source: Estimated from the survey data by using SPSS v. 25.

Table 4. The Results of Multicollinearity test

Independent variables	VIF	Tolerance	Description
Sales Promotion (XI)	1.079	0.927	No Multicollinearity
Attractiveness of internet advertising (X2)	1.113	0.898	No Multicollinearity
Website quality (X3)	1.180	0.848	No Multicollinearity

Source: Estimated from the survey data by using SPSS v. 25.

Table 5. The Estimate of Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t-values	Sig. value
	B	Std. Error	Beta		
Constant	3.262	5.387		0.605	0.546
Sales Promotion (X1)	0.366	0.078	0.308	4.671	0.000
Attractiveness of internet advertising (X2)	0.356	0.068	0.350	5.235	0.000
Website quality (X3)	0.343	0.091	0.261	3.790	0.000

Source: Estimated from the survey data by using SPSS v. 25.

Table 6. The Result of F-test

Model	Sum of Squares	df	Mean Square	F-value	Sig.value
Regression	5196.178	3	1732.059	34.262	0.000
Residual	7380.822	146	50.554		
Total	12577.000	149			

Source: Estimated from the survey data 2019 using SPSS v. 25.

Table 7. The Estimate of Coefficient Determination

Model	R	R Squared	Adjusted R Square	Std. Error of the Estimate
1	0.643a	0.413	0.401	7.1101040

Source: Estimated from the survey data by using SPSS v. 25.

APPENDIX 1.

SURVEY FORM

I. Identity of Respondent

Please answer the following questions by ticking ((√) one of the suitable answers.

1. Sex
    □ Male   □ Female
2. Age
    □ 17 – 23 years   □ 24 – 29 years
    □ 30 - 38 years   □ 39 – 45 years
    □ 46 - 55 years   □ > 55 years
3. Work status
    □ Students   □ Entrepreneur
    □ Private/government   □ Others
4. Types of products that you used to buy at Tokopedia
    □ digital Product (cell phone credit, top-up, transfer payment, ticket, etc)
    □ Books & stationery
    □ Fashion
    □ Beauty and health
    □ Electronics appliances
    □ Spare-parts & others automotive accessories
    □ Food and drinks
    □ Household and kitchen utensils
    □ toys & hobby
    □ others

5. Frequency of purchases at Tokopedia in the last six months
   □ 1x   □ 6-10x
   □ 2-5x   □ > 10x

II. Questionnaire

Please answer the following statements by ticking ((√) one of the suitable statements.
- Strongly disagree (SD)
- Disagree (DA)
- Neutral (N)
- Agree (A)
- Strongly agree (SA)

1. Sales Promotion

Items no	Indicators	STS	TS	N	S	SS
1.	Tokopedia gives attractive price discount promotion					
2.	Tokopedia gives free coupon or free delivery payment					
3.	Tokopedia gives attractive cashback					
4.	Tokopedia often gives flash sale					

2. Attractiveness of Internet Advertising

Items no	Indicators	STS	TS	N	S	SS
5.	Tokopedia advertisement via internet is attractive					
6.	Tokopedia advertisement via internet gives appropriate information					
7.	Tokopedia advertisement via internet gives understandable information					
8.	Visual and pictures of Tokopedia advertisement via internet unique and distinctive					

3. Website Quality

Items no	Indicators	STS	TS	N	S	SS
9.	Tokopedia provides trust worthy information					
10.	Tokopedia provides clear information					
11.	Tokopedia provides relevant information					
12.	Tokopedia website is easy used and understandable					
13.	Tokopedia website is easy to be navigated					
14.	Feel safe and secure making transaction with Tokopedia					

15.	Tokopedia has a good reputation					
16.	When proposing complain/claim, Tokopedia as mediator helps in solving problems					
17.	Tokopedia has menu that is easy to be understood					
18.	Tokopedia has attractive website quality					
19.	Tokopedia keeps private information confidentially					
20.	Tokopedia provides infrastructure of communication					
21.	Tokopedia responds toward complains/queries					
22.	Tokopedia has help pages with complete information					

4. Impulse Buying

Items no	Indicators	STS	TS	N	S	SS
23.	I used to buy Tokopedia's products spontaneously					
24.	I often buy Tokopedia's products with no plans					
25.	I buy Tokopedia's products in a hurry					
26.	I cannot resist in buying product that I like/needs					
27.	I buy product at Tokopedia due to my self-encouragement					
28.	I am keen/passionate about buying products that I need at Tokopedia					
29.	I buy products from Tokopedia without thinking long					
30.	I buy Tokopedia's products without considering whether or not I need them					