

## 5. CONCLUSION

### 5.1. Summary

In this section of the research, the researchers will summarize and conclude this research paper. This research has several objectives. First, it is to determine the significance of the relationships between the exogenous (independent) variables and the endogenous (dependent) variable. The exogenous (independent) variable consists of attitude, subjective norms, and perceived behavioral control. The endogenous variable consists of purchase intention as the dependent variable. To better explain the objectives, the researchers have prepared research hypotheses in order to answer the research objectives (see section 2.9. Hypothesis).

The reason that the researchers decided to conduct this study is that online shopping using an e-commerce platform has experienced a significant increase in user base, one of the main drivers being the social restrictions put in place because of the pandemic. On top of that, Indonesians spend a large chunk of their day online, even before the pandemic occurred (Coconuts Jakarta, 2019). This spike in user base made the competition between two e-commerce giants, Tokopedia and Shopee, even more fierce, where the crown for being the number one e-commerce site in Indonesia keeps on being passed between each other, where one-year Shopee had the lead and Tokopedia took the lead the year after (Jayani, 2019). Hence, the researchers would like to conduct the research using the theory of planned behavior to give Tokopedia useful insights about the attitude, subjective norms, perceived behavioral control, and purchase intention of their customers and the relationship between variables, in order to better optimize their strategy to consistently keep the crown of being the most visited e-commerce site in Indonesia. Understanding the relationship between factors can give a better understanding of how Tokopedia's customer purchase intention within their e-commerce platform.

To conduct the research, the researchers have distributed an online questionnaire that has garnered 121 responses. Out of the 121 responses, only 110 passed the filtering questions, hence considered valid. After gathering the response, the researchers used PLS-SEM with the application SmartPLS in order to create the model specification. After collecting the questionnaires, the researchers will continue with the outer model evaluation to test the validity and reliability first. The validity and

reliability is a necessary step in order to determine the validity and reliability of the questionnaire items. Then after ensuring the validity and reliability, the researchers continue with the bootstrapping result for the path coefficients and the specific indirect results that are used for the mediation analysis.

Based on the bootstrapping result (see Table 4.9), there are a few relationships that were not significant. Attitude towards purchase intention was not significant. Hence, the answer for the first research question will be that attitude does not affect purchase intention in the case of Tokopedia e-commerce platform in Indonesia. The rest of the relationships, however, was found to have a significant effect. The answer for the second research question is that subjective norms does affect purchase intention in the case of Tokopedia e-commerce platform in Indonesia. The answer for the third research question is that perceived behavioral control does affect purchase intention in the case of Tokopedia e-commerce platform in Indonesia.

The results of this study could benefit students and academicians, business institutions, and business professionals. Academicians could gain references regarding the study of the theory of planned behavior using purchase intention as dependent variable. As many previous researchers have used the theory of planned behavior (Haris et al., 2021; Sutisna & Handra, 2022). Business institutions and professionals would know the purchase intention of Tokopedia's consumers and what variables affect each other, allowing them to make decisions based on the knowledge of an existing relationship. For example, now business institutions and professionals know that subjective norm affects purchase intention, and so on. By this, they will be able to adjust or create strategies around the findings of this research to be able to have better performing strategies. For example, a marketing strategy that triggers the subjective norm of consumers can increase their purchase intention since it is found in this research that subjective norm does affect purchase intention, and so on.

## **5.2. Recommendation**

Based on the results of this research, the researchers have several recommendations for academicians, business institutions, and business professionals.

For academicians who would like to conduct a further study about the factors influencing Tokopedia's purchase intention as the dependent variable using the theory of planned behavior is ideal as it is aligned with the findings of Tang et al. (2021) that the amount of research using the purchase intention as the mediating variable are still miniscule in comparison to using purchase intention as a dependent variable, moreover the result of using purchase intention as the mediating variable has led to significantly different results between other research in different demographic, thus leading to

inconsistent findings. By comparing and contrasting the results of this study and others (Tang et al., 2021; Sutisna & Handra, 2022; Haris et al., 2021), the theory of planned behavior original framework is inconsistent with the relationship between independent variables, the dependent variable, or mediating variables and its effect on each other. Some research may find that subjective norms might not have an effect on purchase intention (Tang et al., 2021; Sutisna & Handra, 2022), whilst others do show a significant effect (this research; Haris et al., 2021). Thus, by using purchase intention instead of using online shopping behavior as a dependent variable would simplify the research framework, in hopes of producing more consistent results between other research that may be studied in the future.

For business institutions and business professionals, this study which analyses Tokopedia's customers in Indonesia and their purchase intention, and the factors affecting it. It has been found that some factors contribute to purchase intention of consumers of Tokopedia. From the findings in this research, purchase intention is significantly affected by subjective norm and perceived behavioral control. With this information of the purchase intention of Tokopedia's customers and what factors affect their purchase intention, business institutions and business professionals can use the findings to better understand their customers and potential customers. They can create advertisement campaigns, product launches, and overall marketing strategies based on this finding. More specifically with the result of this research, for example with subjective norm affecting purchase intention means the effects of important individuals such as parents, friends, and reference groups is substantial in forming the consumers purchase intention at Tokopedia. While for perceived behavioral control affecting purchase intention means that the practicality or difficulty while using Tokopedia by Tokopedia consumers affects greatly on their purchase intention at Tokopedia.

### **5.3. Limitations**

#### **1. Limited access to data**

With the methods of spreading the questionnaire, as best as the researchers have done to spread it equally, the majority of respondents were still university students (59%) and aged between 17 and 24 (82%). By being able to cast a wider net on the targeted population, it may be able to better represent the possible Tokopedia user. The demographic for Tokopedia users are as follows: ages between 15-19 are 7%, 20-24 are 18%, 30-34 are 22%, 35-39 is 18%, and 40-44 are 11% (Dianka, 2021). The reason why it is important to have the respondents' demographic as closely as possible to Tokopedia's user base demographic, is because Tang et al. (2021) stated that a different demographic may result in a significantly different outcome. Hence, a more accurate

depiction of the demographic of Tokopedia's user base will reflect better on Tokopedia's customers and their purchase intention. Whereas mentioned before, the demographic of the respondents for this research are significantly different compared to Tokopedia's demographic which may limit the accuracy of this research towards Tokopedia's userbase.

## 2. Sample size

With Indonesia being a country home to 278.7 million people (Kompas, 2022) and Tokopedia's average monthly visitor of 157.23 million people (Wolff, 2022), the total amount of 110 respondents may not give the best representation of Tokopedia's users population.

## 5.4. Suggestions for Further Research

### 1. Limited data

The researchers suggest spreading the questionnaire more evenly or as similar as possible to the demographic of Tokopedia's actual users as it will be able to give a more accurate representation of Tokopedia's actual customers.

### 2. Sample size

The researchers suggest, if time and resources allow, to spread the questionnaire to significantly more respondents. This is in the hopes of giving a better representation to this research's 110 valid respondents.