



ANALYSIS OF BRAND IMAGE, PRICE, QUALITY, PROMOTION, AND CONSUMER ATTITUDE ON REPURCHASE INTENTION THROUGH PURCHASE DECISION IN TOKOPEDIA

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ABSTRACT

The e-commerce business in Indonesia is very competitive, with market share positions frequently changing. In a competitive market, market leaders' positions fluctuate quickly, as Tokopedia discovered. This study aimed to determine whether brand image, product quality, consumer attitudes, and promotions influence purchase decisions as mediating variables on repurchase intention on the Tokopedia marketplace. The present study is a quantitative study that used a causal study approach with Tokopedia e-commerce users. The findings of this study show that all hypotheses are accepted, implying that brand image, product quality, consumer attitudes, and promotions influence purchase decisions and consumer repurchase intentions.

Keywords: e-commerce, repurchase intention, purchase decision

INTRODUCTION

In today's digital age, using the internet is commonplace in various work activities. Even 79.5% of Indonesia's total population, or 221 million people, access the Internet (APJII, 2024). Such events bring various changes, particularly in response behavior, where retail transactions are conducted online, thanks to Indonesia's enormous number of internet users, making the country a target for e-commerce businesses. In terms of e-commerce competitiveness in six Southeast Asian countries, Shopee and Lazada are dominant (Rizal, 2019). However, the Tokopedia platform has dominated the Indonesian market since it was founded in 2009. Shopee, which has only been operating in Indonesia since 2015, has seized the lead in visits since the fourth quarter of 2019, pushing Tokopedia to second place (Wareza, 2021). Shopee visitors will outnumber Tokopedia's monthly visitors by 2024, with 133.1 million visits per month. The situation demonstrates that Shopee has succeeded in becoming a leader in the Indonesian e-commerce business during the last five years. Tokopedia, a local Indonesian platform, has been unable to reclaim its status as the top marketplace. When shopping via e-commerce, consumers typically open the website first, and the number of visitors can indicate consumer interest in purchasing (Rinaja et al., 2022). As a result, in order to increase visits to Tokopedia e-commerce and reclaim the market leader position, consumers' intentions to repurchase must be considered. As a result, consumer purchasing behavior must be closely monitored.

One of the things that can affect consumer repurchase intention is the purchase decision made during the original transaction, also known as the purchasing decision. Purchase decision is a procedure in which customers or

consumers choose between two options: buy or not buy (Handayani et al., 2020). When consumers opt to purchase a product, they will indirectly gain experience by utilizing it (Yasin et al., 2019). The experience will offer consumers knowledge of numerous product features, which they will use to evaluate future purchases of similar products. (Pasaribu et al., 2019; Asmoro & Tuti, 2023, as well as Yasin & Achmad, 2021) found that purchase decisions significantly influence repurchase intention.

LITERATURE REVIEW

Currently, numerous e-commerce businesses are functioning in Indonesia. At least 156 e-commerce businesses are active in Indonesia, including 68 D2C e-commerce, 57 vertical-based markets, 17 B2B marketplaces, and 14 B2C and C2C marketplaces (Kharisma, 2024). As a result, brand image is critical in ensuring that Tokopedia's e-commerce stands out from the competition. Brand image is a collection of associations established and embedded in consumers' thoughts. It refers to a set of connections associated with a brand that are formed in the minds of buyers (Kington et al., 2018). When a company has a positive image, customers are likelier to purchase that product than those with a negative reputation. (Khrouf et al., 2023; Sudaryanto et al., 2021) found that brand image has a significant and beneficial impact on purchasing decisions.

In addition, buyers will assess the quality of what they intend to buy. High-quality items give a positive experience, foster trust, and boost customer happiness, encouraging consumers to buy. According to (Aghitsni & Busyra, 2022), product quality is a desire of prospective consumers when purchasing goods and services that have better value and are worthy of being traded according to their

expectations. As a result, product quality will continue to impact consumer behavior significantly. According to research conducted by (Vincencia & Christiani, 2021; Nainggolan et al., 2022; Ketut et al., 2022), product quality can have a considerable and beneficial influence on purchase decisions.

Consumer views on online buying behavior can also influence whether or not they purchase a product through e-commerce. Attitude is how people believe about the repercussions of their behavior or behavioral belief and how they assess what consequences will occur from their behavior or outcome evaluation (Natami & Muliarta, 2019). Positive attitudes, influenced by convenience, product variety, and user-friendly platforms, boost trust and readiness to buy online. Attitude measures how people assess psychological objects based on behavior (Li et al., 2023). Attitude includes internal aspects from within oneself that influence future decisions, and attitude is also defined as a person's behavior that is prepared to respond to particular things (Natami & Muliarta, 2019). So, when a person has a positive attitude toward something, he may be motivated to use that brand's items. (Yucha et al., 2022; Kusuma et al., 2021; Yucha et al., 2022) found that attitude influences buying decisions significantly.

Due to the vast number of e-commerce businesses in Indonesia, competition is fierce, necessitating various attempts to entice customers to shop, one of which is to offer deals. Promotion is key to encouraging consumers to buy products or use services since it encourages them to do so (Reza et al., 2022). Promotions are vital in motivating consumers to make online buying decisions because they give additional incentives that boost the attraction and value of a product or service (Rusdiana, 2022). Discounts, special

offers, and free shipping help a product appear more reasonable and desirable to customers. They also frequently induce a sense of urgency to acquire, mainly if the offer is only available for a limited period (Probosini et al., 2021). This circumstance pushes customers to purchase immediately to prevent missing out on the opportunity. The promotion has a considerable influence on purchasing decisions, according to studies conducted by (Vincencia & Christiani, 2021; Nizar et al., 2023; Atlanta, 2023).

METHODS

This study was conducted quantitatively using a causal method to investigate the association between research variables. The survey included 228 respondents who had performed at least two shopping transactions on Tokopedia e-commerce the previous year and lived in the Jakarta region (Jabodetabek). Hence, the sampling technique was purposeful. The repurchase variable was measured using four indicators adapted from the study (Ali & Bhasin, 2019; Phan & Le, 2023), brand image items were adopted from (Ling et al., 2023), product quality was measured using five indicators adapted from (Hidayat et al., 2019), attitude is measured using three indicators, and promotion is measured using eight indicators from the research (Hasan et al., 2021). The purchase decision is measured using four indicators. Structural equation modeling (SEM) was used in the analysis.

RESULTS

Profile Respondents

The majority of the 238 respondents in this survey are female millennials, with an age range of 28-43 years, primary employment as a private employee, and 3-5 years of experience using Tokopedia

Table 1. Profile Respondents

Criteria		Freq	Percentage
Gender	Man	6	42.11 %
	Woman	32	57.89 %
Age	18 - 27 years	7	20.61 %
	28 - 43 years	18	51.75 %
	44 - 59 years	3	27.63 %
Domicile	Jakarta	36	59.65 %
	Bogor	7	7.46 %
	Depok	0	17.54 %
	Tangerang	2	9.65 %
	Bekasi	3	5.70 %
Job	Private Employee	53	67.11 %
	Government employee	8	7.89 %
	Student/Coll ege Student		1.75 %
	Freelance/Part time		0.88 %
	Entrepreneur	2	5.26 %
	Housewife	9	17.11 %
Education	Elementary/ Middle School		0.88 %
	SMA / Vocational School	6	15.79 %
	Diploma (D3 or D4)	0	8.77 %
	Bachelor degree	47	64.47 %
	Masters Masters	3	10.09 %
	Doctoral PhD		0.00 %
How long have you been using Tokopedia?	Less than 1 year		0.88 %
	1-3 years	3	14.47 %
	3-5 years	02	44.74 %
	More than 5 years	1	39.91 %

Source: Calculated from the Primary Data (2025)

Outer Model

The outside model is also known as the outer relation or the assessment of measurement models. The outer model

section specifies the link between the variables examined and their indicators.

Table 2. Validity and Reliability

Code	Indicator	Outer loading
Repurchase Intention (AVE 0.866 CR 0.945)		
RI.01	I intend to continue to purchase goods online from Tokopedia.	0.891
RI.02	If I am going to buy something, I will consider buying it from Tokopedia.	0.875
RI.03	I intend to use Tokopedia as a priority for future purchases.	0.897
RI.04	Except for unforeseen reasons, I intend to continue to use Tokopedia as a place to shop.	0.939
Purchase Decision (AVE 0.790 CR 0.938)		
P.D.01	I am happy with my decision to shop at Tokopedia.	0.907
P.D.02	I would recommend Tokopedia to others.	0.882
P.D.03	Shopping at Tokopedia suits my needs.	0.881
P.D.04	Shopping at Tokopedia suits my wishes.	0.884
Brand Image (AVE 0.832 CR 0.952)		
BI.01	I believe that the Tokopedia brand has a prominent position in the e-commerce industry in Indonesia.	0.945
BI.02	I believe that the products on Tokopedia have reliable quality.	0.879
BI.03	I believe that the Tokopedia brand has a very good reputation.	0.863
BI.04	Using Tokopedia for shopping can show social status.	0.959
Product Quality (AVE 0.860 CR 0.968)		
P.Q.01	Tokopedia products have reliable product quality.	0.925
P.Q.02	Products sold on Tokopedia are of various types.	0.930
P.Q.03	Products sold on Tokopedia are of various forms.	0.922
P.Q.04	Tokopedia is able to satisfy consumers through its products.	0.929
P.Q.05	I believe in the quality of Tokopedia products.	0.929
Attitude (AVE 0.866 CR 0.951)		
A.T.01	Shopping online is a great idea.	0.963
A.T.02	I like shopping online.	0.866

Code	Indicator	Outer loading
AT.03	Shopping online is fun for me.	0.959
Promotion (AVE 0754 CR 0.961)		
PM.01	Tokopedia ads are exciting.	0.930
PM.02	Tokopedia ads appear in various media.	0.900
PM.03	Tokopedia provides attractive discounts.	0.857
PM.04	Promotional information is fast and accurate.	0.829
PM.05	Tokopedia promotions are by my needs.	0.868
PM.06	Tokopedia promotions always attract attention.	0.844
PM.07	Tokopedia provides direct offers to consumers.	0.845
PM.08	Tokopedia builds good relationships with its users.	0.869

Source: Calculated from the Primary Data (2025)

In this study, discriminant validity was tested using the HTMT value. HTMT is defined as the correlation between traits divided by the correlation within traits. All variables have fulfilled the discriminant validity aspect because all values are below the recommended 0.90.

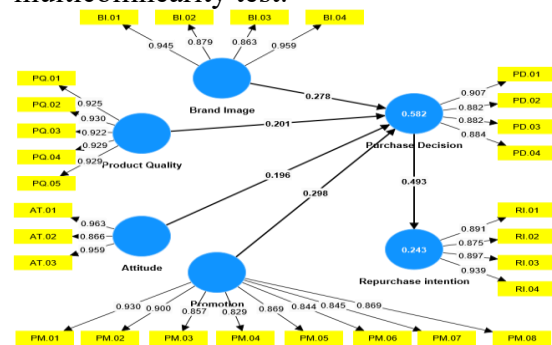
Table 3. Discriminant Validity

Variable	T	I	Q	M	D	I
Attitude						
Brand image	0.493					
Product quality	0.616	0.738				
Promotion	0.548	0.340	0.429			
Purchase decision	0.642	0.649	0.672	0.607		
Repurchase intention	0.369	0.618	0.419	0.151	0.528	

Source: Calculated from the Primary Data (2025)

Inner Model

A structural model called the inner model is used to determine the cause between latent variables. To determine whether there is a causal relationship, the parameters of the statistical T-test are determined by the bootstrapping procedure and by looking at the r square value and the results of the multicollinearity test.



Picture 1. Inner Model Result

All variables fulfilled the acceptable VIF value of <5. As a result, all variables in the study model matched the criteria, and there is no problem with multicollinearity.

Table 4. Multicollinearity Test

Variable	VIF	Result
Attitude -> Purchase Decision	1.750	No Multicollinearity
Brand Image -> Purchase Decision	1.960	No Multicollinearity
Product Quality -> Purchase Decision	2.368	No Multicollinearity
Promotion -> Purchase Decision	1.395	No Multicollinearity
Purchase Decision -> Repurchase intention	1.000	No Multicollinearity

Source: Calculated from the Primary Data (2025)

The R² for the purchase decision variable is 0.582, indicating that 58.2% of the variable can be explained by brand

image, product quality, consumer attitudes, and promotion variables, with the remaining 41.8% explained by variables outside of this study.

Table 5. Coefficient of Determination Test

Variable	R-square	R-square Adjusted
Purchase Decision	0.582	0.574
Repurchase Intention	0.243	0.240

Source: Calculated from the Primary Data (2025)

The R² on the repurchase intention variable is 0.240, which means that the purchase decision variable can explain 24.0% of the repurchase intention variable. In comparison, other variables outside this study can explain the remaining 76.0% of the repurchase intention variable.

Table 6. Hypothesis Testing

Hypothesis		Original sample	T stat	P values	Result
1	Brand image -> Purchase decision	0.278	4.233	0.000	Supported
2	Product quality -> Purchase decision	0.201	2.303	0.011	Supported
3	Attitude -> Purchase decision	0.196	2.903	0.002	Supported
4	Promotion -> Purchase decision	0.298	4.281	0.000	Supported
5	Purchase decision -> Repurchase intention	0.493	9.544	0.000	Supported

Source: Calculated from the Primary Data (2025)

DISCUSSIONS AND CONCLUSIONS

The first hypothesis investigates the impact of brand image on purchasing decisions among Tokopedia users residing in Jabodetabek. Hypothesis 1 of this study is supported. Brand image influences purchase decisions by reflecting consumer perceptions of a product or service's quality, dependability, and value (Prakasa

& Rahanatha, 2020). A positive image boosts consumer trust and loyalty, helping people prefer that brand over others (Zielke et al., 2022). Furthermore, a good brand image helps lessen the uncertainty and risk consumers face when purchasing. Consumers frequently rely on the brand image to ensure that they receive a product or service that fulfills their expectations, accelerating the purchasing decision-making process (Iqbal et al., 2023). A positive image can also convey a sense of exclusivity and prestige, which increases the brand's attractiveness. This investigation yielded the same results as (Khnouf et al., 2023; Zunaini et al., 2021; Sudaryanto et al., 2021).

The second hypothesis investigates product quality's impact on Tokopedia users' purchasing decisions in Jabodetabek. Hypothesis 2 in this study is supported. Product quality has a significant impact on purchasing decisions because it reflects many qualities of items that suit consumer expectations (Rahayu & Ruswanti, 2024). High-quality products generate positive experiences, foster trust, and boost customer satisfaction, encouraging consumers to buy (Sugiharto & Darmawan, 2021). Furthermore, customers frequently equate product quality with the value obtained. Thus, high-quality products are perceived as more valuable even when they are more expensive. As a result, product quality becomes an important component in deciding consumer preferences (Kusumawati & Rahmawan, 2021). This study found the same results as (Vincencia & Christiani, 2021; Nainggolan et al., 2022; Ketut et al., 2022).

The third hypothesis investigates consumer attitudes' impact on Tokopedia users' purchasing decisions in Jabodetabek. The nature of the influence is positive; therefore, the better the consumer's opinion regarding online shopping, the more likely they are to make

a purchase. Hypothesis 3 of this study is supported. Attitudes toward online shopping significantly impact e-commerce purchasing decisions because they reflect consumers' overall evaluations and emotional responses to the online shopping experience (Rini et al., 2020). Positive attitudes, influenced by convenience, product variety, and user-friendly platforms, boost trust and desire to buy online (Rini et al., 2020). Consumers may be discouraged from purchasing online if they have negative opinions due to concerns about safety, product quality, or delivery challenges. These attitudes influence perceived value, contentment, and loyalty, ultimately influencing consumer decisions and behavior when shopping on Tokopedia. This study produced the same results as (Yucha et al., 2022; Kusuma et al., 2021).

The fourth hypothesis investigates the impact of promotion on purchase decisions among Tokopedia users in Jabodetabek. The nature of the influence is positive; therefore, the better Tokopedia's marketing, the more likely consumers will make a purchase. Hypothesis 4 of this study is supported. Promotion can affect purchasing decisions in e-commerce by providing additional incentives for customers to complete transactions. Discounts, special offers, and loyalty programs boost the feeling of value and urgency, prompting customers to buy immediately (Darma & Napitupulu, 2024). Promotions also help to lower pricing barriers, making products more affordable and appealing (Hidayat et al., 2023). In addition, an appealing promotional campaign can boost brand awareness and attract new customers. A successful promotional plan in a competitive e-commerce industry can boost sales conversions and retain customers by providing a positive shopping experience (Supriadi et al., 2023). This investigation yielded the same

results as (Vincencia & Christiani, 2021; Nizar et al., 2023; Atlanta, 2023).

The fifth hypothesis investigates the impact of purchase choice on repurchase intention among Tokopedia users residing in Jabodetabek. Thus, hypothesis 5 of this study is supported. Purchase decisions influence repurchase intentions in e-commerce because consumer experiences during the first purchase transaction shape their opinions of the platform (Yasin & Achmad, 2021). If customers are pleased with the product, service, and overall shopping experience, they are more inclined to consider repurchasing in the future. Positive initial transactions foster trust, enhancing consumer loyalty and boosting repurchase intentions. Furthermore, client happiness improves the possibility of promoting the e-commerce platform to others, thus improving the customer base and long-term growth prospects. This study yielded the same results as (Pasaribu et al., 2019; Asmoro & Tuti, 2023; Yasin & Achmad, 2021).

LIMITATIONS

This study includes numerous limitations that could serve as suggestions for further research. This study examines consumer behavior on Tokopedia. Hence, the findings cannot be generalized to the e-commerce industry as a whole. As a result, for future research, it is recommended to analyze several other similar e-commerce sites to discover whether there are any changes in consumer behavior across them. In addition, the results of this study also show that there are still quite a lot of factors that can influence repurchase intention as seen from the r square value, so further research should be able to add other variables that can influence

repurchase intention so that the research results can be studied more deeply.

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