

INFLUENCING FACTORS OF PURCHASE INTENTION IN BLIBLI PLATFORM

FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT BELI DI PLATFORM BLIBLI

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ABSTRACT

This study aims to analyze the factors that influence consumer purchase intention on the Blibli e-commerce application. The results show that attitude, perceived ease of use, usefulness, and evaluation of alternatives have a positive effect on purchase intention, while trust only has a positive effect when mediated by attitude, and perceived value does not have a significant effect on purchase intention. This study suggests that Blibli needs to increase consumer trust through transparency and commitment, strengthen positive attitudes with interactive experiences, and simplify the use of the application. Limitations of the study include the focus on a specific geographic area that may affect the generalizability of the results.

Keywords: Purchase Intention, E-Commerce, Blibli, Cognitive Effort

ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi minat beli konsumen pada aplikasi e-commerce Blibli. Hasil penelitian menunjukkan bahwa sikap, persepsi kemudahan penggunaan, kegunaan, dan evaluasi alternatif berpengaruh positif terhadap minat beli, sedangkan kepercayaan hanya berpengaruh positif jika dimediasi oleh sikap, dan persepsi nilai tidak berpengaruh signifikan terhadap minat beli. Penelitian ini menyarankan agar Blibli perlu meningkatkan kepercayaan konsumen melalui transparansi dan komitmen, memperkuat sikap positif dengan pengalaman interaktif, dan menyederhanakan penggunaan aplikasi. Keterbatasan penelitian meliputi fokus pada wilayah geografis tertentu yang dapat memengaruhi generalisasi hasil.

Kata Kunci: Minat Beli, E-Commerce, Blibli, Upaya Kognitif

PENDAHULUAN

The development of e-commerce in Indonesia has experienced rapid growth in recent years. In 2023, revenue from e-commerce is projected to exceed USD 53 billion, with an increasingly high internet penetration rate of 32%. It is estimated that in 2028, this revenue will continue to soar to USD 204 billion with penetration reaching 46% (Uzunoglu, 2024). This shows that more and more consumers in Indonesia are turning to online shopping along with increasing digital literacy and wider internet access, especially through mobile devices. This development is also driven by the increasing popularity of "livestream commerce" or shopping through live broadcasts, which involves direct interaction between sellers and buyers in real-time. In Indonesia, around

69% of consumers have used this method, although it is still behind China and India (Uzunoglu, 2024). The dynamics of e-commerce in Indonesia continue to grow, supported by improvements in digital infrastructure, strategic collaboration between platforms, and changes in consumer behavior who prefer the convenience of shopping online.

As internet usages increases, Indonesian consumers are shifting from brick-and-mortar shopping to online shopping. The convenience offered by e-commerce is one of the main drivers. Consumers can now purchase various items without having to leave their homes, saving time and energy. Data shows that around 76% of e-commerce consumers in Indonesia are in Java Island, which has better internet access and logistics (Oosga.com, 2023). The

COVID-19 pandemic accelerated this shift. Many people were forced to switch to online shopping due to restrictions on physical activity and health concerns. After pandemic, this trend has persisted as consumers have become accustomed to the ease and convenience offered by e-commerce platforms (Mordorintelligence.com, 2024; Uzunoglu, 2024). Smartphone usage is a key factor in driving changes in consumer behavior, more than 70% of e-commerce transactions in Indonesia are made through mobile applications. This is due to easy access, flexibility, and exclusive offers that are often only available via mobile applications. Consumer trust in the security of online transactions in Indonesia continues to increase, along with the strengthening of security features implemented by e-commerce platforms. Features such as guaranteed return of goods, refund policy, and personal data protection provide a sense of security for consumers when carrying out transactions (Mordorintelligence.com, 2024). Platforms like Blibli have implemented advanced security technologies, such as data encryption, to ensure customer information remains secure. This addresses one of the main barriers that used to make consumers hesitant to transact online, namely the risk of fraud.

Purchase intention is the possibility that someone will buy a particular product based on their desires, attitudes, and opinions towards the product (Beneke et al., 2016). Then, consumer behavior is often anticipated by their intentions, therefore, it is important to understand their purchase intentions (Hsu et al., 2017). Furthermore purchase intention is a decision-making by customers after analyzing the reasons for buying a particular brand of product (Shah et al., 2012). Commitment-Trust Theory

(CTT) explains the development of long-term relationships between parties. Commitment is defined as a stable desire between parties to maintain important and valuable relationships. While trust is a multidisciplinary concept that arises because one individual has confidence in the honesty and reliability of the exchange partner (Moorman et al., 1992). The main principle of CTT is to build and support business relationships between exchange parties that require the implementation of relationship commitment and trust simultaneously as important variables that cannot be separated (Wang et al., 2016). But trust is very important for relational exchange so that trust becomes the foundation of strategic partnerships between sellers and buyers. Trust is a multidisciplinary concept that combines ideas from economics, marketing, sociology, psychology, organizational behavior, strategy, information systems, and decision-making science (Spekman, 1988).

Technology Acceptance Model or commonly called TAM is considered as one of the most effective theories in predicting consumer intention. TAM has been developed by to hypothesize usage behavior related to computer technology and adapted from Theory Reasoned Action (Davis, 1989). There are factors of perceived ease of use, perceived usefulness, and attitude towards use in TAM theory. Consumer Decision-Making Theory, it is suggested that consumers make decisions based on the expected outcomes of their decisions. In this model, consumers are viewed as rational actors who are able to reflect the probabilistic outcomes of uncertain decisions and choose outcomes that maximize their welfare. Then this theory explains that when consumers seek information from their own sources, they will evaluate their choices by buying a

variety of similar products (Hennig-Thurau et al., 2004). Perceived value is the fundamental basis for all marketing activities, then high value is one of the main motivations for consumers in making purchases, Perceived value is the consumer's overall assessment of the benefits of the product based on what they receive and give (Lai, 2004). Perceived value is the trade-off between benefits and sacrifices felt by consumers. Benefits is a combination of a number of elements, such as physical attributes, service attributes and technical support obtained in the use of a product, while sacrifice is the total cost of purchase incurred by consumers at the time of purchase such as purchase price, acquisition costs, transportation, installation, handling costs, repairs and maintenance, and the risk of failure or poor performance (Payne & Holt, 2001).

Cognitive Effort refers to the total amount of cognitive resources such as perception, memory, and judgment required to complete a task (Cooper-Martin, 1994; Russo & Doshier, 1983). Then individuals treat minimizing effort as an important target when choosing a decision-making strategy and tend to adjust their strategy selection in order to save effort when making a choice (Bettman et al., 1998; Todd & Benbasat, 1999). Furthermore, the more cognitive effort required, the greater the negative impact, however, the less likely individuals are to make a choice, and the greater the possibility of them choosing an alternative so that it requires less cognitive effort (Garbarino & Edell, 1997).

Statement of Problem

The development of e-commerce in Indonesia continues to increase but is not supported by the intention to purchase using the Blibli application. Blibli, owned by PT Global Digital

Niaga Tbk, is one of the five main players in the Indonesian e-commerce market, competing with other platforms such as Tokopedia, Shopee, Bukalapak, and Lazada. Tokopedia and Shopee hold the largest market share in Indonesia, together controlling around 65% of the total e-commerce market (Mordorintelligence.com, 2024; Oosga.com, 2023). Meanwhile, Blibli as one of the largest local e-commerce players in Indonesia, owned by the Djarum Group as one of the largest conglomerates in Indonesia, cannot become a company that is a leader in the e-commerce market sector. Therefore, this study wants to discuss further the intention to purchase using the Blibli e-commerce application. Researchers try to conduct research on what factors influence the intention to purchase using the Blibli application. Researchers use Blibli as the company studied because Blibli is a subsidiary of one of the largest companies in Indonesia, namely PT Djarum.

Research Objectives

The purpose of this study is to test and analyze the influence of perceived trust, attitude, perceived ease of use, perceived usefulness, alternative evaluation, perceived value and perceived cognitive effort on purchase intention using the Blibli application. The findings of this study are also expected to help strengthen or revise existing theories, as well as develop new concepts that are more relevant in the digital era in subsequent studies. In addition, this study can also provide benefits in the form of input for Blibli or other e-commerce companies in increasing purchase intentions.

METODE

This research framework illustrates the influence of perceived

trust, attitude, perceived ease of use, perceived usefulness, alternative evaluation, perceived value and

perceived cognitive effort on purchase intention using the Blibli application as shown in Figure 1.

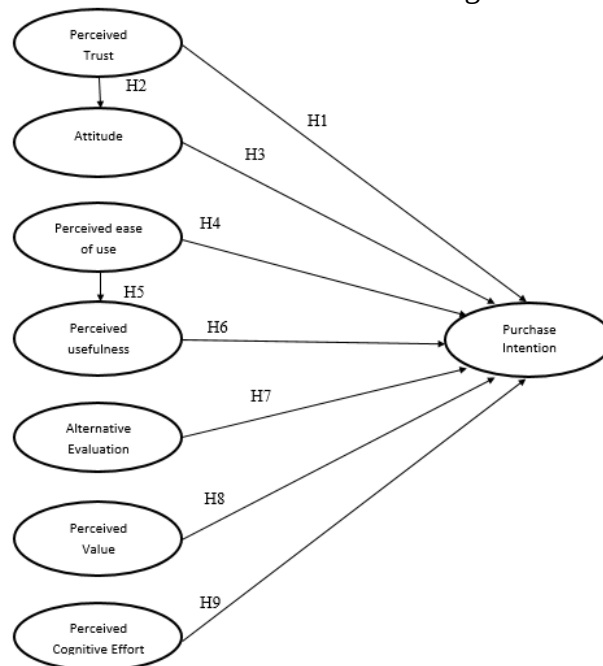


Figure 1. Research Framework

Source: Developed for this research (2024)

Hypothesis

H1: Perceived trust has a positive impact on purchase intention

H2: Perceived trust has a positive impact on attitude

H3: Attitude has a positive impact on purchase intention

H4: Perceived ease of use has a positive impact on purchase intention

H5: Perceived ease of use has a positive impact on perceived usefulness

H6: Perceived usefulness has a positive impact on purchase intention

H7: Alternative evaluation has a positive impact on purchase intention

H8: Perceived value has a positive impact on purchase intention

H9: Perceived cognitive effort has a negative impact on purchase intention

This study aims to explore the influence of perceived trust, attitude, perceived ease of use, perceived usefulness, alternative evaluation, perceived value and perceived cognitive

effort using Partial Least Square – Structural Equation Modeling (PLS-SEM) to test hypotheses, assess data quality, and understand statistical influences between variables (Henseler et al., 2009). Sampling in this study was based on the criteria, namely being at least 18 years old, living in the areas of Jakarta, Bogor, Depok, Tangerang, Bekasi, and having never shopped using the blibli application but having used the application. This study uses sampling calculations (Hair, Ringle, et al., 2019) where the total number of samples is 5 or 10 of the total number of operational definitions. This study has 8 variables with 29 indicators. Therefore, the minimum and maximum samples of this study are as follows:

Minimum sample = 29 indicators x 5 (minimum) = 145 respondents

Maximum sample = 29 indicators x 10 (maximum) = 290 respondents

Therefore, this study uses a sample of 145-290 respondents in order to describe the population of this study completely. There are 8 variables in this study which include Purchase intention consisting of 3 indicators, perceived trust consisting of 3 indicators, attitude consisting of 3 indicators, perceived ease of use consisting of 3 indicators, perceived usefulness consisting of 4 indicators, alternative evaluation consisting of 4 indicators, perceived

value consisting of 5 indicators and perceived cognitive effort consisting of 4 indicators adopted from (Herzallah et al., 2022a; Yang, 2022a).

HASIL DAN PEMBAHASAN

Data for this study were obtained from a total of 235 respondents. Table 1 contains the characteristics of respondents related to gender, age, and domicile.

Table 1. Respondent Profile

Characteristics	Description	Frequency	Percentage
Gender	Male	119	51,6%
	Female	116	49,4%
Age	18 – 27 years old	116	49,4%
	28 – 43 years old	25	10,6%
	44 – 59 years old	93	39,6%
	> 60 years old	1	0,4%
Domicile	Jakarta	86	36,6%
	Bogor	48	20,4%
	Depok	38	16,2%
	Tangerang	35	14,9%
	Bekasi	28	11,9%

Sumber : Data processing (2024)

Table 2 presents the findings of convergent validity and reliability tests. Validity is confirmed with AVE > 0.5 and Outer Loading > 0.4. Then reliability is determined with Composite

Reliability > 0.7 and Cronbach's Alpha > 0.6 (Hair et al., 2011). All items in Table 2 have met these criteria, confirming that all items have met the criteria for convergent validity and reliability.

Table 2. Convergent Validity & Reliability Tests

Variable	Outer Loading
Attitude (A)	
(Cronbach's Alpha = 0.619, CR = 0.796, AVE = 0.566)	
Using the Blibli service application entertains me	0.784
I enjoy the Blibli application service	0.761
The Blibli application service is fun to use	0.710
Alternative Evaluation (AE)	
(Cronbach's Alpha = 0.676, CR = 0.804, AVE = 0.507)	
I check similar services to Blibli before buying	0.644

When evaluating alternatives, I consider other platforms	0.770
Blibli allows me to evaluate alternatives that are on my mind	0.737
I don't stop evaluating alternatives without checking Blibli	0.691
Perceived Cognitive Effort (PC)	
(Cronbach's Alpha = 0.707, CR = 0.818, AVE = 0.529)	
Using the Blibli application makes me frustrated	0.728
Using the Blibli application does not make it easier for me to find more information	0.693
The Blibli application takes up a lot of my time	0.730
The Blibli application is complicated	0.758
Perceived Ease of Use (PE)	
(Cronbach's Alpha = 0.613, CR = 0.795, AVE = 0.566)	
It is very easy to become skilled in using Blibli application services	0.768
Blibli application services are easy to learn	0.679
It is very easy to interact with Blibli application services	0.804
Purchase Intention (PI)	
(Cronbach's Alpha = 0.625, CR = 0.800, AVE = 0.572)	
I am willing to recommend purchases through Blibli to friends	0.756
I will visit Blibli for shopping	0.717
I consider Blibli as my first choice compared to other brands	0.794
Perceived Trust (PT)	
(Cronbach's Alpha = 0.607, CR = 0.786, AVE = 0.553)	
I feel Blibli fulfills the commitments it makes	0.828
I think the information provided by Blibli is correct and honest	0.669
Blibli keeps its promises and fulfills its commitments	0.725
Perceived Usefulness (PU)	
(Cronbach's Alpha = 0.719, CR = 0.825, AVE = 0.543)	
Blibli improves my performance in evaluating products	0.776
Blibli allows me to get shopping ideas quickly	0.651
Blibli allows me to get shopping ideas quickly	0.786
Blibli improves my productivity in finding products	0.726
Perceived Value (PV)	
(Cronbach's Alpha = 0.766, CR = 0.840, AVE = 0.514)	

Using Blibli is very effective	0.675
Using Blibli is very helpful	0.799
Blibli has many functions	0.681
Blibli is very necessary	0.706
Using Blibli is very practical	0.716

Sumber : Smart PLS 4 (2024)

Discriminant Validity using AVE of each latent construct must be higher than the highest squared correlation of the construct with other latent constructs (Fornell-Larcker criterion). Variance Inflation Factor (VIF) is used to test

multicollinearity and Common Method Bias (CMB), with a value <5 indicating no problem (Hair et al., 2011). The following are the results of the discriminant validity & multicollinearity test of the data in table 3 and table 4.

Table 3. Discriminant Validity Test

	A	AE	PC	PE	PI	PT	PU	PV
A	0.752							
AE	0.337	0.712						
PC	-0.445	-0.407	0.727					
PE	0.348	0.239	-0.469	0.752				
PI	0.518	0.493	-0.474	0.408	0.756			
PT	0.394	0.363	-0.486	0.358	0.431	0.744		
PU	0.534	0.516	-0.594	0.417	0.555	0.737	0.737	
PV	0.433	0.461	-0.593	0.464	0.476	0.634	0.679	0.717

Sumber : Smart PLS 4 (2024)

Table 4. Multicollinearity Test

Variable	A	PI	PU
Attitude		1.478	
Alternative Evaluation		1.426	
Perceived Cognitive Effort		1.883	
Perceived Ease of Use		1.402	1.000
Purchase Intention			
Perceived Trust	1.000	1.903	
Perceived Usefulness		2.628	
Perceived Value		2.443	

Sumber : Smart PLS 4 (2024)

This study uses a directional hypothesis and conducts a one-tailed test

with a significance level of 5%. The hypothesis is considered significant if

the p value is <0.05 and the t statistic is >1.645 one-tailed (Hair, Risher, et al.,

2019). The results of the hypothesis test are shown in table 5.

Table 5. Hypothesis Test

Hypothesis	Original Sample	T Statistics	P-Values	Result
H1: Perceived trust has a positive impact on purchase intention	0.059	0.864	0.194	Not Supported
H2: Perceived trust has a positive impact on attitude	0.394	5.571	0.000	Supported
H3: Attitude has a positive impact on purchase intention	0.246	4.084	0.000	Supported
H4: Perceived ease of use has a positive impact on purchase intention	0.140	2.267	0.012	Supported
H5: Perceived ease of use has a positive impact on perceived usefulness	0.417	3.699	0.000	Supported
H6: Perceived usefulness has a positive impact on purchase intention	0.154	1.790	0.037	Supported
H7: Alternative evaluation has a positive impact on purchase intention	0.242	3.723	0.000	Supported
H8: Perceived value has a positive impact on purchase intention	0.006	0.066	0.474	Not Supported
H9: Perceived cognitive effort has a negative impact on purchase intention	-0.077	1.083	0.139	Not Supported
Specific indirect influence				
PE → PU → PI	0.064	1.555	0.060	Not Supported
PT → A → PI	0.097	3.218	0.001	Supported

Sumber : Smart PLS 4 (2024)

DISCUSSION

Table 4 shows that H1, perceived trust does not have a positive impact on purchase intention, this is not in line with previous studies (Bugshan & Attar, 2020; Dabbous et al., 2020) which state that perceived trust has a positive impact on purchase intention. So H1 shows that customer perceived trust in Blibli not give a positive impact on purchase intention using the Blibli application. But when perceived trust is influenced by attitude, it will have a positive impact on purchase intention. Then H2 shows that there is a positive impact between perceived trust and attitude, this is in line with previous research (Herzallah et al.,

2022b). So H2 indicates that customer trust in Blibli has positive impact on attitude.

H3 shows that there is a positive influence between attitude and purchase intention, this is in accordance with previous research (Martínez-López et al., 2020) which states that attitude has a positive impact on purchase intention. So H3 shows that customer attitude can affect purchase intention using the Blibli application. H4 shows that perceived ease of use has a positive impact on purchase intention, this is in line with previous research conducted by (Martínez-López et al., 2020). So H4 indicates that the ease of using the Blibli

application can affect purchase intention using the Blibli application. But when perceived ease of use is influenced by perceived usefulness, there is no positive impact between perceived ease of use and purchase intention.

H5 shows a positive impact between perceived ease of use and perceived usefulness, this is in line with previous research (Herzallah et al., 2022b). So H5 shows that the ease of use of the Blibli application affects customer perceptions of the usefulness of the Blibli application. Furthermore, H6 shows that perceived usefulness has a positive impact on purchase intention, this is in line with previous studies (Abed, 2020; Herzallah et al., 2022b; Luh et al., 2020). So H6 shows that the usefulness of the Blibli application can affect customer purchase intentions using the Blibli application. H7 shows that alternative evaluation has a positive impact on purchase intention, this is in line with previous research (Herzallah et al., 2022b). So H7 shows that alternative customer evaluations of Blibli-like services affect purchase intention using the Blibli application.

H8 shows that perceived value does not have a positive impact on purchase intention, this is not in line with previous studies (Chae et al., 2020) which state that the effectiveness of the blibli application has positive impact on purchase intentions using the Blibli application. So H8 shows that the effectiveness of using the Blibli application has no affect on purchase intentions using the Blibli application. H9 indicates that perceived cognitive effort does not have a negative impact on purchase intentions, this is not in line with previous studies (Yang, 2022b). This shows that customers perceived cognitive effort in processing and understanding the Blibli application does not affect negative impact towards

purchase intentions using the Blibli application.

CONCLUSION AND SUGGESTIONS

The conclusion of this study shows that the research objectives have been achieved well. The results of the analysis state that there are several significant factors in influencing consumer purchasing interest using the Blibli application, but it was also found that several hypotheses proposed were not in line with previous studies. Factors such as perceived trust through attitude, attitude, perceived ease of use, perceived usefulness, and alternative evaluation have been shown to have a positive influence on purchasing interest, but the influence of perceived ease of use through perceived usefulness, perceived trust, and perceived value on purchasing interest is not significant, different from the results of previous studies.

Based on the results of this study, several managerial implications can be applied to increase purchase intention on the Blibli application. First, it is important for Blibli to build perceived trust by ensuring that all information provided is accurate and transparent. Commitment to keeping promises and customer satisfaction also needs to be strengthened, for example through responsive customer service and a clear return policy. These steps will create stronger trust from users towards Blibli, thereby strengthening their positive attitude towards Blibli. Furthermore, attitude towards the application has been shown to have a direct effect on purchase intention. To strengthen this, Blibli can create a fun and interactive application experience through entertainment features such as daily games or surprise discounts. This experience will help create emotional attachment and positive attitudes, which will ultimately increase

user interest in making transactions. In addition, perceived ease of use is an important factor in increasing purchase intention and perceived usefulness. By designing a user-friendly and intuitive interface, and providing clear usage guidelines, Blibli can ensure that users, especially those who are new or less skilled, feel comfortable and easy to use the application. Blibli also needs to maximize the perceived usefulness of the application by adding features that can improve the user's shopping experience. For example, personalized product recommendations and an effective product search system will make the application more useful in helping users find products or shopping ideas, thus encouraging users to make more frequent transactions. Finally, Blibli needs to facilitate alternative evaluation, considering that users often compare platforms before purchasing. Blibli can consider providing a product comparison feature or collaboration with other platforms so that users can easily evaluate. With these steps, Blibli can increase its appeal and retain users as their primary choice in e-commerce.

This study enriches theoretical understanding by supporting Commitment-Trust Theory (CTT), Technology Acceptance Model (TAM), and Consumer Decision-Making Theory in the context of e-commerce. The results show that perceived trust has a positive effect on consumer attitudes, supporting the CTT principle which emphasizes the importance of commitment and trust in business relationships. The finding that perceived ease of use and perceived usefulness of the application drive consumer purchase intention strengthens the relevance of TAM in understanding technology acceptance on e-commerce platforms. In addition, the influence of alternative evaluation on consumer purchase

intention supports Consumer Decision-Making Theory, which describes the rational process of consumers in evaluating options before making a purchase. Thus, this study strengthens the existing literature and confirms the relevance of these theories in explaining purchase intention on e-commerce platforms such as Blibli.

In terms of novelty, this study shows unique dynamics in the Indonesian e-commerce market, especially on the Blibli platform. The finding that perceived trust does not directly affect purchase intention, but has an effect if mediated by attitude, is a new contribution that can enrich the existing literature. In addition, the insignificant perceived value on purchase intentions on the Blibli platform is also an important insight for e-commerce companies, given the importance of value in consumer decision theory. This study provides a new perspective that although Blibli consumers feel the value of the application, this does not automatically increase purchase intentions. The impact of this study is significant for e-commerce business actors such as Blibli, especially in improving their marketing strategies. By knowing that perceived trust must be combined with the formation of a positive attitude, Blibli can focus its efforts on improving consumer attitudes towards their application. These findings can also help Blibli and similar platforms to design more effective strategies in facing the increasingly fierce competition in the e-commerce market.

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