

THE EFFECT OF PRICE PERCEPTION, EASY AND SECURITY ON ONLINE
PURCHASE DECISIONS IN TOKOPEDIA
(Case Study on Customer Auto Service PT. Br Kontak Digital Facts)

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Abstract - The purpose of this research was to know and analyze about perception price, convenience and security toward on decision online purchasing at Tokopedia at customer auto service PT. Fakta on Brontak digital. This research uses strategy research, associative. The data analysis method used is multiple linear regression analysis. . Based on the research in Fakta Brontak digital with criteria as a consumer PT. Digital have done purchasing by online on Tokopedia to the costumer auto service PT.

The research found that price perception significant influence the decision purchasing online at Tokopedia. The convenience significant influence the decision purchasing online at Tokopedia. The security significant influence the decision online purchasing online at Tokopedia. Simultaneous test results show price perception, convenience, security simultaneously effect on decision purchasing online at Tokopedia auto service PT. Fakta Brontak Digital.

Keywords: Price Perception, Convenience, Security, Decision online purchasing

Abstrak– Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis tentang persepsi harga, kenyamanan dan keamanan terhadap keputusan pembelian online di Tokopedia pada customer auto service PT. Fakta tentang Brontak digital. Penelitian ini menggunakan penelitian strategi asosiatif. Metode analisis data yang digunakan adalah analisis regresi linier berganda. . Berdasarkan penelitian di Fakta Brontak digital dengan kriteria sebagai konsumen PT. Pembelian digital dilakukan secara online di Tokopedia ke customer service otomatis PT.

Hasil penelitian menemukan bahwa variabel persepsi harga terdapat pengaruh yang signifikan terhadap keputusan pembelian secara online di Tokopedia. Variabel kemudahan terdapat pengaruh yang signifikan terhadap keputusan pembelian secara online di Tokopedia. Variabel keamanan terdapat pengaruh yang signifikan terhadap keputusan pembelian secara online di Tokopedia. Secara simultan persepsi harga, kemudahan dan keamanan berpengaruh secara simultan terhadap keputusan pembelian secara online di Tokopedia auto service PT. Fakta Brontak Digital.

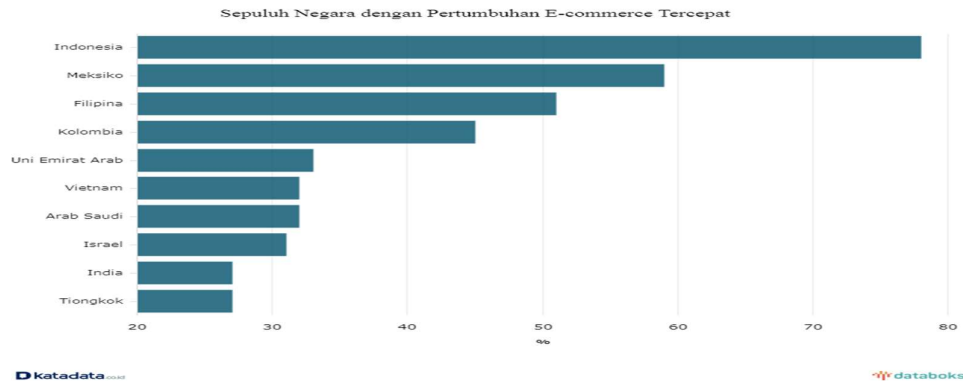
Kata kunci : Persepsi Harga, Kemudahan, Keamanan, Keputusan Pembelian

I. PRELIMINARY

The development of technology and information in the world, especially the internet, has developed very rapidly. This technology is very beneficial for many people because it has many benefits. If in the past the internet was only used to find data, now the internet can be used for many things, one of which is running a business.

In the past, when buying a product or goods, we must first meet with the seller of the item. Between the seller and the buyer must meet face to face until an agreement occurs between the two parties, namely the seller and the buyer or what is usually referred to as a

transaction. In other words, the reach between the seller and the buyer is very limited. However, along with technological advances, especially the internet, all limitations of distance, time and costs can be overcome very easily. One of the implementations of the development of internet technology in terms of improving business is by using e-commerce.



Source: databoks.katadata.co.id

Figure 1.1. E-commerce Growth in 10 Countries 2019

Indonesia leads the ranks of these countries with a growth of 78% in 2019. The number of internet users in Indonesia, which is more than 100 million users, is one of the forces driving the growth of e-commerce. Without realizing it, the emergence of this e-commerce development has changed our lifestyle and behavior. In the past, we had to go somewhere to get the product we wanted. Now, we can order food and drinks, transportation, and hotels only with the smartphones we have anytime and anywhere. Likewise with buying and selling goods. We only need to choose the items we want to buy, then we make payments either directly transferring funds to the seller or through a joint account provided by online buying and selling sites.

Based on this background, a research will be conducted on "The Effect of Price, Ease, and Security Perceptions on Online Purchasing Decisions at Tokopedia (Case Study on Customer Auto Service PT. Br Kontak Digital Facts)".

1.1. Formulation of the problem

Based on the background description of the problem above, the problems in this study can be formulated as follows:

1. Is there an effect of price perceptions on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Brnty Digital?
2. Is there an effect of convenience on online purchasing decisions on Tokopedia on Customer Auto Service PT. Facts of Brnty Digital?
3. Is there a security influence on online purchasing decisions at Tokopedia at Customer Auto Service PT. Facts of Br Kontak Digital)?
4. Is there an effect of perceived price, convenience and security on online purchasing decisions at Tokopedia at Customer Auto Service PT. Facts of Brnty Digital?

1.2. Research purposes

Based on the problem formulation above, the objectives of this study are:

1. To determine the effect of price perceptions on purchasing decisions at Tokopedia at Customer Auto Service PT. Facts of Brnty Digital.
2. To find out the effect of convenience on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Brnty Digital.
3. To find out the effect of security on online purchasing decisions at Tokopedia at Customer Auto Service PT. Facts of Brnty Digital.

4. To find out the effect of price perceptions, convenience and security on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital.

II. LITERATURE REVIEW

2.1. Marketing

According to Santono (2016: 1293) marketing is a system of business activities designed to plan, determine prices, promote and distribute products that can satisfy desires in achieving company goals. According to Dayle (2016: 41) marketing is a management process that must maximize returns for shareholders by building relationships with major customers (valued constituents) and creating a competitive advantage.

2.2. Marketing Management

According to Alma (2018: 83), marketing management is an activity of analyzing, planning, implementing, and supervising all activities (programs), in order to achieve the marketing level in accordance with the objectives set by the company.

2.3. Price Perception

According to Kotler and Keller (2016: 67) price is one element of the revenue mix, another element generates costs. Price is the easiest element in any marketing program to customize, product features, channels and even communication take a lot of time.

2.4. Convenience

According to Wardoyo and Susilo (2017), ease of use is defined as the extent to which a person believes that using a technology will be free from effort. The presence of the internet certainly adds to the convenience in aspects of life, including the buying and selling activities that can currently be done online.

2.5. Security

According to Anthasari and Widiastuti (2016), security is the ability of online stores to control and maintain security for data transactions in the online buying and selling process.

2.6. Buying decision

According to Kotler (2016: 184) consumer purchasing decisions are the final decisions of individuals and households who buy goods and services for personal consumption. Meanwhile, according to Susanto (2016: 4) a purchase decision is a process in which consumers go through certain stages to purchase a product. Purchasing decisions made by consumers are also influenced by habits. In buying habits, it includes when the purchase is made, in what quantity the purchase is made, and where the purchase is made

2.7. Influence between variables Research

2.7.1. The effect of price perceptions on decisions purchase

In Indonesia, there are more and more various marketplaces, to be able to maintain their existence and attract customers to buy, many things can be done such as attractive promos, prize draws, discounts and so on. Besides that, the first thing that consumers usually do in deciding to make a purchase is to make price comparisons between marketplaces. The place which sells goods of the same quality but at a lower price will be chosen as the place to buy the desired product.

Price is one of the determining factors for buyers in determining a purchase decision for a product or service. Consumers will buy goods if the destination is

comfortable, the service is pleasant, the goods ordered are in accordance with the price set and do not take too long to obtain them so that consumers will make repeat purchases.

2.7.2. Effect of convenience on purchasing decisions

In conducting online transactions, people of all ages, levels of education and positions expect ease of transactions. This convenience includes the ease of using applications provided by the marketplace, the ease of making payments, to the ease of making claims if something goes wrong in the online buying and selling process.

If consumers find it easy to make online purchases, the level of consumer purchasing decisions will be even higher. If consumers have experienced difficulties in making transactions, payments or claims from the beginning, consumers will definitely move to other sellers, either choosing to make purchases offline or to other easier online stores.

Ease of use which means the user believes that using this system will free him from difficulties, in the sense that the system is easy to use. This perceived convenience will have an impact on behavior, namely the higher a person's perception of the ease of using the system, the higher the level of information technology utilization.

2.7.3. Effect of security on purchasing decisions

In conducting online transactions, not many people are still in doubt about security issues. Both the security of the payment system, the security of buying and selling transactions, etc. Many consumers have doubts about online sites whose payment systems cannot be trusted because nowadays fraud is increasingly prevalent.

Many consumers also doubt whether the seller can be trusted, whether the goods delivered are in accordance with the description of the goods being sold, and the like. For this reason, security is very important in the world of buying and selling online. If consumers believe in the safety of a buying and selling site, then consumers will have an interest in buying on that site.

If the online shop is able to increase security and provide assurance to consumers, that way consumer confidence in shopping will increase. Security in conducting online transactions is the main thing that consumers want, online shops must be able to maintain and improve the quality of security in terms of confidentiality of consumer data and information, verification systems.

2.8. Development Research Hypothesis

Based on literature review and theoretical framework, the research potential is formulated as follows:

- H1** It is suspected that there is an influence between price perceptions on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital
- H2** It is suspected that there is an influence between convenience on purchasing decisions on lineon Tokopedia at Customer Auto Service PT. Facts of Bronty Digital.
- H3** It is suspected that there is a difference between security and purchasing decisions on lineon Tokopedia at Customer Auto Service PT. Facts of Bronty Digital.
- H4** It is suspected that there is an influence between perceived price, convenience and security on purchasing decisions on lineon Tokopedia at Customer Auto Service PT. Facts of Bronty Digital.

2.8. Research Conceptual Framework

In a framework the writer describes definitively the concept of this influence which is defined as a relationship of the independent variable to the dependent variable. The variables used are:

1. The independent variables are Price, Convenience, and Security Perceptions.
2. The dependent variable is the Purchase Decision.

Clarifying the framework above, the four variables can be described in a simple paradigm with three independent variables and one dependent variable, as follows:

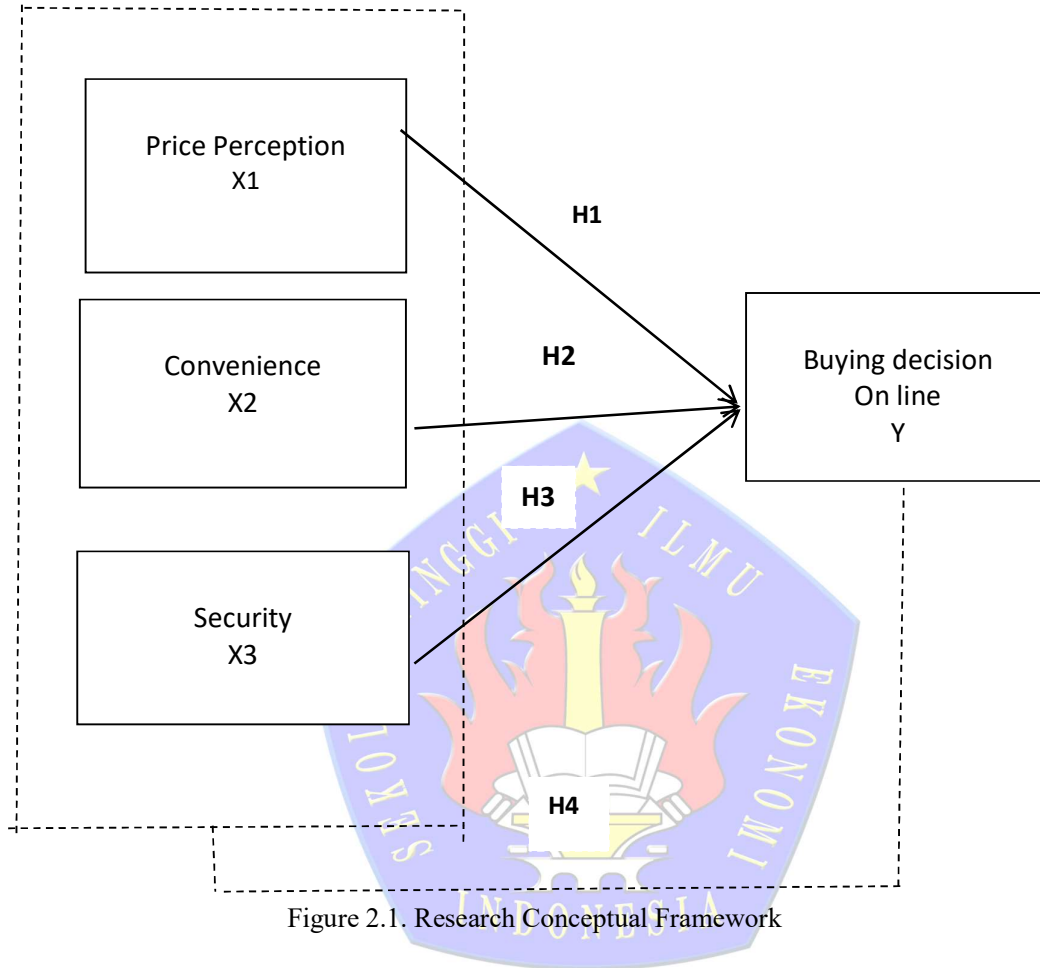


Figure 2.1. Research Conceptual Framework

III. RESEARCH METHOD

3.1. Research Strategy

The research strategy used in this study is an associative research strategy. Associative research is used because it is suitable for answering questions that are related between two or more variables. The purpose of the associative strategy is to be able to provide an explanation of the effect of perceived price, convenience and security on online purchasing decisions at Tokopedia.

3.2. Population and Sample

The target population is all psychological objects that have similar characteristics based on certain criteria according to Sugiyono (2017: 61). the target population in this study. Consumers at PT. The fact that Br Kontak Digital has made purchases online at Tokopedia, the total number of which cannot be known.

. According to Sugiyono (2017: 62) the sample is part of the number and characteristics of the population. The sampling technique used in this study uses purposive

sampling technique. The definition of purposive sampling is a sampling technique with certain considerations in accordance with the desired criteria to be able to determine the number of samples to be studied. Because the population size is not known, sampling is determined by the Moe formula, namely:

$$n = \frac{z^2}{4(moe)^2} n = \frac{1,96^2}{4(0,10)^2}$$
$$n = \frac{3,8416}{0,04}$$
$$n = 96,04 = 97 \text{ consumers}$$

Information :

n = jumlah sampel

z = nilai Z dengan tingkat keyakinan tertentu

Margin of error max that is, the maximum error rate for sampling that can still be tolerated or desired. With a confidence level of 95% or $Z = 1.96$ and Moe of 10%.

Thus, the number of samples in this study were 97 consumer respondents at PT. Facts about Bronty Digital who have made online purchase decisions at Tokopedia.

3.5. Data Analysis Methods

The steps used for data processing in this study are as follows:

3.5.1. Data processing methods

The data obtained were then processed using SPSS software. SPSS software is used to make data processing easier, so that the results are faster and more precise. Besides that, SPSS software is commonly used in statistical research. Where editing and coding are done. Editing is the first stage in processing data obtained by researchers from the field by checking the possibility of respondent's answer error and the uncertainty of respondent's answer. Coding is giving or a certain sign or code to alternative answers of a kind or classifying so that it can facilitate researchers about tabulation.

3.5.2. Method of presenting data

In this study the data collected is presented in tabular form to make it easier to analyze and understand the data so that the data presented is more systematic. Where tabulation is done. Tabulation is the calculation of data that has been collected in each category until it is arranged in an easy to understand table. The data obtained, after being processed and sorted, will be used for statistical analysis of the data in accordance with the research objectives. The data analysis used is the analysis of the coefficient of determination and hypothesis testing.

3.5.3. Statistical analysis of data

To discuss the results of the study, the authors used paired data based on the data obtained. Because there is more than one independent variable, namely three independent variables and one dependent variable, the analysis method used in this study is the analysis of the coefficient of determination and hypothesis testing (partial and multiple) as follows:

3.5.3.1. Instrument Test

A questionnaire depends on the quality of the data used in the test. Research data will not be useful if the instrument that will be used to collect research data does not have high validity and reliability. These tests and measurements each demonstrate the consistency and accuracy of the data collected.

1. Validity test

The validity test is carried out to ascertain how well an instrument is used to measure the concept that should be measured. According to Sugiyono, to test the validity is done by correlating the score of the questions with the total score. The total

score is the sum of all statement scores. The data that has been obtained is tabulated and factor analysis is carried out using the Construck Validity method using the simple correlation method. If the result is 0.3 or more, then the factor is a strong construction or has good construction validity.

The formula used to test the validity of this instrument is Karl Pearson's Product Moment, as follows:

$$r_{XY} = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \{n \sum Y^2 - (\sum Y)^2\}}} \dots\dots\dots (3.1)$$

Information:

r_{XY} = coefficient of the validity of the items being sought

n = Number of respondents sought (sample)

X = score obtained by the subject of all items

Y = total score obtained from all items

Then the results of r_{xy} are compared with the critical value of the product moment (critical) in this study 0.30. If the results obtained are $r_{xy} > \text{critical}$, then the instrument is valid. In practice, to test the validity of the questionnaire, Microsoft Office Excel software and Statistical Product and Service Solution (SPSS) are often used.

2. Reliability test

Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if someone's answer to a statement is consistent or stable over time. The method used to test the reliability of the questionnaire in this study was to measure the reliability with the Cronbach Alpha statistical test. To find out that the questionnaire is reliable, it will be tested the reliability of the questionnaire with the help of the SPSS computer program. The instrument used in these variables is said to be reliable if it has a Cronbach Alpha of more than 0.60 (Priyatno, 2016: 26).

$$\text{Cronbach's Alpha Coefficient: } \alpha_{it} = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum S_i^2}{S_t^2} \right) \dots\dots\dots (3.2)$$

Information :

k = number of questionnaire items

α_{it} = coefficient of reliability of the questionnaire items

$\sum S_i^2$ = the number of valid item score variances

S_t^2 = variance of the total item score

To find the variance of the questionnaire items and the variance of the total item score, the following formula is used:

$$S_i^2 = \frac{\sum X_i^2}{n} - \left(\frac{\sum X_i}{n} \right)^2 \dots\dots\dots (3.3)$$

Information :

$\sum X_i$ = total score of each item

$\sum X_i^2$ = the sum of the squares of each item's score

According to Sekaran (2013), the basis for making this reliability test decision is as follows:

If the Cronbach's Alpha coefficient is $\geq 0.6 \rightarrow$ then Cronbach's Alpha is acceptable (construct reliable).

If Cronbach's Alpha $< 0.6 \rightarrow$ then Cronbach's Alpha is poor acceptable (construct unreliable).

3.5.3.2. Analysis of the Coefficient of Determination (R^2)

Analysis of R^2 (R square) or the coefficient of determination is used to determine how much the percentage contribution of the influence of the independent variables together on the dependent variable. The coefficient of determination is between zero and one (0-1). If the value of R^2 is close to 1 (one), it can be said that the stronger the model is in explaining the independent variables against the dependent variable. conversely, if R^2 is close to 0 (zero), the weaker the variation in the independent variable explains the dependent variable. (Priyatno, 2016: 125) To state the size of the contribution of the independent variable to the dependent variable, it can be determined by the formula for the coefficient of determination as follows:

- a. Partial determination coefficient
 - a. Contribution of the influence of trust (X1) ononline purchase decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y)
 $KDP1 = (r_{Y1.23})^2 \times 100\%$
 - b. Contribution of the effect of ease (X2) on online purchase decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y)
 $KDP2 = (r_{Y2.13})^2 \times 100\%$
 - c. Contribution of the effect of security (X3) ononline purchase decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y)
 $KDP3 = (r_{Y3.12})^2 \times 100\%$
- b. Simultaneous Determination Coefficient
Contribute to the influence of trust, convenience and safety together against online purchase decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital
 $Adjusted R^2 = (r_{Y123})^2 \times 100\%$

3.5.3.3. Hypothesis test

Hypothesis testing is used to test the effect partially and multiple. The hypotheses to be tested in this study are:

- a. Partial hypothesis testing
 - a. Effect of X1 on Y
 $H_o: \beta_{y1.23} = 0$ (Partially there is no significant effect on price perceptions online purchase decisions on Tokopedia at Customer Auto Service PT. Br Kontak Digital Facts).
 $H_a: \beta_{y1.23} \neq 0$ (Partially there is a significant effect of perceived price on purchasing decisions on lineon Tokopedia at Customer Auto Service PT. Br Kontak Digital Facts).
 - b. Effect of X2 on Y
 $H_o: \beta_{y2.13} = 0$ (partially there is no significant effect on ease of use online purchase decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital
 $H_a: \beta_{y2.13} \neq 0$ (Partially there is a significant effect of convenience on purchasing decisions on lineon Tokopedia at Customer Auto Service PT. Br Kontak Digital Facts).
 - c. Effect of X3 on Y
 $H_o: \beta_{y3.12} = 0$ (partially there is no significant effect of security on online purchase decisions on Tokopedia at Customer Auto Service PT. Br Kontak Digital Facts).
 $H_a: \beta_{y3.12} \neq 0$ (Partially there is a significant effect of security on purchasing decisions on lineon Tokopedia at Customer Auto Service PT. Br Kontak Digital Facts).

To test the effect of the independent variable on the dependent variable partially, it is seen from the P-value compared to α ($5\% = 0.05$)

H_0 is rejected, H_a is accepted if the P-value < 0.05 and

H_0 is accepted, H_a is rejected if the P-value is > 0.05

- b. Simultaneous hypothesis testing (Effect X_1X_2 and X_3 against Y)

Hypothesis testing is used to test multiple effects. The hypotheses to be tested in this study are:

$H_0: \beta_{y123} = 0$ (Simultaneously there is no significant effect perception of price, convenience and security of online purchasing decisions at Tokopedia at Customer Auto Service PT. Br Kontak Digital Facts).

$H_a: \beta_{y123} \neq 0$ (Simultaneously there is a significant influence perception of price, convenience and security of online purchasing decisions at Tokopedia at Customer Auto Service PT. Br Kontak Digital Facts).

As for testing the influence of the independent variable on the dependent variable multiple (together), the value of Significance F is used compared to α ($5\% = 0.05$).

H_0 is rejected, H_a is accepted if Significance F < 0.05 and

H_0 is accepted, H_a is rejected if Significance F > 0.05

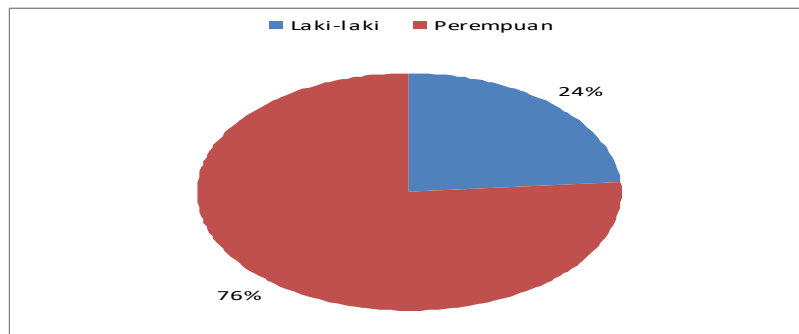
IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

PT. The Facts of Creative Bronty Starting from building a business in 2017 but not having a legal entity after two years of operation, it was only registered as a legal entity in 2019. Initially starting an online business selling supplements and vitamins to grow beard skin care and after that building a digital marketing agency company. All of this started from 2017 through online marketing to finally have 2 main businesses of skin care products for men with the brand name fabron.id and digital marketing agencies with the brand name fabron digital until now.

4.2. Respondent Description

PeneThis research took samples of customers at Customer Auto Service PT. Facts of Bronty Digital. The sample selection is done by first verifying the consumer sample at the time of online purchase. As a result of preliminary research. In the following, we will provide an overview of the characteristics of the respondents which are stated in the form of tabulation of the identity of the respondents, as many as 97 samples of respondents in which the questionnaire statement is given using a questionnaire form. Presentation of data regarding the identity of the respondent to provide an overview of the respondent's condition.

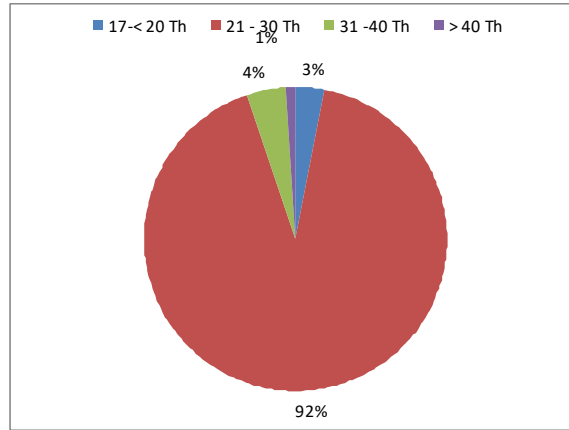


Source: Results of Data Processing (2020)

Figure 4.1. Data on the Characteristics of Research Respondents Based on

Gender

Based on Figure 4.1 above, it shows that for the female gender, there is a higher number than the male gender, namely 76% or 74 respondents for women compared to 24% or 23 respondents for men. This is because women are more interested and understand more about online shopping problems than men.

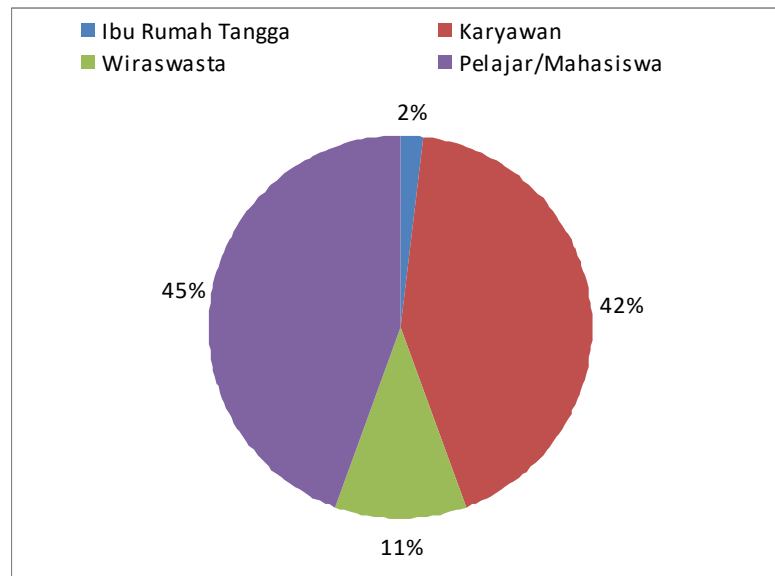


Source: Results of Data Processing (2020)

Figure 4.2. Data on the Characteristics of Research Respondents Based on Age

Based on Figure 4.2, the age group of respondents, it is found that the most respondents aged between 17- <20 years are 3% or 3 people, 21-30 years as many as 92% or 89 people and 31-40 years as many as 4% or 4 people while the remaining 1% or 1 respondent aged > 40 years. Thus, Akulaku buyers are classified as productive age. This shows that consumers are mostly adults, where adult respondents already have income to meet their daily needs.

In this study in Figure 4.3., The highest number of respondents is employees as much as 45%. This shows that most buyers work in the private sector and civil servants who usually have a sizable income.



Source: Results of Data Processing (2020)

Figure 4.3. Data on the Characteristics of Research Respondents Based on

4.3. Results of Testing Research Instruments

From the results of the data obtained through a questionnaire made by researchers, it consists of 27 questions covering the results of perceived price, convenience and security and online purchase decisions on Tokopedia. This is done so that data retrieval can be representative and accurate and support qualitative analysis of price perceptions, convenience, and security and online purchasing decisions at Tokopedia at Customer Auto Service PT. Facts of Bronty Digital. Based on the results of the respondents' answers in the appendix, it can be seen the weight of the assessment criteria using the validity and reliability tests.

4.3.1. Validity test

The following are the results of data processing for all statements in the instrument consisting of 27 statements in Table 4.1. as follows :

Table 4.1. The results of the research variable validity test

Variable	No. Statement	rx _y	critical	Decision
Price perception (X1)	1	0.667	0.30	Valid
	2	0.842	0.30	Valid
	3	0.802	0.30	Valid
	4	0.838	0.30	Valid
	5	0.860	0.30	Valid
	6	0.819	0.30	Valid
	7	0.730	0.30	Valid
	8	0.811	0.30	Valid
Convenience (X2)	9	0.865	0.30	Valid
	10	0.924	0.30	Valid
	11	0.926	0.30	Valid
	12	0.913	0.30	Valid
Security (X3)	13	0.878	0.30	Valid
	14	0.894	0.30	Valid
	15	0.868	0.30	Valid
	16	0.842	0.30	Valid
	17	0.863	0.30	Valid
Online Purchase Decisions (Y)	18	0.858	0.30	Valid
	19	0.834	0.30	Valid
	20	0.821	0.30	Valid
	21	0.833	0.30	Valid
	22	0.820	0.30	Valid
	23	0.880	0.30	Valid
	24	0.827	0.30	Valid
	25	0.799	0.30	Valid
	26	0.367	0.30	Valid
	27	0.783	0.30	Valid

Source: Processed SPSS Results (2020)

Of all the statements tested, all of them had a value of rcount greater than the critical value of 0.30. Based on these results it can be said that all statement items in this study are valid, so that these statements can be used for data collection in this study.

4.3.2. Reliability test

Based on data processing regarding reliability statistics, it can be seen that the value of Cronbach's alpha is equal to or greater than 0.60, it can be said that for all variable statements are reliable (reliable). The variables used are as follows:

Table 4.2. Instrument Reliability Test Results

Variable	Alpha Cronbach	> / <	Constant	Information
Price perception (X1)	0.916	>	0.60	Reliable
Convenience (X2)	0.927	>	0.60	Reliable
Security (X3)	0.918	>	0.60	Reliable
Online Purchase Decisions (Y)	0.927	>	0.60	Reliable

Source: Processed SPSS Results (2020)

The research variable contained 24 statements given to 97 respondents. Based on the data management in appendix 7, it is obtained with the Cronbach's alpha model > 0.60, so the statements on the research variables are reliable. Thus it can be concluded, both price perception (X1), convenience (X2), and security (X3) instruments as well as online purchasing decisions on Tokopedia (Y) are considered reliable.

4.4. Statistical Analysis of Data

In carrying out a series of statistical analyzes the data will be divided into several parts consisting of analysis of the coefficient of determination and partial and simultaneous testing of hypotheses, as described below:

4.4.1. Analysis of the coefficient of determination

The effect of price perceptions, convenience, and security simultaneously on online purchasing decisions on Tokopedia at Customer Auto Service PT. The fact of Bronty Digital is shown by the coefficient of determination (R²). The coefficient of determination (R²) shows the proportion or percentage of the total variation in variable Y which can be explained by the independent variables X1 X2 and X3.

1. Partial Determination Coefficient

- The coefficient of determination of price perception (X1) on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y) are as follows:

Table 4.3. The coefficient of determination of Partial Price Perception (X1) on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y)

Correlations		Price perception (X1)	Online Purchase Decisions (Y)
Control Variables	Correlation	1,000	,552
	Significance (2-tailed)	.	,000
	df	0	94
Convenience (X2)	Correlation	,552	1,000
	Significance (2-tailed)	,000	.
	df	94	0

Source: Processed SPSS Results (2020)

Based on Table 4.3 above, the calculation of the partial determination coefficient of price perception (X1) on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y) are:

$$\begin{aligned} \text{KDP1} &= (r)^2 \times 100\% \\ &= (0.552)^2 \times 100\% \\ &= 0.305 \times 100\% \\ &= 30.5\% \end{aligned}$$

This shows that the partial determination coefficient of 0.305 can be interpreted that the effect of price perceptions on online purchasing decisions on Tokopedia at Customer Auto Service PT. The facts of Bronty Digital are 30.5% or in other words 30.5% of variable variations in online purchasing decisions on Tokopedia at Customer Auto Service PT. The fact of Bronty Digital can be explained by the price perception variable, while the remaining 69.5% is the influence of other variables that are not included in this research model.

- b. The coefficient of determination of ease (X2) on online purchase decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y) are as follows:



Table 4.4. Partial coefficient of determination (X2) on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y)

Correlations		Convenience (X2)	Online Purchase Decisions (Y)
Control Variables			
Security (X3)	Convenience (X2)	Correlation	1,000
		Significance (2-tailed)	,536
		df	,000
			94
	Online Purchase Decisions (Y)	Correlation	,536
		Significance (2-tailed)	1,000
		df	,000
			94

Source: Processed SPSS Results (2020)

Based on Table 4.4 above, the calculation of the partial determination coefficient of ease (X2) on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y) are:

$$\begin{aligned}
 KDP2 &= (r)^2 \times 100\% \\
 &= (0.536)^2 \times 100\% \\
 &= 0.287 \times 100\% \\
 &= 28.7\%
 \end{aligned}$$

This shows that the partial determination coefficient of 0.287 can be interpreted that the effect of convenience on online purchasing decisions on Tokopedia at Customer Auto Service PT. The facts of Bronty Digital are 28.7% or in other words 28.7% of variable variations in online purchasing decisions on Tokopedia at Customer Auto Service PT. The fact of Bronty Digital can be explained by the convenience variable, while the remaining 71.3% is the influence of other variables not included in this research model.

- c. The coefficient of security determination (X3) on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y) are as follows:

Table 4.5. Partial Security determination coefficient (X3) on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y)

Correlations		Security (X3)	Online Purchase Decisions (Y)
Control Variables			
Price perception (X1)	Security (X3)	Correlation	1,000
		Significance (2-tailed)	,343
		df	,001
			94
	Online Purchase Decisions (Y)	Correlation	,343
		Significance (2-tailed)	1,000
		df	,001
			94

Source: Processed SPSS Results (2020)

Based on Table 4.5 above, the calculation of the partial determination coefficient of security (X3) on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y) are:

$$\begin{aligned}
 KDP3 &= (r)^2 \times 100\% \\
 &= (0.343)^2 \times 100\% \\
 &= 0.118 \times 100\% \\
 &= 11.8\%
 \end{aligned}$$

This shows that the partial determination coefficient of 0.118 can be interpreted that the effect of security on online purchasing decisions on Tokopedia at Customer Auto Service PT. The facts of Bronty Digital are 11.8% or in other words 11.8%

of variable variations in online purchasing decisions on Tokopedia at Customer Auto Service PT. The fact of Bronty Digital can be explained by the security variable, while the remaining 88.2% is the influence of other variables that are not included in this research model.

2. Simultaneous Determination Coefficient

The value of the simultaneous determination coefficient of price perception (X1), convenience (X2), and security (X3) on online purchasing decisions at Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y) are as follows:

Table 4.6. Correlation Coefficient and Simultaneous Determination of price perception (X1), convenience (X2), and security (X3) on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923a	.852	.847	2,52371

a. Predictors: (Constant), Security (X3), Perceived price (X1), Ease (X2)

Source: Processed SPSS Results (2020)

Based on Table 4.6, the results of the calculation of multiple correlation coefficient data with SPSS Version 24.0 obtained a multiple correlation coefficient value of 0.923 which means that perceived price, convenience, and security have a strong relationship to online purchasing decisions on Tokopedia at Customer Auto Service PT. The fact of Bronty Digital means that perceptions of price, convenience and security are simultaneously given according to employee expectations, so online purchasing decisions at Tokopedia at Customer Auto Service PT. The fact that Br Kontak Digital is rising is very strong. if the better the perception of price, convenience, and security provided, it will create online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital. In general, the results show that perceived price, convenience, and security is an important factor in order to obtain the level of online purchasing decisions on Tokopedia at Customer Auto Service PT. High Br Kontak Digital Facts.

Still in Table 4.6, the results of the calculation of the simultaneous coefficient of determination with a value of Adjusted R² = 0.847 so that it is interpreted that the effect of perceived price, convenience and security simultaneously on online purchasing decisions at Tokopedia at Customer Auto Service PT. The fact of Brontang Digital is 84.7% or in other words 84.7% of variable variations in online purchasing decisions on Tokopedia at Customer Auto Service PT. The facts of Bronty Digital can be explained by the variable perception of price, convenience, and security simultaneously, while the remaining 15.3% explained by other reasons outside the research independent variables, so that development research is still needed to be able to explain the influence of other independent variables outside the research model that can influence online purchasing decisions.

4.3.2. Hypothesis test

1. Partial testing

Table 4.7. Partial Hypothesis Testing price perception (X1), convenience (X2), and security (X3) on online purchasing decisions at Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y)

Coefficientsa

Model	t	Sig.
1		
(Constant)	1,984	,050
Price perception (X1)	5,020	,000
Convenience (X2)	4,487	,000
Security (X3)	4,034	,000

a. Dependent Variable: Purchase decision_Y

Source: Processed SPSS Results (2020)

- a. The effect of price perception (X1) on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y)

Ho: $\beta_{y1.23} = 0$ (Partially there is no significant effect of perceived price on purchasing decisions *on lineon* Tokopedia at Customer Auto Service PT. Br Kontak Digital Facts).

Ha: $\beta_{y1.23} \neq 0$ (Partially there is a significant effect on perceived price on purchasing decisions *on lineon* Tokopedia at Customer Auto Service PT. Br Kontak Digital Facts).

After testing the hypotheses of the above research and based on the results of the calculation of SPSS Version 24.0 (Table 4.7), it was found that the significant t variable X1 was 0.000 smaller than the real level or $0.000 < 0.05$. Therefore it can be concluded that Ho is rejected or Ha is accepted, so partially there is a significant influence between the price perception variable on the online purchasing decision variable on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital.

- b. The effect of convenience (X2) on online purchasing decisions at Tokopedia on Customer Auto Service PT. Facts of Bronty Digital (Y)

Ho: $\beta_{y2.13} = 0$ (Partially there is no significant effect of convenience on purchasing decisions *on lineon* Tokopedia at Customer Auto Service PT. Br Kontak Digital Facts).

Ha: $\beta_{y2.13} \neq 0$ (Partially there is a significant effect of convenience on purchasing decisions *on lineon* Tokopedia at Customer Auto Service PT. Br Kontak Digital Facts).

After testing the hypothesis of the above research and based on the results of the calculation of SPSS Version 24.0 (Table 4.7), it was obtained that the significant t variable X2 was 0.000 smaller than the real level or $0.000 < 0.05$. Therefore it can be concluded that Ho is rejected or Ha is accepted, so partially there is a significant influence between the convenience variable on the online purchasing decision variable on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital

- c. The effect of security (X3) on online purchasing decisions at Tokopedia on Customer Auto Service PT. Facts of Bronty Digital (Y)

Ho: $\beta_{y3.12} = 0$ (Partially there is no significant effect of security on purchasing decisions *on lineon* Tokopedia at Customer Auto Service PT. Br Kontak Digital Facts).

Ha: $\beta_{y3.12} \neq 0$ (Partially there is a significant effect of security on purchasing decisions *on lineon* Tokopedia at Customer Auto Service PT. Br Kontak Digital Facts).

After testing the hypotheses of the above research and based on the results of the calculation of SPSS Version 24.0 (Table 4.7), it was obtained that the significant t variable X3 was 0.000 smaller than the real level or $0.000 < 0.05$. Therefore it can be concluded that Ho is rejected or Ha is accepted, so partially there is a significant influence between the security variable on the online purchasing decision variable on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital.

2. Simultaneous testing

Table 4.8. Simultaneous Hypothesis Testing of price perception (X1), convenience (X2), and security (X3) on online purchasing decisions at Tokopedia at Customer Auto Service PT. Facts of Bronty Digital (Y)

ANOVAa					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3405,446	3	1135,149	178,227	,000b
Residual	592,328	93	6,369		
Total	3997,773	96			

a. Dependent Variable: Online Purchase Decision (Y)

b. Predictors: (Constant), Security (X3), Perceived price (X1), Ease (X2)

Source: Processed SPSS Results (2020)

Ho: $\beta_{123} = 0$ (Simultaneously there is no significant effect of perceived price, convenience and security on purchasing decisions *on line* on Tokopedia at Customer Auto Service PT. Br Kontak Digital Facts).

Ha: $\beta_{123} \neq 0$ (Simultaneously there is a significant influence on perceived price, convenience and on purchasing decisions *on line* on Tokopedia at Customer Auto Service PT. Br Kontak Digital Facts).

After testing the hypothesis according to the test steps mentioned in the previous chapter and based on the results of the calculation of SPSS Version 24.0 (Table 4.8), it is obtained that the significance F is 0.000 smaller than the real level or $0.000 < 0.05$. Therefore, it can be concluded that Ho is rejected or Ha is accepted, so simultaneously there is a significant influence between price perceptions, convenience and security on online purchasing decisions at Tokopedia at Customer Auto Service PT. The fact of Bronty Digital which means that the addition and reduction of price perceptions, convenience, and security will have a significant impact on increasing and decreasing online purchasing decisions at Tokopedia at Customer Auto Service PT. Facts of Bronty Digital.

Table 4.9. Research Results Matrix

Variable	Coefficient of Determination	Hypothesis
The influence of price perceptions on online purchasing decisions at Tokopedia on Customer Auto Service PT. Facts of Bronty Digital	30.5%	$0.000 < 0.05$
The effect of convenience on online purchasing decisions at Tokopedia on Customer Auto Service PT. Facts of Bronty Digital	28.7%	$0.000 < 0.05$
The effect of security on online purchasing decisions at Tokopedia at Customer Auto Service PT. Facts of Bronty Digital	11.8%	$0.000 < 0.05$
The effect of price perceptions, convenience, and security simultaneously on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital	84.7%	$0.000 < 0.05$

Source: Data Processed Results (2020)

4.5. Research Findings

Referring to the results and discussion of the effect of perceived price, convenience and security on online purchasing decisions at Tokopedia at Customer Auto Service PT.

Facts about Bronty Digital by using price, convenience, and security perception variables for online purchasing decisions at Tokopedia at Customer Auto Service PT. Facts of Bronty Digital, then it is necessary to discuss the existence of each variable as follows:

1. The influence of price perceptions on online purchasing decisions at Tokopedia on Customer Auto Service PT. Facts of Bronty Digital

The coefficient of partial determination X_1 (price perception) on Y (online purchase decisions on Tokopedia at PT Customer Auto Service. Facts Bront Digital) is 30.5% or in other words 30.5% of variable variations of online purchasing decisions on Tokopedia to customers Auto Service PT. The fact of Brontung Digital can be explained by the variable price perception, while the remaining 69.5% of online purchasing decisions at Tokopedia at Customer Auto Service PT. The fact of Bronty Digital is influenced by other variables. The results of hypothesis testing where the significant t variable X_1 is 0.000 smaller than the real level or $0.000 < 0.05$. Therefore it can be concluded that H_0 is rejected or H_a is accepted, so partially there is a significant influence between the price perception variable on the online purchasing decision variable on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital. This illustrates that the higher the price perception, it can increase the purchasing decisions that consumers will make. This is in line with research shown by the results of research from Nahla Khalil (2014) which states that price perceptions affect online purchasing decisions and is supported by research by Lydia Herlina Mal and I Gede Agus Mertayasa (2018) which states that there is a positive and significant influence. between price perceptions on purchasing decisions.

Perception of price has a positive effect on purchasing decisions, meaning that the seller has proven the credibility, reliability of the seller and his care for consumers so that consumers make purchasing decisions. Price perception is one of the psychological factors in influencing consumers. In online transactions, price perceptions arise when one of the parties involved has received assurance from the other party and is willing and able to provide its obligations. When someone is shopping online

2. The effect of convenience on online purchasing decisions at Tokopedia on Customer Auto Service PT. Facts of Bronty Digital

The coefficient of partial determination X_2 (convenience) to Y (online purchase decisions at Tokopedia at PT Customer Auto Service. Facts Bront Digital) is 28.7% or in other words 28.7% of variable variations of online purchasing decisions on Tokopedia on Customer Auto Service PT. The fact of Bronty Digital can be explained by the convenience variable, while the remaining 71.3 % of online purchase decisions at Tokopedia at Customer Auto Service PT. The fact of Bronty Digital is influenced by other variables. The results of hypothesis testing where the significant t variable X_2 is 0.000 smaller than the real level or $0.000 < 0.05$. Therefore it can be concluded that H_0 is rejected or H_a is accepted, so partially there is a significant influence between the convenience variable on the online purchasing decision variable on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital.

This is due to the fact that convenience can help buyers decide how to allocate their buying power to a second car. This supports previous research by Fachrizi Alwafi and Rizal Hari Magnadi (2016) which states that the convenience variable has a positive effect on the online purchase interest variable. Also supported by research by Kartika Ayuningtyas and Hendra Gunawan (2018) which states that the convenience variable has a positive effect on the purchasing decision variable.

Ease has a positive effect on purchasing decisions, meaning that consumers feel comfortable operating the system as desired, easy to learn and time efficiency so that consumers make purchasing decisions. Consumers choose to make purchases online one of the reasons because of the convenience and practicality aspects that will be obtained. So that consumers will look for an online site that has various kinds of

convenience features as well as the practical side offered by the online buying and selling site.

3. The effect of security on online purchasing decisions at Tokopedia at Customer Auto Service PT. Facts of Bronty Digital

The coefficient of partial determination X_3 (security) against Y (online purchase decisions on Tokopedia at PT Customer Auto Service. Facts Bront Digital) is 11.8% or in other words 11.8% of variable variations of online purchasing decisions on Tokopedia on Customer Auto Service PT. The fact of Bronty Digital can be explained by the security variable, while the remaining 88.2% of online purchasing decisions at Tokopedia at Customer Auto Service PT. The fact of Bronty Digital is influenced by other variables. The results of hypothesis testing where the significant t variable X_3 is 0.000 smaller than the real level or $0.000 < 0.05$. Therefore it can be concluded that H_0 is rejected or H_a is accepted, so partially there is a significant influence between the security variable on the online purchasing decision variable on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital. This shows that the variations in changes that occur in security will cause changes to fluctuate in purchasing decisions. This is in line with research conducted by Novie Hera Anthasari and Erni Widiastuti (2016), which states that security has a significant positive effect on purchasing decisions. Supported by the research of Wardoyo and Meilani Dwiati Susilo (2017) which states that security has a positive and significant influence on purchasing decisions.

This is because security is a serious problem that consumers must pay attention to when making online purchase transactions. This is in line with the theory that security is the ability of online stores to control and secure transaction data from misuse or unauthorized changes. Security guarantees play an important role in shaping price perceptions by reducing consumer concerns about misuse of personal data. When the level of security assurance is acceptable and meets consumer expectations, a consumer will be willing to provide personal information and will buy with a feeling of security.

4. The effect of price perceptions, convenience, and security simultaneously on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital

The coefficient of determination of the effect of perceived price, convenience, and security simultaneously on online purchasing decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital amounted to 84.7% while the remaining 15.3% explained by other reasons outside the research independent variables, so it still needs development research to be able to explain the influence of other independent variables outside the research model that can influence online purchasing decisions.. The results of hypothesis testing where the significance F is 0.000 smaller than the real level or $0.000 < 0.05$. Therefore it can be concluded that H_0 is rejected or H_a is accepted, so simultaneously there is a significant influence between perceived price, convenience, and security simultaneously on online purchasing decisions on Tokopedia at Customer Auto Service PT. The fact of Bronty Digital which means that the addition and reduction of price perceptions, convenience, and security will have a significant impact on increasing and decreasing online purchasing decisions at Tokopedia at Customer Auto Service PT. Facts of Bronty Digital.

Thus it can be concluded that convenience, price perception and security are considerations that must be considered by consumers when making an online purchase. This means that if the convenience, price perception and security offered by the online shop site is very good plus an educational understanding of the convenience, price perception and security that consumers have is very high, it will be very easy to encourage consumers to make purchases online.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of the research that has been done in the previous chapter, it shows that:

1. Partially there is a significant influence on price perceptions to online purchase decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital
2. Partially there is a significant effect on convenience to online purchase decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital
3. Partially there is a significant effect on security to online purchase decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital
1. Simultaneously there is a significant influence on perceived price, convenience and security simultaneously to online purchase decisions on Tokopedia at Customer Auto Service PT. Facts of Bronty Digital

5.2. Suggestion

Application service providers are expected to further improve the perception of prices regarding the products or services offered to respondents, for example through a complete explanation of the process of purchasing goods online starting from the ordering process, the payment process and the delivery of goods.

Furthermore, it is hoped that more innovations in providing convenience for customers and creating new advantages that are not provided by other online shopping applications, such as convenience in the process of ordering, payment, delivery of goods and returning goods (if this happens).

It is also hoped that the information will be updated which is up to date (current), accurate and complete. The quality of information in the process of purchasing goods is believed to be able to improve online purchasing decisions.

5.3. Limitations and PengFurther research development

This research was conducted at Customer Auto Service PT. The fact of Bronty Digital so that the next researchers add extensive research objects. In addition, this study uses independent variables, namely price perceptions, convenience and security as well as the dependent variable, namely the online purchase decision on Tokopedia. In addition, the research indicators used in research can be added with other indicators outside of this research that are relevant to the research to be carried out.

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