

The Role of E-trust, Experiential Marketing and Advertising in Purchasing Decision on E-commerce Tokopedia

Experiential
Marketing and
Advertising in
Purchasing
Decision

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ABSTRACT

Purchasing decisions are the process that consumers do when choosing and buying products or services. This study aims to analyze the factors that influence purchasing decisions on Tokopedia e-commerce, focusing on e-trust, experiential marketing, and advertising. The purpose of this study is to determine how E-trust, Experiential Marketing and Advertising can play a role in purchasing decisions. The study used a quantitative approach involving 107 respondents selected through purposive sampling. The results showed that e-trust did not have a significant effect on purchasing decisions on Tokopedia. This indicates that the electronic trust factor does not have a direct impact on consumer decisions on this platform. In contrast, experiential marketing and advertising have been shown to have a positive and significant effect on purchasing decisions. The experience provided to consumers through interesting interactions and effective advertising can increase consumer interest in buying products. These findings indicate that although e-trust does not have much influence, good consumer experience and appropriate promotion through advertising can be key factors in driving purchasing decisions on Tokopedia. This study provides important insights for e-commerce managers to design more effective marketing strategies.

Keywords: *Purchasing Decisions, E-Trust, Experiential Marketing, Advertising, Tokopedia E-Commerce.*

ABSTRAK

Keputusan pembelian adalah proses yang dilakukan konsumen saat memilih dan membeli produk atau jasa. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi keputusan pembelian pada e-commerce Tokopedia, dengan fokus pada e-trust, experiential marketing, dan iklan. Tujuan penelitian ini adalah untuk mengetahui bagaimana E-trust, Experiential Marketing dan Advertising dapat berperan terhadap keputusan pembelian. Penelitian menggunakan pendekatan kuantitatif dengan melibatkan 107 responden yang dipilih melalui purposive sampling. Hasil penelitian menunjukkan bahwa e-trust tidak berpengaruh signifikan terhadap keputusan pembelian pada Tokopedia. Hal ini mengindikasikan bahwa faktor

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kepercayaan elektronik tidak memiliki dampak langsung terhadap keputusan konsumen dalam platform ini. Sebaliknya, experiential marketing dan iklan terbukti memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Pengalaman yang diberikan kepada konsumen melalui interaksi yang menarik dan iklan yang efektif mampu meningkatkan ketertarikan konsumen untuk membeli produk. Temuan ini menunjukkan bahwa meskipun e-trust tidak terlalu berpengaruh, pengalaman konsumen yang baik dan promosi yang tepat melalui iklan dapat menjadi faktor kunci dalam mendorong keputusan pembelian di Tokopedia. Penelitian ini memberikan wawasan penting bagi pengelola e-commerce untuk merancang strategi pemasaran yang lebih efektif.

Kata kunci: Keputusan Pembelian, E-Trust, Pemasaran Eksperiensial, Periklanan, E-Commerce Tokopedia.

INTRODUCTION

In today's era, various types of information can be accessed easily and quickly, but the data obtained must be selected to ensure its accuracy and relevance (Alipudin et al., 2023). Companies must be able to adapt to changes in the external and internal environment (Jaludallasa & Hariyadi, 2023). According to Lidwina (2021), Indonesia emerged as the country with the largest e-commerce users globally in 2021, with 88.1% of e-commerce service users in the last few months. According to Jain et al. (2019), E-commerce covers all types of transactions connected to trading activities, both organizations and individuals that involve the processing and transmission of digital data. E-commerce covers all types of activities connected to trading activities, from organizations to individuals, which involve the processing and transmission of digital data. The most important thing in influencing E-commerce sales is the purchasing decision made by consumers. Purchasing decisions are the process of determining an action with various considerations obtained from several sources (Sutrisno, 2023; Wijaya, 2024). There are several roles involved in a process that ultimately decides to take the Purchasing Decision Action. Some of the roles are E-trust, Experiential Marketing and advertising.

E-trust can be said to be a factor in customer trust in carrying out online transaction activities in an e-commerce (Purwanto, 2021). The existing factors will later be able to increase customer confidence in e-commerce which will ultimately have an impact on purchasing decisions. Customer confidence that is built to carry out online transaction activities includes activities such as information, data transfer and online data purchases. Experiential Marketing is creating lasting relationships through the five senses, emotions, thoughts, routines and relationships (Aqmarina & Awali, 2023; Khairifa & Mardhiyah, 2023; De Alfredo, 2024). Creating interactive communication that will later aim to create a unique experience for consumers. one of the marketing strategies with the aim of awakening emotions and feelings that will ultimately affect the sale of a product.

Advertising is a way to promote a product, brand, or service to consumers to drive interest, engagement, and sales (Marpaung & Lubis, 2022). There are several types of advertising, ranging from print media to interactive videos and now advertising is increasingly evolving into an important feature in e-commerce or marketplaces. Tokopedia is an Indonesian technology company founded in 2009 by business couple Willian Tanu Wijaya and Leontinus Alpha Edison. Tokopedia also continues to promote, seen from the promotional mix carried out. Tokopedia experienced a significant decline in mind share, market share and commitment share indexes. From Award (2024), Tokopedia experienced a decline of 4.10%, a significant difference compared to other competitors. This decline illustrates that purchasing decisions at Tokopedia have decreased. Tokopedia experienced a decline of 6.8 trillion in 2023 to 5.2 trillion in 2024. This decline illustrates that purchasing decisions at Tokopedia have decreased.

Tokopedia's E-trust strategy is the customer rating and customer review features. The presence of comments on experiences from previous buyers can be a consideration when wanting to make a purchase. The Experiential Marketing strategy is the selection of a design logo with an owl symbol that symbolizes intelligence and wisdom, making the emotional experience of shopping at Tokopedia smart and trustworthy. Tokopedia's advertising is utilizing social media platforms such as TikTok, Instagram, Facebook, and X. Consumer purchasing decisions can be influenced by content or advertisements on social media.

Research by Mukti & Isa (2024) and Zahid & Ruswanti (2024), indicates that E-trust significantly influences purchasing decisions. Research by Devi et al. (2023), confirms that E-trust has no effect on purchasing decisions. Research conducted by Fauzi (2021), indicates that Experiential Marketing has a significant influence on purchasing decisions, while research conducted by Imania & Widayanto (2018), states that Experiential Marketing does not have a significant effect on purchasing decisions. Then research by Marpaung & Lubis (2022), indicates that Advertising significantly influences purchasing decisions. Research by Pratama & Hayuningtias (2022) and Soedargo (2024), confirms that Advertising does not affect purchasing decisions. According to the background phenomenon above, research on E-trust, Experiential Marketing and Advertising was conducted, aiming to find out how E-trust, Experiential Marketing and Advertising can play a role in purchasing decisions.

LITERATURE REVIEW

Purchasing decisions can be defined as a process carried out by individuals or organizations to determine whether they will choose and purchase existing goods or services. According to Hubbina et al. (2023), there are several indicators that influence purchasing decisions. First, stability, which refers to the resilience or consistency of buyers' choices in the face of various available choices, which can influence purchasing decisions on an ongoing basis. Second, habits, namely behavioral patterns that have been formed over a certain period of time, which tend to influence the choice of products or brands that are already known. Finally, recommendations, either from other parties such as friends, family, or reviews from other users, which can have a major influence in shaping purchasing decisions. These three indicators work together to shape the patterns and decisions taken by consumers in choosing the products or services to be purchased.

E- Trust in e-commerce refers to the confidence consumers have when purchasing goods or using services online. It is a crucial factor in fostering and maintaining long-term relationships between businesses and consumers (Wistedt, 2024). Online transactions encompass activities such as retrieving information, transferring data, and making purchases (Purwanto, 2021). For consumers to feel secure, they evaluate various aspects of service, such as the available features, ease of use, and, importantly, the security measures in place. E-trust can be measured through three main indicators: Honesty, Competence, and Information. Honesty refers to the transparency of businesses in their dealings with consumers, while Competence focuses on the ability of a business to fulfil its promises effectively. Information relates to the accuracy and clarity of the details provided during transactions. Together, these indicators help build the necessary foundation for trust in the online marketplace, encouraging consumer engagement and loyalty.

Experiential Marketing focuses on building lasting relationships through the five senses, emotions, thoughts, routines, and relationships (Aqmarina & Awali, 2023). It goes beyond offering quality products by delivering emotional benefits through memorable experiences. Consumer perception is shaped by the experiences they have with a brand (Trianovita et al., 2024). Schmitt identifies five key Experiential Modules in Experiential Marketing is sense, feel, think, act and relate. These elements work together to create a deeper, more personal connection between the brand and consumers, fostering loyalty and emotional engagement.

Advertising is an internet platform where users can reach a wider audience, making it effective for both direct and indirect marketing. It serves as a powerful tool for product promotion, allowing businesses to introduce their offerings to the public. For potential buyers, clear and informative content is crucial in making purchasing decisions. As Rahayu et al. (2024) mention, clear information helps consumers decide whether to buy a product or not. One widely recognized model in marketing is AIDA, which stands for Attention, Interest, Desire, and Action. According to Hassan et al. (2015), AIDA represents the stages of consumer engagement in marketing activities, while Halim et al. (2024) identifies it as an important advertising indicator. By capturing attention, generating interest, evoking desire, and encouraging action, advertising can effectively drive consumer decisions and sales.

H1: E-trust has a significant positive effect on purchasing decisions.

H2: Experiential Marketing has a significant positive effect on purchasing decisions.

H3: Advertising has a significant positive effect on purchasing decisions.

METHODS

This study adopts a quantitative approach to analyze social phenomena in its surrounding context. The data used are descriptive, consisting of written and oral responses from participants (Sujarweni, 2014). The population targeted in this research includes Tokopedia users in Semarang City. A Nonprobability sampling method is employed to select respondents based on specific criteria relevant to the study's objectives. Purposive sampling is used as it ensures that the selected sample meets the desired characteristics and contributes directly to the research objectives. The sample criteria include individuals aged at least 17 years and those who have made at least two purchases on Tokopedia. These criteria ensure that the respondents possess adequate experience with the platform, allowing them to provide meaningful insights into their shopping behaviors and experiences. The Lemeshow formula is applied to calculate the sample size, resulting in a minimum requirement of 96.04 respondents, which is then rounded up to 100 to simplify the data collection process and strengthen the statistical validity of the findings. By using purposive sampling, this study targets respondents who can provide relevant and insightful data. This method focuses on selecting individuals with specific characteristics that align with the research objectives, ensuring that the collected data is both relevant and meaningful. The combination of a carefully selected sampling technique and a robust sample size calculation ensures the reliability and validity of the study's findings. The methodological rigor applied throughout the study enhances the accuracy and reliability of the conclusions, making a valuable contribution to the analysis of e-commerce consumer behavior. This approach ensures that the research findings are well-grounded and reflective of the population being studied.

RESULTS

In this study, 123 questionnaires were distributed, but only 107 questionnaires were processed, 16 respondents did not meet the sample characteristics criteria set in this study. Respondents taken according to the criteria were those residing in the Semarang City area with a minimum age of 17 years and shopping 2 times at Tokopedia. Based on Table 1, it shows the results of the validity and reliability tests on the research variable indicators. The variables tested include E-trust, Experiential Marketing, Advertising, and Purchasing Decision. The results of the validity test are indicated by the R-count value of each indicator, which is compared to the R-table value of 0.1900. All indicators are declared valid because the R-count value is greater than the R-table. For example, in the E-trust variable, indicator X1.1 has an R-count of 0.860 which is greater than the R-table, so the indicator is valid. The same applies to all other indicators. For reliability, each variable is tested using the Cronbach's Alpha value, with a minimum standard limit of 0.60. The results show that all variables have Cronbach's Alpha values that exceed this standard, so they are declared reliable. For example, the E-trust variable has

a Cronbach's Alpha of 0.820, Experiential Marketing of 0.782, Advertising of 0.822, and Purchasing Decision of 0.785. With these results, it can be concluded that all indicators in the research variables are valid and reliable. This shows that the research instrument used is acceptable and feasible to be used in further analysis.

Table 1. Validity and Reability test

Variable	Indicator	R-count	R-table	Signification	Cronbach's Alpha	Standard	Explanation
E-trust	X1.1	0.860	0.1900	Valid	0.820	0.60	Reliable
	X1.2	0.855	0.1900	Valid			
	X1.3	0.859	0.1900	Valid			
Experiential Marketing	X2.1	0.630	0.1900	Valid	0.782	0.60	Reliable
	X2.2	0.793	0.1900	Valid			
	X2.3	0.652	0.1900	Valid			
	X2.4	0.795	0.1900	Valid			
	X2.5	0.783	0.1900	Valid			
Advertising	X3.1	0.732	0.1900	Valid	0.822	0.60	Reliable
	X3.2	0.828	0.1900	Valid			
	X3.3	0.857	0.1900	Valid			
	X3.4	0.809	0.1900	Valid			
Purchasing Decision	Y1	0.801	0.1900	Valid	0.785	0.60	Reliable
	Y2	0.830	0.1900	Valid			

The results of the normality test of unstandardized residual values show that the number of samples used in the analysis was 107. The average residual value is 0, with a standard deviation of 2.30005632, indicating that the residuals are centered on the zero value in accordance with the regression assumptions. The extreme difference between the residual data distribution and the theoretical normal distribution is reflected in the absolute value of 0.074, the positive value of 0.068, and the negative value of -0.074. The test statistic shows a value of 0.074, with a two-way asymptotic significance of 0.178. Since the significance value is greater than the commonly used significance level ($\alpha = 0.05$), there is insufficient evidence to reject the null hypothesis (H_0), which states that the residual data is normally distributed. Thus, it can be concluded that the residuals meet the normality assumptions in regression analysis.

Table 2. Normality Test

	Unstandardized Residual	
N	107	
Normal Parameters ^{a, b}	Mean	0.000000
	std. Deviation	2.30005632
Most Extreme Differences	Absolute	0.074
	Positive	0.068
	Negative	-0.074
Test statistic	0.074	
Asymp. Sig. (2-tailed)	0.178 ^c	

The results of the multicollinearity test on the three independent variables in the regression analysis, namely E-trust, Experiential Marketing, and Advertising. The tolerance values obtained for the three variables are 0.962 for E-trust, 0.977 for Experiential Marketing, and 0.947 for Advertising. This high tolerance value indicates that the three variables do not have significant multicollinearity problems. In addition, the Variance Inflation Factor (VIF) values of each variable are 1.040 for E-trust, 1.023 for Experiential Marketing, and 1.056 for Advertising. Since the VIF values are all below 10, it can be concluded that there is no serious multicollinearity problem in this model. Thus, these three variables can be used in the regression model.

Table 3. Multicollinearity Test

Model	Tolerance	VIF
E-trust	0.962	1.040
Experiential Marketing	0.977	1.023
Advertising	0.947	1.056

The results of the regression analysis to detect heteroscedasticity show that the independent variables tested are Etrust, Experiential Marketing, and Advertising with a constant of 0.865. The regression coefficient value without standardization (Un-Std. Coef. B), shows that every one unit increase in Etrust will increase the dependent variable by 0.083, while Experiential Marketing provides an increase of 0.035. Conversely, Advertising has a negative coefficient value of -0.045, which indicates a decreasing effect on the dependent variable. However, based on the significance value (Sig.) of each variable, which is 0.110 for Etrust, 0.408 for Experiential Marketing, and 0.342 for Advertising, there are no variables that are statistically significant at the 5% significance level. This is supported by the low t-statistic value, so this model is not strong enough to show a relationship between the independent and dependent variables. Thus, no significant indication of heteroscedasticity problems was found in this model.

Table 4. Heteroscedasticity Test and Multiple Linear Regression Analysis

Test	Model	Un-Std. Coef. B	Un-Std. Coef. Std. Error	Std. Coef. Beta	t	Sig.
Heteroscedasticity	Constant	0.865	1.087		0.796	0.428
	Etrust	0.083	0.052	0.159	1.612	0.110
	Experiential Marketing	0.035	0.042	0.081	0.831	0.408
	Advertising	-0.045	0.047	-0.095	-0.956	0.342
Multiple Linear Regression Analysis	Constant	4.406	1.742		2.529	0.013
	Etrust	0.006	0.083	0.006	0.68	0.946
	Experiential Marketing	0.163	0.067	0.223	2.422	0.017
	Advertising	0.228	0.076	0.282	3.017	0.003

The result of Multiple Linear Regression Analysis show that The coefficient value of the positive E-trus (X1) t variable of 0.006 does not have a significant effect because the sig value of 0.946 > 0.05. The coefficient value of the positive E-experiential Marketing variable of 0.221 means that if the Experiential Marketing variable (X2) increases, the purchasing decision will increase. And has a significant effect because the sig value of 0.017 < 0.05. The coefficient value of the positive Advertising variable of 0.282 means that if the Advertising variable (X3) increases, the purchasing decision will increase. And has a significant effect because the sig value of 0.003 < 0.05. The t-value of E-trust (X1) is 0.068 < t-table value of 1.982 and the sig value is 0.946 > 0.05. This means that Ha is rejected, H0 is accepted, the conclusion is that the E-trust variable does not have a significant effect on Purchasing Decisions. The t-value of Experiential Marketing (X2) is 2.422 > t-table value of 1.982 and the sig value is 0.017 < 0.05. This means that Ha is accepted, H0 is rejected, the conclusion is that the Experiential Marketing variable has a significant positive effect on Purchasing Decisions. The t-value of Advertising (X3) is 3.017 > t-table value of 1.982 and the sig value is 0.003 < 0.05. This means that Ha is accepted, H0 is rejected, the conclusion is that the Advertising variable has a significant positive effect on Purchasing Decisions.

Table 5. F Test

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	97.401	3	32.467	5.963	0.001 ^b
Residual	560.767	103	5.444		
Total	658.168	106			

The F value is calculated by comparing the Mean Square for the model (32.467) and the Mean Square for the residual (5.444), resulting in an F value of 5.963. The F value is used to test whether the overall regression model is significant. The significance value

(p-value) for the F test is 0.001, which is smaller than the significance level of 0.05. Therefore, it can be concluded that this regression model is significant, which means there is a significant relationship between the independent variables and the dependent variables in the model.

Table 6. R Test

Test	Value
R	0.604 ^a
R Square	0.365
Adjusted R Square	0.346
Std. Error of the Estimate	1.28332

The calculation results can be proven that the results of the determination coefficient test prove that the R value is $0.604 > 0.05$. The Adjusted R square value is 0.365 or 36.5% So it reveals that E-trust, Experiential Marketing and Advertising.

DISCUSSION

This research aims to state the influence of the independent variables E-trust (X1), Experiential Marketing (X2) and Advertising (X3) on the dependent variable Purchase Decision (Y) in Tokopedia e-commerce. Based on the test, it is proven that there is no influence of E-trust on purchasing decisions. In this study, it is proven by the results of the T-Test, $0.68 < t$ table value, namely 1.982 and the sig value, namely $0.946 > 0.05$ states that the E-trust research variable does not have a significant effect on purchasing decisions (Tjahjaningsih et al., 2024). Because the characteristics of the respondents in this study are consumers who have made more than 2 purchases at Tokopedia. Where consumers have met their information needs regarding a product or service offered and consumers feel that the Tokopedia system is unreliable so that E-trust does not have a significant effect on Tokopedia consumer purchasing decisions. This study is in line with Devi et al. (2023), because most respondents still do not feel comfortable and satisfied overall when shopping.

The test, it is proven that there is an influence of Experiential Marketing on purchasing decisions. In this study, it was proven by the T-Test, $2.422 > t$ table value of 1.982 and the sig value of $0.017 < 0.05$, so H_a is accepted and H_0 is rejected. The conclusion is that Experiential Marketing has a significant positive effect on Purchasing Decisions. The consumer experience they get during exhibitions and bazaars at Tokopedia is very positive, so it has a good influence in shaping their decision to shop at Tokopedia. The results of the study are in line with previous research by Kasakeyan et al. (2021), which stated that Experiential Marketing creates unforgettable positive experiences so that consumers are fanatical about certain products. Then consumers will remember the product more and make product purchases. Previous research can strengthen the results of this study which has a significant positive influence on purchasing decisions.

The test proves that there is an influence by Advertising on purchasing decisions. In this study, it is proven by the T-Test, namely $3.017 > t$ table value of 1.982 and a sig value of $0.003 < 0.05$, meaning that H_a is accepted and H_0 is rejected. The conclusion is that the Advertising variable has a significant positive effect on Purchasing Decisions. This happens because the Advertising carried out by Tokopedia is able to attract consumers' attention to read information about the goods or services being promoted, resulting in Purchasing Decisions made by consumers. The findings of this study are supported by previous research by Wahyudi (2022), which states that consumers will increase their purchases when an advertisement is displayed more attractively and the product information in the advertisement is easier to understand. With previous research, it can strengthen the results of this study to have a positive and significant impact on purchasing decisions.

CONCLUSION

The research results that have been presented, it can be concluded that there are several important findings related to the influence of variables on purchasing decisions on Tokopedia e-commerce. The e-trust variable does not have a significant influence on purchasing decisions. This shows that electronic trust, which is expected to influence consumers to make purchases, does not play a significant role in the context of Tokopedia. Although the aspect of trust is very important in digital transactions, in this study, other deeper factors may influence purchasing decisions more strongly than just trust. The Experiential Marketing variable has a positive and significant influence on purchasing decisions. This means that the experience offered by Tokopedia to users, such as ease of navigation, interaction, and personalization, has an important role in influencing consumers to buy products. A marketing approach that creates a unique experience for consumers has proven effective in increasing purchasing decisions. Advertising also has a positive and significant influence on purchasing decisions. This shows that the advertising campaign carried out by Tokopedia is effective in attracting consumers' attention and encouraging them to make purchases. Targeted and attractive advertising is an important factor that increases awareness and interest in buying products on the e-commerce platform. This finding shows that experience and advertising factors have a stronger influence on purchasing decisions, while e-trust is not so significant in this context.

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