

The influence of e-referral, attitude, and subjective norm on purchase intention

Fajriyati Afdhal^{1*}, Husnil Khatimah¹

¹Department of Management, Faculty of Economics and Business, Universitas Negeri Padang, Padang, Indonesia

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ABSTRACT

This study aims to analyze the extent to which the influence of e-referral, attitude, and subjective norms on purchase intention among Tokopedia consumers in Padang City. The population that will be used as research material is all consumers who have never used products at Tokopedia. The number of samples in this study was 150 respondents. Data was collected through online questionnaires and data processing was carried out through SmartPLS version 4 software. The results of this study indicate that (1) E-Referral has a positive effect on Purchase Intention (2) Attitude has a negative effect on Purchase Intention (3) Subjective Norm has a positive effect on Purchase Intention for Tokopedia Consumers in Padang City.

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* Corresponding author: fajriyatiafdhal@gmail.com

INTRODUCTION

The rapid development of technology and information is now making competition increasingly fierce and making people vying to take advantage of the opportunities that exist at this time, especially for companies that maintain their business market. Today's business activities are easy to do automatically, one of which is using the internet. One of the most popular systems in the business world today is using the E-commerce system or what can be called a digital product sales system via the internet.

Online services are very flexible, where consumers cannot be sure that the online store will provide the best service, so this needs to be observed for e-commerce companies. Good service can increase consumer trust. From this trust, business people are competing to win the hearts of their consumers in order to increase profits from every transaction made. The higher the level of consumer trust, the higher the level of profit earned by the company. On the other hand, trust can also increase consumer satisfaction in shopping continuously (Banerjee, et al. 2017).

When consumers buy an item in an E-Commerce, then get more convenience than offline and get a higher quality product than offline, then there will be many consumers who start arriving to make purchases online because the facilities they get are equivalent to offline. Currently, E-Commerce that currently exists in the community, namely Tokopedia. Tokopedia has 14 million users, and this is one of the largest in Indonesia. On the other hand, Tokopedia is also an E-Commerce that uses a consumer-to-consumer (C2C) system in its application, which requires that the system provide consumers with security, pleasure, and good service in every use. Thus, Tokopedia has various

excellent features that accommodate several of the above systems, such as live chat, stories (sharing stories), and the use of hashtags to give consumers flexibility in selling or buying an item on the E-Commerce.

Table 1. Indonesia's E-Commerce in 2022

No	E-Commerce Name	Number of Visitors
1	Tokopedia	158.300.000
2	Shopee	131.000.000
3	Lazada	26.600.000
4	Bukalapak	21.300.000
5	Blibli	19.700.000
6	Ralali	10.800.000
7	Klik Indomaret	2.800.000
8	JD.ID	2.300.000
9	Bhineka	1.400.000

Satisfaction, purchase intention and high consumer willingness to recommend Tokopedia as an online shopping place can be seen and proven empirically from Tokopedia sales in recent years. The E-Warungs: Indonesia's New Digital Battleground report released by CLSA, shows Tokopedia as the e-commerce with the largest transaction value in Indonesia. Tokopedia leads the highest transaction value since 2014 and is predicted to continue until 2023. Trust will generate purchase intentions from consumers, because in the context of online shopping the context of convenience, security, and trust is dynamic for every consumer.

Potdar et al., (2018) purchase intention refers to behavioral tendencies towards buying a product. The more positive consumers are towards the product, the more likely consumers are to make purchases. Satisfied consumers have more loyal attitudes towards the company, so which triggers an intention to make online purchases (repeat orders). encouragement and promotion from consumers who have made their first purchase (Swastha et al., 2017).

Tokopedia also uses E-referrals in its promotion process. Compared to traditional ads and internet advertising, e-referrals tend to be seen as more credible by consumers. E-referrals, potential consumers can easily identify the identity of the sender, expertise and credibility of the information because the sender is family or friends (Abubakar et al., 2020). In addition to online repurchasing, consumer attitudes are recognized as having a role in the decision-making process and interest in consumer behavior in particular. Attitude is a bridge that connects the characteristics possessed by consumers and consumption by consumers to be able to satisfy their needs. When consumers have a positive attitude towards Tokopedia online shopping, they have a greater interest in buying products or services via the internet (Udayana & Ramadhan, 2019). The results of identification by Wang & Chou (2020) reveal that the importance of attitude in determining consumer buying intentions, because consumer buying intentions refer to behavioral tendencies to make the intention to buy certain products.

Consumer attitude is an important role to support someone to shop online at Tokopedia.com. Based on the mediakonsumen.com survey (2020), several respondents admitted that shopping online had an unpleasant experience and they were not sure about the authenticity of the products offered by Tokopedia.com. This opinion is supported by Yenny Iryanto's statement in the mediakonsumen.com article. Information was obtained that he had experienced an incident where the purchase process experienced problems due to a rejection of the purchase by Tokopedia.com, while the purchase fee had been paid by the buyer, via a credit card that had been confirmed successful. by the credit card provider. This has resulted in a decrease in customer attitudes towards shopping online at Tokopedia.com (mediakonsumen.com, 2020).

The next factor related to Tokopedia's purchase intention is the Subjective Norm. Subjective Norms are one's perceptions or views of other people's beliefs that will influence the intention to do or not to do the behavior under consideration (Hartono, 2017). Associating with the subjective norm factor, there are indications of problems that are problems as contained in the following survey. Based on the Detik.com survey, (2021) some people admit that the opinions of those closest to them do not recommend Tokopedia.com as an online shopping medium. This is because online shopping at Tokopedia.com is detrimental to consumers. This opinion is supported by Achmadi Judi's statement on detik.com as the main director of Telkomsigma. website about the collapse of the Tokopedia.com site. The Board of Directors of Telkomsigma, a company that provides data center solutions, said that from the customer's point of view there is the potential for lost transactions. Meanwhile, from the data center owner's perspective, his reputation will be tarnished. From the disruption of the Tokopedia.com site, there may be losses arising from loose transactions, but that's seen from a reputation standpoint.

LITERATURE REVIEW

Purchase intention

Purchase intention is the encouragement that arises in individuals in buying goods or a service to fulfill their needs. Purchase intention is the intention that arises from within a person to purchase a product or service with consideration before the purchase process takes place (Abdullah, 2016)

According to Ferdinant (2016), purchase intention can be identified through the following indicators:

1. Transactional interest
2. Referential interest
3. Preferential interest
4. Explorative interest

E-referral

Technically e-referral has two aspects, namely customers and mutual referrals. E-referral communications are obtained from the closest people, including relatives, relatives, co-workers or family, which can be concluded that the information obtained by customers or consumers can be trusted, because credibility or identity can be easily identified. By having strong bonds with close relatives, it is undeniable that the same thing will happen again for the second time and so on (Astri, 2020). According to Abbubakar et al (2016), e-referral can be measured by 4 indicators:

1. Referrals form friends, colleagues, and family
2. Referrals from trusted companies and social networking sites
3. Worried about buying a brand that is not recommended
4. Recommendations increase self-confidence

Attitude

According to Ajzen & Fishbein in Azwar (2019) explained that attitudes toward a behavior is a positive or negative evaluation of the behavior displayed (whether someone thinks the action will lead to positive or negative consequences). A person's attitude towards an object is a feeling of support or partiality. The stronger a person's attitude, the stronger the impact that occurs on behavior. According to Ajzen & Fishbein in Azwar (2019), attitude can be measured by these indicators:

1. Behavioral beliefs
2. Outcomes evaluation

Subjective norm

Subjective norms are individual perceptions of social pressure to perform or not perform the expected behavior (Azwar, 2017). Beliefs about what is normative or expected of others and motivation to act in accordance with normative expectations (colleagues, family and so on) to form subjective norms within the individual. According to Azwar (2017), the indicators in this study about subjective norms are:

1. Normative belief
2. Motivations to comply

Hypothesis

A description of previous theories according to Abubakar et al., (2020) consumers are four times more likely to buy products and services when referred by friends, family colleagues, co-workers and not through salespeople or advertisements. According to Abubakar et al., (2020) eReferral may be more effective than eWOM because the sender or source is known and trusted by the recipient. According to Van-den's research in Abubakar et al., (2020) previously noted that referrals can influence purchase intentions. From the results of the research above, the first hypothesis for this study can be raised, namely:

H1 : E-referrals has a significant effect on purchase intention

Consumer Purchase Intention refers to the tendency of Attitude to buy the product. According to Ruiz et al., (2021) the more positive the attitude of consumers towards these products, the more likely consumers are to buy these products. Darley & Lim (2020) stated that Attitude refers to individual preferences regarding their experiences that affect the intention to buy a product. Isaid & Faisal (2021) explained in their research using TRA, that Attitude tends to have a positive effect on Purchase Intention for mobile phone consumers in Qatar. From the results of the research above, the second hypothesis for this study can be raised, namely:

H2 : Attitude has a significant effect on Purchase Intention

Subjective norms are based on a person's perception of what must be done and what may be done in accordance with what might be obtained from carrying out the behavior. Subjective Norms are an important determination of the Purchase Intention of a product. According to Sun & Wang (2019) subjective norms are seen as opinions from outsiders including family, friends, peers in society, and also the government has influence in individual decision making in carrying out acts of purchase intention. From the results of the research above, a third hypothesis can be raised for this study, namely:

H3 : Subjective Norm has a significant effect on Purchase Intention

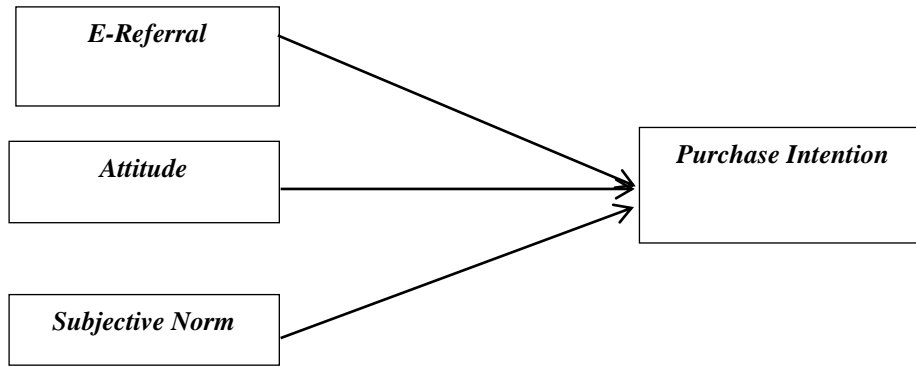


Figure 1 . Conceptual Framework

METHOD

This study will use a type of quantitative research. Quantitative research according to Sekaran (2017) is a scientific method in which data is in the form of numbers or numbers that can be processed and analyzed using mathematical or statistical calculations. This research will be submitted to Tokopedia consumers in the city of Padang which will be conducted from March 2023 to completion. In this study, the population is all people in the city of Padang with the main criteria who use Shopee in carrying out online shopping activities. the data used is primary data with the method of collecting through questionnaires via Google form. Apart from questionnaires, data was also collected through interviews and documentation.

Tabel 2. Operational Variabels

Variabel	Definition	Indicator
Purchase Intention (Y)	Something that arises after receiving stimulation from the product he sees, from there the interest arises to try the product until he finally buys it so he can have it Kotler	1. Transactional Interest 2. Referential Interest 3. Preferential Interest 4. Explorative Interest
E-Referral (X1)	A marketing activity that involves individuals in providing advice to family or relatives online for a service or product they like	1. Referrals from friends, colleagues, and family 2. Referrals from trusted companies and social networking sites 3. Worried about buying a brand that is not recommended 4. Recommendation increase self-confidence
Attitude (X2)	Positive or negative evaluation of the behavior displayed (whether a person thinks the action will lead to positive or negative consequences). A person's attitude towards an object	1. Behavioral beliefs 2. Outcomes evaluation

Variabel	Definition	Indicator
	is a feeling of support or partiality. The stronger a person's attitude, the stronger the impact that occurs on behavior.	
Subjective Norm (X3)	Subjective norms are individual perceptions of social pressure to perform or not perform the expected behavior.	1. Normative beliefs 2. Motivation to comply

Respondent data that has been collected, then analyzed using the help of PLS. PLS is used to classify measurement models and test the structure of measurement models in the data. Validation in the measurement model uses a validity measure known as convergent and discriminant validity. After the validation check, Reliability will be assessed and carried out based on a structural model that measures r squared. There are three variables, which demonstrate the strength and direction of the relationship between variables. Three of these are independent variables ($X1 = E$ -Referral, $X2 =$ Attitude, $X3 =$ Subjective Norm), with one dependent variable ($Y =$ Purchase Intention).

RESULT AND DISCUSSION

The characteristics of the respondents in this study were dominated by female consumers, namely 91 people or 60.67%, while only 59 male or 39.33%, consumers aged 17-24 years, namely 54 people or 36%, aged 25-32 years, namely 47 people or 31,33%, aged 33-40 namely 31 people or 20,67%, aged 41 – 50 namely 18 people or 12%. This type of research used is quantitative research. The data used is data sourced from primary data. The SEM approach used in this study is based on Partial Least Squares (SEM-PLS) with the help of SmartPLS software. This method is used with a small sample size. PLS SEM method on the type that aims to maximize the variable variation criteria that can be explained by predictors.

The validity and reliability of the tested instruments were evaluated when testing the test measurement model (outer model). Validity test is carried out to show how well the measuring instrument measures the desired quantity. The purpose of validity tests is to assess the quality of the instrument and show its validity, as well as how well the measure can define a concept. The convergent validity test should require factor loading above 0.7 and AVE above 0.5. The validity test of this research is the minimum value for the construct validity test. Table 2 shows the results of external loading:

Table 3. Outer Loading

Variabel	E-Referral	Attitude	Subjective Norm	Purchase Intention
X1.1	0.890			
X1.2	0.901			
X1.3	0.909			
X1.4	0.859			
X2.1		0.881		
X2.2		0.873		
X2.3		0.907		

Variabel	E-Referral	Attitude	Subjective Norm	Purchase Intention
X2.4		0.907		
X2.5		0.861		
X3.1			0.809	
X3.2			0.773	
X3.3			0.875	
X3.4			0.842	
X3.5			0.847	
X3.6			0.820	
Y.1				0.813
Y.2				0.898
Y.3				0.867
Y.4				0.906
Y.5				0.899

Source: Primary Data, 2023

This table shows that the indicators used in this study have a good ability to explain the research construct. Thus, indicators are valid in measuring each latent variable. The initial factor loading values are presented in the table above. The indicators on the questionnaire in this study could be extracted perfectly and had a loading factor value of > 0.5 .

Table 4. AVE Test Result

	Average Variance Extracted
Purchase Intention	0.770
E-Referral	0.792
Attitude	0.785
Subjective Norm	0.686

Source: Primary Data, 2023

The table shows that the Ave value of all latent variables ranges from 0.686 to 0.792 meaning that the AVE value of all variables is greater than 0.5. These results indicate that all latent variables used in this study have good discriminant validity. Discriminant validity can also be seen from the correlation value between variables as presented in table 5:

Table 5. Discriminant Validity Results

	E-Referral	Attitude	Subjective Norm	Purchase Intention
Purchase Intention	0.890			
E-Referral	0.806	0.886		
Attitude	0.882	0.826	0.828	
Subjective Norm	0.609	0.456	0.655	0.877

Source: Primary Data, 2023

Based on the table above, all the roots of the AVE (Fornell-Larcker Criterion) for each construct are greater than their correlation with other variables. Security: the AVE value (see table 4) is 0.792, so the AVE root is 0.890. The value of 0.890 is greater than the correlation with other constructs, namely with Attitude of 0.886, Subjective Norm of 0.828, Purchase Intention of 0.877.

Table 6. Composite Reliability

	Reliability
E-referral	0.939
Attitude	0.948
Subjective Norm	0.929
Purchase Intention	0.943

Source: Primary Data, 2023

Table 6 shows that the composite reliability value of all latent variables is greater than the composite reliability value of 0.7, which means that all the constructs in the estimated model meet the criteria or are reliable.

Table 7. Results of R-Square Analysis

	R Square	Adjusted R Square
Purchase Intention	0.464	0.453

Source: Primary Data, 2023

The R-square value is the result of the independent variable's representation of the dependent variable. A good R2 value is above 0.2 (equivalent to 20%). Based on the R2 value listed in table 19, it can be explained that the r square value of the company's performance variable is 0.464. So it can be concluded that the effect of E-Referral, Attitude, and Subjective Norm on Purchase Intention is 46.4%, meaning 53.6% is influenced by other variables not included in this study.

Tabel 8. Path Coeficient

	Original Sample	Rata-rata Sampel (M)	(STDEV)	T Statistik	P Values
E-referral Intention -> Purchase Intention	0.252	0.248	0.116	2.165	0.031
Attitude Intention -> Purchase Intention	-0.324	-0.312	0.104	3.125	0.002
Subjective Norm -> Purchase Intention	0.701	0.692	0.155	4.514	0.000

Source: Primary Data, 2023

DISCUSSION

The effect of e-referral on purchase intention

Based on the result of the hypothesis above, it shows that there is a positive and significant relationship between E-Referral and Purchase Intention for Tokopedia consumers in Padang city. The result of this study are in accordance with previous research conducted (Wati et al., 2021). That is, the bigger the E-Referral, the better Purchase Intention for Tokopedia consumer in Padang city.

The effect of attitude on purchase intention

Based on the result of the hypothesis above, it shows that there is a negative and significant relationship between attitude and purchase intention for Tokopedia consumers in Padang City. The result of this study are in accordance with previous research conducted (Hasan & Suciarto, 2021). That is, the higher the attitude, the better the purchase intention of Tokopedia consumers in Padang City.

The effect of subjective norm on purchase intention

Based on the result of the hypothesis above, it shows that there is a positive and significant relationship between subjective norm and purchase intention for Tokopedia consumers in Padang City. The result of this study are in accordance with previous research conducted (Hasan & Suciarto, 2021). That is, the greater the subjective norm, the better purchase intention for Tokopedia consumers in Padang City.

CONCLUSION

The results of this study prove that the E-Referral variable has a positive and significant effect on Purchase Intention for Tokopedia consumers in Padang City. The higher the E-Referral or recommendation from someone electronically, the higher the level of someone's purchase intention. That way, E-Referral has a direct influence on purchase intentions. The results of this study prove that the Attitude variable has a negative and significant effect on Purchase Intention for Tokopedia consumers in Padang City. If Attitude is increased, then Purchase Intention actually decreases, conversely if Attitude is reduced, then Purchase Intention will increase. The results of this study prove that the Subjective Norm variable has a positive effect on Purchase Intention for Tokopedia consumers in Padang City. The higher the subjective norms or beliefs about someone's normative behavior, the higher someone's purchase intention or purchase intention. That way, consumers will have the intention to buy a product and subjective norms have a direct influence. Seeing the magnitude of the influence of the Subjective Norm on Purchase Intention of Tokopedia Consumers in Padang City. Therefore, Tokopedia can make improvements to the Online Reviews feature by focusing on filtering fake reviews which are often used to attract consumer attention by developing existing systems or providing more supervision and attention to incoming reviews of products and stores, so as to provide a really real picture of the product to be purchased and it is hoped that consumers will not find gaps between reviews and products. Seeing the magnitude of Attitude's influence on Purchase Intention for Tokopedia consumers in Padang City, Tokopedia must maintain and improve product information provided to consumers. Displaying specific details of the products being sold, accompanied by pictures, prices, and the buying process, must maintain and improve the services provided to consumers so that the consumer's attitude is consistent when shopping at Tokopedia. To improve purchasing decisions in the future, it is better if Tokopedia is able to improve operational security and outreach of the Tokopedia Website. For example, by integrating Tokopedia with other social networks, to make it easier for people to find the product they are looking for through the Tokopedia website. As well as for Tokopedia user members to be the main point in their efforts to improve sales performance through online. One of the steps is to become a member of the site, prospective members are required to fill in complete personal data or identity. To avoid fraud in order to further increase public trust in contents or content from Tokopedia.

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