

CHAPTER I

INTRODUCTION

1.1 Research Object Overview

1.1.1 Company Profile

Tokopedia is an online-based shopping mall that allows anyone and business owners in Indonesia to open and manage their online stores easily and free of charge while providing a safe and comfortable online trading experience. The use of Tokopedia is very easy and free of charge. (Hermawan, 2019). Tokopedia founded by William Tanuwijaya, Leontinus Alpha Edison, in February 6th 2009 (Financedetik.com). Tokopedia is one of nine unicorns that received the largest funding in Southeast Asia, according to a report published by Google and Temasek this year (Yusra, 2018).

Tokopedia received initial seed funding from PT. Indonusa Dwitama in 2009 for 2.5 billion. In the following years, this company attracted capital injections from global venture capitalists such as East Ventures in 2010, Cyber Agent Ventures in 2011, Netprice in 2012, and SoftBank Ventures Korea in 2013. In October 2014, Tokopedia managed to make history as the first technology company in Southeast Asia to receive an investment of USD 100 million (about 1.2 trillion) from Sequoia Capital and Soft Bank Internet and Media Inc. (SIMI). In April 2016, Tokopedia raised another USD 147 million in its financial round. In 2017, this e-commerce had more than 7.5 million transactions per month, with a 10-20 percent monthly growth rate. (eyerys.com, 2017)

Tokopedia has gained several awards such as Tokopedia, was chosen as the Talent Accelerator of the Year for digital product development and payment with a highly efficient team (Technisia.com, 2018).

1.1.2 Company Vision and Mission

- a. Vision statement

Building a better Indonesia, through the internet

b. Mission statement

Reach digital economic equality.

1.1.3 Company Logo, Company Name, and Company Location

Tokopedia is supporting businesses tried to provide various features and services to ensure security and comfort for the user. Tokopedia is one of the leading online marketplaces in Indonesia that provides buying and selling facilities from consumers to consumers. Everyone can open an online store at Tokopedia and serve buyers from all over Indonesia for multiple transactions.



Figure 1. 1 Tokopedia logo

Source: Tokopedia.com (2019)

Tokopedia headquarter in Tokopedia Tower Ciputra World 2, Prof. DR. Satrio Street No. 11, Karet Semanggi, Setia Budi, South Jakarta, Indonesia. And they have a Tokopedia care office in Ground floor Ciputra International, West Jakarta, Indonesia.

1.2 Research Background

The role of e-commerce in Indonesia has become highly important because makes it easy to carry out marketing activities including buying and selling goods or services through several media such as television and internet. The progress of e-commerce is marked by the development of an online shopping system in Indonesia is very attractive. (Kompasiana, 2019).

Indonesia, as a developing country shows an increase in internet user every year. According to Asosiasi Penyelenggara Jasa Internet Indonesia (APJI), total number internet user in Indonesia are increasing significantly every year. Indonesia has reached 171,17 million people or about 64.8 percent connected to the internet in 2019. (Kompas.com, 2019).

The e-commerce growing penetration is shown up from the number of e-commerce activities. Indonesia has the highest rate of e-commerce use of any country in the world, with 90 percent of the country’s internet users between the ages of 16 and 64 reporting that they already buy products and services online. (datareportal.com, 2019)



Figure 1. 2 E-commerce Activities

Source: Datareportal.com (2019)

There are a lot of buying and selling sites, and the competition becomes increasingly fierce. The companies must be more active and observant in targeting their customers, so the brands they offer become the first brands chosen by consumers. It will be more difficult for companies that sell online trading sites because almost every good they offer is the same as competitors.



Figure 1. 3 Top shopping apps in Southeast Asia
Source: Datareportal.com (2019)

According to Hootsuite and We are social (2019), Tokopedia takes the first position as top shopping application in Indonesia period 2019. According to cnbcindonesia.com, Tokopedia became the most visited e-commerce site with 168 million visitors per month. Tokopedia has 182,280 Twitter followers, and there are 1.03 million followers and 6.028 million Facebook followers. (Cnbcindonesia.com, 2019)

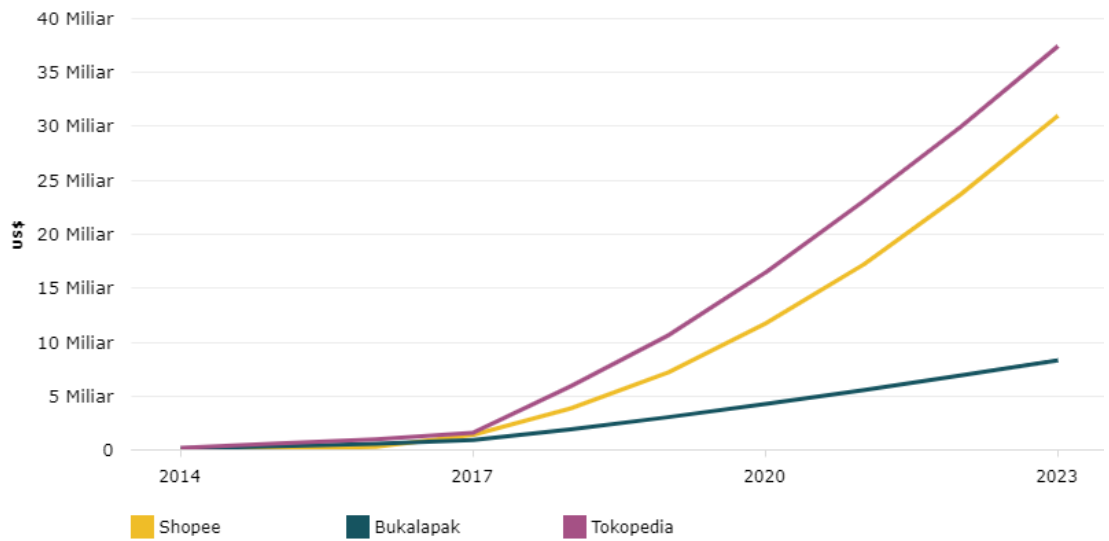


Figure 1.4 Tokopedia, Bukalapak, and Shopee Transaction Value Period 2014-2023

Source: Databoks (2019)

From 2014 to 2023 predicted by CSLA companies, among shopees, bukalapak, and tokopedia, the largest transaction value was reached by Tokopedia with a value of \$ 37.4 billion, second place was won by shopee with a value of \$ 31 billion, and finally Bukalapak with a value of \$ 8.3 billion. (Jayani D. H., 2019)

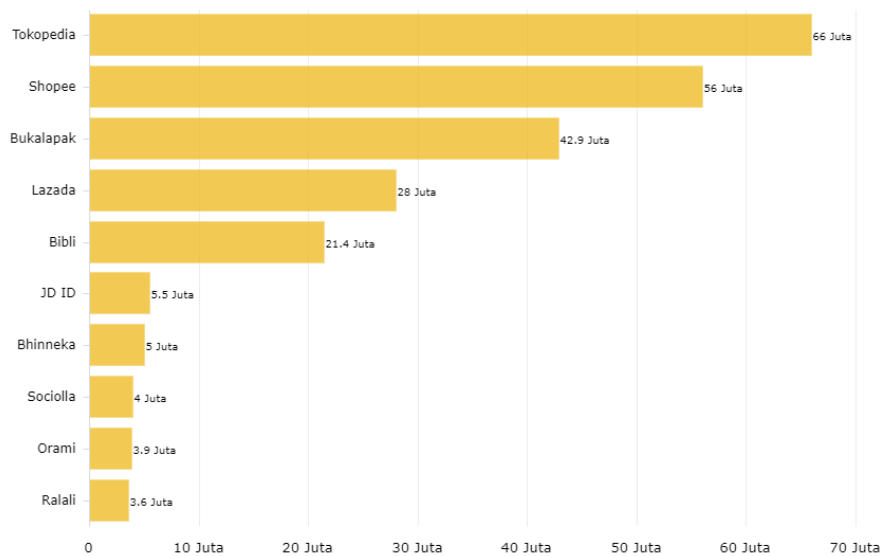


Figure 1. 4 Percentage of E-commerce visitors

Source: Databoks (2019)

Based on figure 1.4 we will conclude that Tokopedia is in first position with the total number 66 million visitors in 2019. For promoting their product, Tokopedia released advertisement with tagline “Mulai aja dulu” on January 15th 2018. This campaign means Tokopedia wants people to stop procrastinating and sabotage themselves in pursuit of dreams (Mix.co.id, 2019)

According to daily social, (2019) Tokopedia’s prediction on the Gross Merchandise Value (GMV) this year exceeds Rp 222 Trillion or equivalent to 1.5% of Indonesia’s GDP. Last year, Tokopedia’s GMV was at Rp73 trillion (0.5% of GDP). In terms of economic empowerment, Tokopedia is capable to increase sales up to 22%. In fact, some regions outside Java have significant growth. For example Gorontalo, reach up to 55.09%, Jambi at 41.88%, Sumatera utara at 36.67%, Kalimantan timur at 35.71%, and Lampung at 34.27%.

In online transactions many benefits are felt by consumers and will not be obtained when shopping offline such as Not bound by place and time, especially for those of you who are busy so do not have time to shop by going to the store, Many choices of online stores that provide the variety of products you want, Save time and effort, easy access, and more (Dictio.id, 2017). Online shopping tends to be riskier than direct shopping. First, the buyer cannot see the goods to be purchased directly, so there is no certainty whether the goods are really in line with expectations or not. Besides, other external factors such as safe delivery also have an impact on the experience of consumers in the transaction. With the risks in shopping online this can reduce the interest in repurchasing customers in shopping online. Tokopedia has had its internal database breached by an as-yet unidentified party, resulting in a massive data leak that has affected millions of its user, according to a recent report by cybersecurity research collective Under the Breach. The full database which reportedly includes 91 million records consisting of email addresses, password hashes (an encrypted form of users’ passwords) and names of Tokopedia users (fachriansyah, 2020). Given these possible risks, trust is a crucial factor for the buyer (Hutauruk, 2018).

Following the explanation above, the author is interested in doing research entitled “INFLUENCE OF PEOU, PERCEIVED USEFULNESS, TRUST, PERCEIVED ENJOYMENT, AND SATISFACTION TOWARDS REPURCHASE INTENTION IN TOKOPEDIA”

1.3 Problem Statements

Internet users in Indonesia are increasing from year to year, as well as e-commerce users. E-commerce sees a huge market share opportunity in Indonesia. Various types of e-commerce in Indonesia, including Tokopedia. Tokopedia is one of the applications for buying and selling online with the various product variants offered and become one of the largest e-commerce in Indonesia. But there are several risks of online shopping. Online shopping tends to be riskier than direct shopping. First, the buyer cannot see the goods to be purchased directly, so there is no certainty whether the goods are really in line with expectations or not. Besides, other external factors such as safe delivery also have an impact on the experience of consumers in the transaction. Tokopedia has had its internal database breached by an as-yet unidentified party, resulting in a massive data leak that has affected millions of its user, according to a recent report by cybersecurity research collective Under the Breach. The full database which reportedly includes 91 million records consisting of email addresses, password hashes (an encrypted form of users' passwords) and names of Tokopedia users (fachriansyah, 2020). Given these possible risks, trust is a crucial factor for the buyer. By observing the existing phenomena and facts, however tokopedia still have the most visitors in 2019 compared to the other e-commerce indicates a high repurchase interest. Therefore it is necessary to research the extent of the effect of Perceived Ease of Use, Perceived Usefulness, Trust, Perceived Enjoyment, and Satisfaction towards Repurchase Intention in Tokopedia

According to the explanation above, the research questions are formulated as follows:

1. Does the perceived ease of use influence the repurchase intention in Tokopedia?
2. Does the perceived usefulness influence the repurchase intention in Tokopedia?
3. Does trust influence the repurchase intention in Tokopedia?
4. Does the perceived enjoyment influence the repurchase intention in Tokopedia?
5. Does satisfaction influence the repurchase intention in Tokopedia?

1.4 Research Objectives

1. To know the influence of perceived ease of use toward repurchase intention in Tokopedia
2. To know the influence of perceived usefulness toward repurchase intention in Tokopedia
3. To know the influence of trust toward repurchase intention in Tokopedia
4. To know the influence of perceived enjoyment toward repurchase intention in Tokopedia
5. To know the influence of satisfaction toward repurchase intention in Tokopedia

1.5 Research Benefits

1.5.1 Theoretical Aspects

Academician and Researcher

For universities as educational institutions, the results of this research are expected to provide information and become a reference for further researchers in marketing and this results of this study are expected to provide input and insight for researchers in comparing theories that have been obtained during lectures with the working world

1.5.2 Practical Aspects

Company and Consumer

This research can be used to help companies to determine the right strategy to attract the attention of potential customers, and this research is expected to provide information to online shop consumers about what needs to be considered before making an online repurchase

1.6 Writing Systematic

CHAPTER I: INTRODUCTION

This chapter clearly describes the object and what the research is about. It consists of object overview, research background, problem statement, research question, research objective, research scope, and research writing systematically.

CHAPTER II: THEORETICAL REVIEW

This chapter explains about related theories, previous research, framework, hypothesis and scope of this research.

CHAPTER III: RESEARCH METHODOLOGY

This chapter underlines the approach, method, and technique used to gather and analyze the data to answer or to explain the research problem. It presents a type of research, operational variable, research stages, population and sample, data collection, type of data, the technique of data analysis and hypothesis testing.

CHAPTER IV: RESEARCH RESULT AND DISCUSSION

This chapter discusses the chronological and systematically result in the research based on the problem statement and objectives of the research. The analysis using research methodology clearly explained in this chapter.

CHAPTER V: CONCLUSION AND SUGGESTION

This last chapter part of the research presents the conclusion which is derived from all the data processing and analysis and recommendation for further development field of the research, research limitations and suggestions of the research.