



E-Commerce Analysis in Product Purchasing Decisions at Bacarito Coffee in Padang City

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Abstract. This study aims to determine and analyze e-commerce and product quality partially and simultaneously on purchasing decisions for Bacarito Kopi in Padang. The research method used is descriptive quantitative. The sampling technique used was probability sampling, with 100 respondents. The data analysis technique used is multiple linear regression, t-test, F test, and coefficient of determination. Based on multiple linear regression analysis, it is known that $Y = 8,516 + 0.375X_1 + 0.537X_2 + e$. The results of the t-test carried out on the E-commerce variable have a positive and significant effect on the purchasing decision of Bacarito Coffee in Padang City, and the product quality variable has a positive and significant effect on the purchasing decision of Bacarito Coffee in the City of Padang. From the results of the F test or the simultaneous test, it is proven that E-commerce and product quality simultaneously have a significant effect on the purchasing decision of Bacarito Coffee in the city of Padang. Meanwhile, the coefficient of determination obtained by Adjust R Square of 43.8%.

Keywords: E-commerce, Product Quality, Purchasing Decisions.

1 Introduction

Bacarito Kopi is a hangout place for millennials to meet, tell stories and share. The interior of Bacarito Kopi is unique, engaging, and decorated according to the souls of millennials, which is comfortable for gathering, telling stories, and other things. This can be seen from the number of consumers who come and enjoy coffee at Bacarito Kopi. Most consumers are young, and some are adults, so Bacarito Kopi is no less competitive than other coffee shops.

The Internet is a communication network that connects electronic media with other media, and Bacarito Kopi is a coffee shop that also uses technology and takes advantage of opportunities to market its products through the Internet to increase sales. The emergence of e-commerce brings a new phenomenon or a new lifestyle among

people. They prefer to spend time looking for product information online rather than visiting the store in person before making a purchase.

From observations made on Bacarito Kopi, the coffee beans sold still have medium to low quality, which is proven by the number of coffee beans that are found to be defective. From this, it impacts purchasing decisions so that it can cause a low level of sales. The purchase decision made by a person is a form of decision carried out in a planned manner and always considers various elements related to the advantages or uniqueness of the product. This condition is an opportunity for business owners to develop their business by offering competitive and quality products that are reliable.

Based on the problems above, the researchers raised the title of the research, namely "The Influence of E-commerce and Product Quality on Purchase Decisions at Bacarito Kopi in Padang City".

The purposes of this study are: a) to determine the effect of e-commerce on the purchasing decisions of Bacarito Kopi products in the city of Padang. b) to find out the effect of product quality on purchasing decisions for Bacarito Kopi products in Padang City. c) to find out that e-commerce and product quality simultaneously influence the purchasing decisions of Bacarito Kopi products in the city of Padang.

2 Literature Review

2.1 E-Commerce

E-commerce is a commercial transaction that involves the exchange of value through or using digital technology between individuals [15]. E-commerce indicators are as follows: quality system, information quality, quality of service, usage, user satisfaction, and benefits [15].

2.2 Product Quality

Product quality is the ability of a product to carry out its functions, including durability, reliability, reliability, ease of use and repair, and other valuable attributes [16]. Product quality has the following indicators: features, the impression of quality (perceived quality), durability, reliability (reliability), and design (design) [7].

2.3 Buying decision

Purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires [16]. Purchase decision indicators are as follows: product selection, brand choice, choice of dealer, purchase time, purchase amount, and payment method [16].

3 Method

The population in this study is the consumers of Bacarito Kopi in Padang City in 2020. The sampling technique in this study uses non-probability sampling, namely purposive sampling. According to Sugiyono (2018), purposive sampling is a sampling technique with specific considerations. The purpose of using the purposive sampling technique in this study is to determine the respondents of Bacarito Kopi customers who have made a purchase [18].

4 Results and Discussion

Based on the results of research on e-commerce variables (X1) and product quality (X2), all variables have a significant effect on purchasing decisions at Bacarito Kopi in Padang City. The implications of the research are as follows:

4.1 E-commerce Variables on Purchase Decisions

Based on the highest and lowest research, it can be concluded that e-commerce variables influence consumer purchasing decisions at Bacarito Kopi in Padang City; namely, there is the highest statement in [6], namely Bacarito Kopi provides good service in e-commerce with a TCR value of 81.2% with suitable criteria. Furthermore, the lowest assessment of the e-commerce variable is in the statement [4]. Namely, with e-commerce, I can get information on Bacarito Kopi, updated with a TCR value of 78.8% with quite good criteria.

Based on the highest and lowest ratings on the e-commerce variable, what the owners of Bacarito Kopi need to pay attention to is that the management of Bacarito Kopi should provide more updated information to consumers because with this information consumers can find out anything about things that exist in Bacarito Coffee using the e-commerce.

Product Quality Variables on Purchase Decisions. Based on the highest and lowest research, it can be concluded that consumer purchasing decisions at Bacarito Kopi in Padang City are influenced by product quality variables, namely the highest statement in [6], namely Bacarito Kopi has quality ingredients with a TCR value of 82.8% with suitable criteria. While the lowest assessment of the product quality variable is in the statement. [5], namely, the products at Bacarito Kopi have good durability with a TCR value of 78%, with a reasonably good criterion.

Based on the highest and lowest ratings, what the owners of Bacarito Kopi need to pay attention to is that the products served to consumers must have good durability so that consumers will feel more interested in consuming these products and will also have a positive impact on the company as well as the occurrence of repeat purchases of these products.

Purchase Decision Variables. Based on the research results on purchasing decisions at Bacarito Kopi in the city of Padang, it is known that the highest level of respondent achievement (TCR) is in the statement.

The Bacarito Kopi brand is accessible for consumers to remember, and the payment method provided by Bacarito Kopi makes it easy for me to pay with a TCR value of 82.8%, with suitable criteria. Furthermore, the lowest assessment of the purchasing decision variable for Bacarito Kopi in Padang City is in the statement [3]. Namely, I purchased Bacarito Kopi because it is my favorite place with my ability with a TCR value of 78% with pretty good criteria.

Based on the highest and lowest ratings that the owner of Bacarito Kopi needs to pay attention to, namely, I decided to purchase Bacarito Kopi because it is my favorite place, it can be concluded that consumer purchasing decisions are not perfect because some consumers feel that Bacarito Kopi is not yet their favorite place. Because some consumers feel uncomfortable with the Bacarito Kopi environment, one thing that must be done by Bacarito Kopi business owners so that consumer purchasing decisions are improved is to create a comfortable atmosphere for consumers and improve product quality so that consumer demand can be fulfilled so that it can improve purchasing decisions in the future.

5 Conclusion

Based on the results of the research that has been done, the following conclusions can be drawn:

1. The e-commerce variable (X1) has a positive and significant effect on purchasing decisions at Bacarito Kopi in Padang City. This means that if e-commerce (X1) is appropriately considered, it can improve purchasing decisions at Bacarito Kopi in Padang City.
2. Product quality variable (X2) has a positive and significant effect on purchasing decisions at Bacarito Kopi in Padang City. This means that if the product quality (X2) is carried out properly, it can improve purchasing decisions at Bacarito Kopi in Padang City.
3. E-commerce variables (X1) and product quality (X2) have a positive and significant effect on purchasing decisions at Bacarito Kopi in Padang City. This means that if e-commerce (X1) and product quality (X2) are appropriately considered, it can improve purchasing decisions on purchasing decisions in the city of Padang.

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