

THE EFFECT OF DIGITAL PROMOTION, ONLINE ADVERTISING, AND CUSTOMER SERVICE QUALITY ON THE DECREASE IN TOKOPEDIA PURCHASES AMID COMPETITIVE E-COMMERCE COMPETITION IN MATARAM CITY



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Abstract

This study aimed to investigate the impact of digital promotion, online advertising, and customer service quality on changes in consumer purchasing behavior on the Tokopedia platform amid the growing competition within the e-commerce industry in Mataram City. The research employed a quantitative method using a survey design. A total of 100 respondents were selected through purposive sampling based on predetermined criteria, with the study focusing on active Tokopedia users who had experience conducting transactions on the platform. Data obtained from the questionnaires were processed and analyzed using multiple linear regression analysis with the support of SPSS version 27 software. The findings revealed that digital promotion, online advertising, and customer service quality significantly influenced the decrease in purchasing activity on Tokopedia. Both the partial and simultaneous tests confirmed that these variables contributed significantly to explaining variations in consumer purchasing behavior. In addition, digital promotional efforts and online advertising were shown to influence consumers' purchasing intentions, while customer service quality emerged as an important factor in maintaining customer loyalty and continued platform engagement.

Keywords: Digital Promotion, Online Advertising, Customer Service Quality, Purchase Decline, Tokopedia, E-Commerce

INTRODUCTION

The continuous advancement of digital technology has influenced the manner in which people fulfill their daily requirements, including shopping for products and services. While previously consumers had to visit stores or shopping centers to purchase items, now various needs can be met practically via smartphone. Advances in digitalization in the Industrial Revolution 4.0 era have driven the emergence of e-commerce as a shopping solution that is easier, faster, and more efficient. Through e-commerce platforms, consumers can make transactions anytime and anywhere without having to deal with various obstacles such as traffic jams, weather, or the risks often encountered with conventional shopping. This makes e-commerce an essential part of modern life.

The significant growth of e-commerce in Indonesia is fueled by the widespread use of the internet and smartphones, as well as evolving consumer behaviors that increasingly embrace digital technologies. The value of e-commerce transactions continues to increase and is projected to grow significantly in the coming years. Various studies show that digital marketing strategies and the quality of customer service are important factors influencing purchasing decisions and consumer loyalty. Nevertheless, the intensifying competition among e-commerce platforms such as Shopee, Tokopedia, and Lazada has compelled companies to continuously enhance the effectiveness of their digital marketing strategies and service quality to retain customers and strengthen their market position in the digital marketplace.

REVIEW OF LITERATURE

Digital Marketing

Marketing is a series of activities aimed at promoting, selling, or marketing goods or services to reach a wider audience. Digital marketing, on the other hand, is a tactic or method of conducting online sales, involving the buying and selling process through digital platforms (Alwan & Alshurideh, 2022). In this context, sellers and buyers do not interact directly or face-to-face, but rather through applications or websites accessed through electronic devices (Diansyah & Andri, 2024).

Digital Advertising (Online Advertising)

Online advertising has emerged as a prominent promotional medium and plays a significant role in marketing efforts because it enables businesses to communicate with a broad range of consumers. (Akbar, 2025) Advertising refers to a type of commercial communication that is delivered in a non-personal manner to inform consumers about products or services. To reach a broad audience, this form of communication utilizes numerous mass media platforms, including television broadcasts, radio programs, print publications, direct mailing services, outdoor promotional boards, and transportation advertising.

Service Quality

According to (Chaichinarat et al., 2018), service quality emphasizes the ability of a company to fulfill customer needs and expectations in a timely manner. The concept of service quality applies to all forms of services delivered to customers. (Keller & Kotler, 2012), describe quality as the overall characteristics and features of a product or service that enable it to meet customer needs. In addition, (Lubis & Syarvina, 2022) explain that service

quality refers to the efforts and actions undertaken by individuals or organizations to achieve customer and employee satisfaction.

Decreased Purchases

Decreased purchases or reduced sales levels are conditions characterized by a decrease in the volume of consumer transactions for products or services sold within a specific time period. (Filani & Ariswati, 2025) explain that this decline in purchases is a common challenge in the business world, particularly in the retail sector, influenced by both internal and external factors within the company.

RESEARCH METHOD

The study was conducted using a quantitative methodology aimed at assessing the causal relationships among variables through various statistical testing techniques. The research was carried out in Mataram City between November 2025 and March 2026, targeting active Tokopedia users who had completed a minimum of two transactions within the previous six months. The target population comprised Tokopedia users located in the research area, while the sample involved 100 respondents who met specific selection criteria established through purposive sampling. These criteria included residence, frequency of transactions, and experience with alternative e-commerce platforms. Data were obtained through a web-based questionnaire distributed through digital communication channels. A five-point Likert scale was utilized to assess the variables of digital promotion, online advertising, service quality, and declining purchasing activity. The study utilized quantitative data obtained from primary sources, namely survey questionnaires, as well as secondary sources such as academic journals, reports, and related documents. The quality of the research instruments was assessed through validity and reliability testing, while hypothesis testing was performed using multiple linear regression techniques.

RESULT AND DISCUSSION

Tokopedia is one of the largest marketplaces in Indonesia facing increasingly fierce e-commerce competition. The study's findings indicate that the decline in Tokopedia purchases in Mataram City is influenced by digital promotions, online advertising, and customer service quality, both partially and simultaneously. Ineffective digital promotions and online advertising can reduce consumer purchasing interest, while poor service quality has the potential to reduce customer satisfaction and loyalty. Together, these three variables explain 70.1% of the variation in purchase decline, making improving digital marketing strategies and service quality crucial factors in maintaining Tokopedia's competitiveness.

Respondent Characteristics

Table 1.
Respondent Characteristics

Variable	Category	Number of Respondents	Percentage
Age	15–20 years	8 people	7.9%
	21–25 years	90 people	89.1%
	26–30 years	3 people	3.0%

	31–35 years	1 person	1.0%
Total Respondents		100 people	100%
Gender	Male	21 people	21%
	Female	79 people	79%
Total Respondents		100 people	100%
Occupation	Student	72 people	72%
	Private Employee	15 people	15%
	Civil Servant	5 people	5%
	Entrepreneur	8 people	8%
Total Respondents		100 people	100%

Source: Processed Data

Based on the findings, the respondent profile by age shows that most Tokopedia users were between 21 and 25 years old, accounting for 90 respondents (90%). In terms of gender, female respondents dominated the sample, comprising 79 individuals (79%), while male respondents totaled 21 individuals (21%). Regarding occupation, the largest proportion of respondents were students, with 72 respondents representing 72% of the total sample.

Research Instrument Testing

The validity analysis conducted using SPSS demonstrated that all questionnaire items used to measure Digital Promotion (X1), Online Advertising (X2), Service Quality (X3), and Purchase Decline (Y) satisfied the validity criteria. This was confirmed by the correlation coefficient of each item, which exceeded the critical r-table value of 0.361 at the 5% significance level. In addition, the reliability test results showed that all research variables were reliable, as evidenced by Cronbach's Alpha values greater than 0.70. These findings indicate that the research instrument possessed adequate validity and a high degree of internal consistency, making it suitable for data collection and further statistical analysis.

Normality Test

Table 2.
Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,44616264
Most Extreme Differences	Absolute	,066
	Positive	,066
	Negative	-,051
Test Statistic		,066
Asymp. Sig. (2-tailed) ^c		,200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	,353
	99% Confidence Interval	Lower Bound
		Upper Bound

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

Source: Processed Data

The normality test results confirmed that the data were normally distributed. This finding was supported by the Kolmogorov–Smirnov test, which generated an Asymp. Sig. (2-tailed) value of 0.200. Since the obtained significance value was higher than the acceptable level of 0.05, the normality assumption was satisfied. Therefore, the dataset was considered appropriate for subsequent statistical analyses and met the requirements for regression testing.

Multicollinearity Test

Table 3.
Multicollinearity Test Results

		Collinearity Statistics	
		Tolerance	VIF
1	X1	,676	1,479
	X2	,741	1,350
	X3	,892	1,122

a. Dependent Variable: Y

Source: Processed Data

The results of the multicollinearity test indicate that the regression model does not experience multicollinearity problems. This conclusion is supported by the tolerance values for Digital Promotion (X1), Online Advertising (X2), and Service Quality (X3), which were 0.676, 0.741, and 0.892, respectively, all exceeding the minimum acceptable value of 0.10. Likewise, the corresponding VIF values of 1.479, 1.350, and 1.122 were considerably lower than the critical threshold of 10. These findings suggest that the independent variables do not exhibit a high degree of intercorrelation. Therefore, the model satisfies the multicollinearity assumption and can be reliably used for further regression analysis.

Heteroscedasticity Test

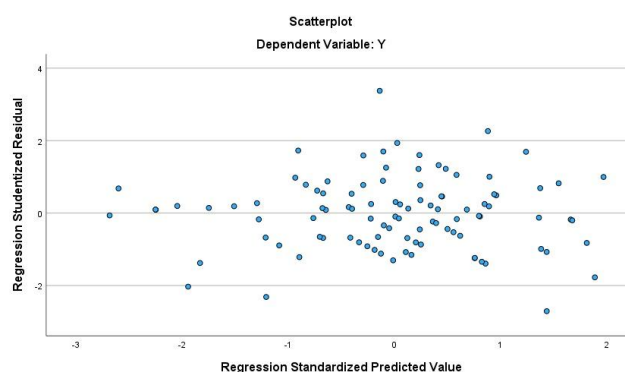


Figure 3.
Heteroscedasticity Test Result

Source: Processed Data

Based on the scatterplot examination, the heteroscedasticity test showed that the residual values were scattered randomly around the zero line without forming any clear or systematic pattern. The distribution of points both above and below the Y-axis indicates that the residual variance remains relatively uniform across observations. These findings suggest that the regression model is free from heteroscedasticity issues and fulfills the

homoscedasticity assumption. Therefore, the model is considered suitable and reliable for subsequent statistical analyses.

Multiple Linear Regression Analysis

Table 4.
Multiple Linear Regression Analysis Result
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,008	2,092		8,132	<,001
	X1	-,152	,050	-,207	-3,059	,003
	X2	,301	,032	,608	9,387	<,001
	X3	,310	,029	,622	10,531	<,001

a. Dependent Variable: Y

Source: Processed Data

From the table, a multiple linear regression equation can be constructed in the form

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Where:

Y = Decrease in Purchases

a = Constant = 17.008

X₁ = Digital Promotion

X₂ = Online Advertising

X₃ = Service Quality

b₁ = Digital Promotion Coefficient = -0.152

b₂ = Online Advertising Coefficient = 0.301

b₃ = Service Quality Coefficient = 0.310

The equation is:

$$Y = 17.008 + -0.152 X_1 + 0.301 X_2 + 0.310 X_3$$

Based on the multiple linear regression results above, it can be explained that:

1. It shows that if Digital Promotion, Online Advertising, and Service Quality are not implemented (X₁ value, X₂, X₃ = 0), then the Purchase Decrease remains at 17.008.
2. The coefficient is negative (-0.152), meaning that the higher the intensity of digital promotion, the lower the Y value. In other words, digital promotion does not support an increase in purchases, but rather contributes to a decrease.
3. The coefficient is positive (0.301), indicating that the more intensive online advertising is, the greater its influence on increasing Y (Purchase Intention).
4. The coefficient is positive (0.310), meaning that the better the quality of service provided, the greater its influence on increasing Y.

Hypothesis Testing

t-Test (Partial)

Table 5.
t-Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	17,008	2,092	8,132	<,001
	X1	-,152	,050	-,207	,003
	X2	,301	,032	,608	<,001
	X3	,310	,029	,622	<,001

a. Dependent Variable: Y

Source: Processed Data

The results of the t-test indicate that each independent variable has a statistically significant effect on the decline in Tokopedia purchases in Mataram City. This finding demonstrates that Digital Promotion, Online Advertising, and Service Quality individually contribute to changes in consumer purchasing behavior on the platform. Specifically, Digital Promotion was found to have a negative and significant effect on Purchase Decline, as indicated by a t-value of -3.059 and a significance level of 0.003, which is below the 0.05 threshold. This result suggests that less effective digital promotional strategies may lead to a reduction in consumer purchasing activity. In contrast, Online Advertising and Service Quality exhibited positive and significant effects, with t-values of 9.387 and 10.531, respectively, and significance values below 0.001. These findings highlight the importance of effective online advertising and high-quality customer service in influencing consumer purchasing decisions on the Tokopedia platform.

F-Test (Simultaneous)

Table 6.
F-Test Results
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1391,613	3	463,871	75,173	<,001 ^b
	Residual	592,387	96	6,171		
	Total	1984,000	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: Processed Data

The F-test results demonstrate that the regression model is statistically significant. This conclusion is supported by an F-statistic of 75.173 and a significance value of less than 0.001, which is well below the 0.05 level of significance. Therefore, it can be concluded that Digital Promotion, Online Advertising, and Service Quality collectively have a significant effect on the dependent variable (Y). These findings indicate that the regression model effectively explains the relationship between the independent and dependent variables, with the combined contribution of the three predictors accounting for a substantial proportion of the variation in Y.

Coefficient of Determination (R^2)

Table 7.
Results of the Coefficient of Determination Test

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,838 ^a	,701	,692	2,48409

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Source: Processed data

The coefficient of determination analysis revealed an R-square value of 0.701, indicating that 70.1% of the variation in the dependent variable (Y) can be accounted for by Digital Promotion, Online Advertising, and Service Quality. The remaining 29.9% is explained by other factors outside the scope of this study. Additionally, the Adjusted R-square value of 0.692 indicates that the model continues to demonstrate substantial explanatory strength even after adjustments for the number of independent variables and the sample size. These results suggest that the regression model provides a reliable representation of the relationship between the predictor variables and the dependent variable, making it suitable for explaining variations in Y.

CONCLUSION

Based on the research results, it can be concluded that digital promotions, online advertising, and customer service quality have a significant influence on the decline in Tokopedia purchases in Mataram City, both partially and simultaneously. Digital promotions that are ineffective and do not match consumer needs can reduce user purchasing interest, while online advertising that is less attractive, irrelevant, and fails to build consumer trust has the potential to cause boredom so that consumers switch to other platforms. In addition, low customer service quality, such as slow responses, unreliable systems, and minimal attention to customer needs, also increase the decline in purchases. Together, these three factors are important aspects that influence consumer purchasing decisions, so that the decline in Tokopedia purchases is not caused by just one factor, but a combination of digital marketing strategies and suboptimal service quality in the face of increasingly fierce e-commerce competition. Therefore, Tokopedia is advised to increase the effectiveness of more relevant and personalized digital promotions, develop creative online advertising that is able to build consumer trust, and continue to improve the quality of customer service to maintain user satisfaction and loyalty, thereby increasing consumer interest and purchasing decisions.

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