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AL-AMWAL

MARKETPLACE STRATEGIC POSITIONING ANALYSIS (Case study in college student marketplace consumer)

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Abstract

This study aims to examine the impact of positioning strategy variables consisting of Attributes, Benefits, Users, Competitors, Category, and Price on Consumer Purchase Decisions. The objects in this Research are Uniku management department students. The population is all Uniku management department students buying stuff from the online marketplace. The sample amount in this study is 140 respondents—the instrument of data collection using questionnaires that have fulfilled the validity and reliability requirements. We use multiple linear regression to analyze the impact. Based on the study results, the Attribute, User, Competitor, and Category variables have no effect on Purchase Decisions in the Tokopedia Marketplace. Meanwhile, the Benefit and Price variables partially have a significant positive effect on Purchase Decisions in the Tokopedia Marketplace. The regression coefficients of Attributes, Benefits, User, Categories, and Prices simultaneously affect Purchase Decisions in the Tokopedia Marketplace

Keywords: Strategic Positioning, Purchase Decision, Marketplace

Abstrak

Penelitian ini bertujuan untuk menguji pengaruh strategi *positioning* yang terdiri dari Atribut, Manfaat, Pengguna, Pesaing, Kategori dan Harga terhadap Keputusan Pembelian Konsumen di lokapasar Tokopedia. Objek dalam Penelitian ini adalah mahasiswa jurusan manajemen Uniku. Populasi dalam penelitian ini adalah seluruh mahasiswa jurusan manajemen Uniku yang membeli barang dari lokapasar daring. Jumlah sampel dalam penelitian ini adalah 140 responden. Instrumen pengumpulan data menggunakan kuesioner yang telah memenuhi syarat validitas dan reliabilitas. Kami menggunakan regresi linier berganda untuk menganalisis dampaknya. Berdasarkan hasil penelitian dapat disimpulkan bahwa secara parsial variabel Atribut, variabel Pemakai,

variabel Pesaing, dan variabel Kategori tidak berpengaruh terhadap Keputusan Pembelian di lokapasar Tokopedia. Sementara variabel Manfaat dan variabel Harga secara parsial berpengaruh positif signifikan terhadap Keputusan Pembelian di lokapasar Tokopedia. Koefisien regresi juga menunjukkan bahwa Atribut, Manfaat, Pesaing, Pemakai Kategori dan Harga secara simultan berpengaruh terhadap Keputusan Pembelian di lokapasar Tokopedia.

Kata kunci: *Strategi Positioning, Keputusan Pembelian, Lokapasar*

INTRODUCTION

Competition in the digital era is now increasingly dynamic, especially in the online marketplace that continues to grow. Marketplace founders and management must continue to innovate and develop strategies to attract as many consumers as possible to reap profits and surpass other marketplace competitors. Various resources and efforts were carried out by the marketplace, among others, by focusing on the strategies and promotions used by these marketplaces. The growth of more and more competitors presents many choices for consumers to shop for products that match their expectations and desires. As a result of this competitive condition, consumers are increasingly careful and intelligent in choosing where to go to the market location to shop for the product of their choice. Online marketplaces threw various innovations and strategies to keep up with the flow of needs and face market competition. Marketplace present an attraction to each other to seize a position in the market (Iyer et al., 2019). When consumers encounter many marketplaces offering the same promotion, they are not easily attracted to shopping for products at marketplaces with unattractive innovations, so this causes marketplaces to compete for consumers.

Many markets don't work well. The cost of accessing the market and identifying and communicating with potential transaction partners may limit who participates or make it difficult for participants to transact with one another. Meanwhile, asymmetric information about a seller's offer or buyer's needs can make parties less willing to transact, lest they be taken advantage of. Under such market failures, opportunities for profitable exchanges are unavoidably overlooked. Marketplace addresses this problem by providing rules and infrastructure that facilitate and enhance transactions and reduce market failure — creating value in the process.

The COVID-19 pandemic has severely affected most businesses, forcing millions to stay home to stop the virus from spreading. The once bustling streets and shops are now deserted as the government struggles to contain its spread. This condition has led consumers worldwide to buy everyday items, such as food, online. Between January and March 2020, retail platforms experienced a 6% increase in global traffic. And in March 2020, the eCommerce industry recorded 14.34 billion visits worldwide, up from 12.81 billion in January 2020, according to Statista.

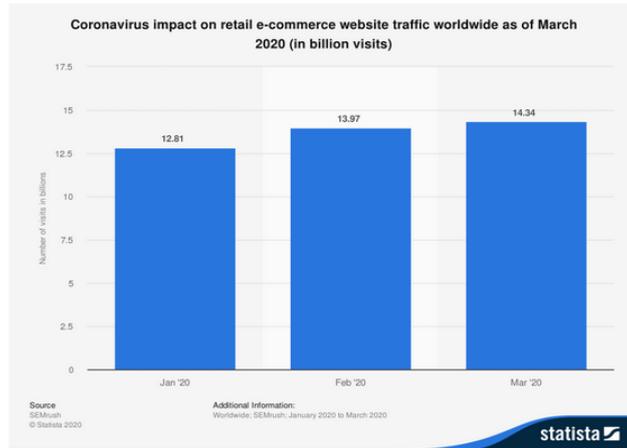


Figure 1. Impact of the Covid 19 Pandemic on 2020 website traffic
Source: Statista

Tokopedia became the e-commerce marketplace with Indonesia's highest monthly website visitors in the first quarter of 2021. The platform has overtaken Shopee, which has had the most significant number of website visits since the fourth quarter of 2019. In detail, the number of Tokopedia visitors was 135.1 million in the first three months of this year. The number rose 17.8% from the previous quarter, which amounted to 114.7 million visits.

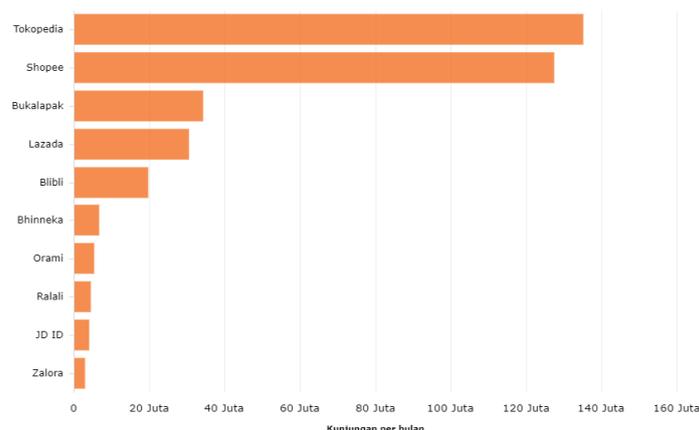


Figure 2. Visits amount of top 10 e-commerce sites in Q1 – 2021
Source : Katadata

Tokopedia is one of the largest digital-based buying and selling companies in Indonesia. Since its official launch, Tokopedia has succeeded in becoming one of the fastest-growing Indonesian internet companies. By carrying out the online marketplace and mall business model, Tokopedia allows every individual, small store, and brand to open and manage an online store. Since its launch until the end of 2015, Tokopedia's been an essential service everyone can use for free. Tokopedia has a vision to "Build a Better Indonesia Through the Internet," Tokopedia has a program to support Micro, Small, and Medium Enterprises (MSMEs) and individuals to develop their businesses by marketing their products online. The history establishment of Tokopedia.com was officially launched to the public on August 17, 2009, under the auspices of PT.

Tokopedia was founded by William Tanuwijaya and Leontinus Alpha Edison on February 6, 2009. PT. Tokopedia received seed funding from PT. Indonusa Dwitama in 2009. Until now, it has merged with GoJek.

Winning the competition is not only limited to compiling the marketing mix as a strategy but also developing a comprehensive strategy, namely, market segmentation in the form of identifying and forming different groups of buyers who require other products and marketing mixes. Second, identify the target market of the market segment to penetrate and serve. The third positioning is building and communicating a product's distinctive advantages to the market. The essence of any good marketing strategy is to implement the right positioning strategy. Companies can use different positioning strategies to market their products to target markets as a well know brand. Branding influences successfully acquisite customer by encouraging them with value co-creation, which in turn affects brand performance (Chang et al., 2018) (Parveen et al., 2017). The global and local brand-positioning strategies manifest in consumers' perceptions (Mandler et al., 2021).

The following is a product positioning strategy that can be applied to attract customers to make a purchase:

- 1) Positioning strategy based on attributes. This happens when a business positions itself based on attributes such as size, lifetime, and others.
- 2) Positioning strategy based on achievement. Here the product is positioned as a leader with certain advantages.
- 3) Positioning strategy based on users. This means that the product positioning is best for a particular user group.
- 4) Positioning strategy based on usage. Position the product as best for the use or application.
- 5) Positioning strategy based on competitors. The product is positioned better than its stated or potential competitors.
- 6) Positioning strategy based on the product category. The product is positioned as a leader in the product category.
- 7) Positioning based on price. Products are positioned to create an impression through high prices or vice versa by eliminating low prices. Here the product is positioned to provide the best value for valuation in terms of money.

Consumer purchasing decisions in using online shop media such as tokopedia are influenced by various factors. Positioning strategy is one of the factors that focus on changing consumer purchasing decisions because if the positioning strategy is correct, it will not only increase sales, but the consumer will decide to purchase a product from online shops, as to research conducted by (Soleman & Halid, 2021) that positioning strategy has a significant effect on purchasing decisions. According to (Amanah et al., 2018), price and product completeness partially have a positive and significant effect on purchasing decisions. Meanwhile, according to (Amanah et al., 2018), price does not affect purchasing decisions.

According to (Wirastomo & Sri Handayani, 2022), security positively affects purchasing decisions. According to (Yusran, Ilyas & Usman, 2020), brand image significantly influences purchase decisions in Tokopedia. According to (Murdapa, 2020), product design influences and significantly influences purchasing decisions. In addition, Online marketing is crucial to expand market reach and create recognized

products, thereby influencing consumer purchasing decisions as research has shown that online marketing affects consumer purchasing decisions (Sukaini, 2022).

LITERATURE REVIEW

Positioning is essential in marketing strategy (Alzate et al., 2022). Positioning is formed by perception, images, emotions, and how consumers compare with competing products. To position a product, the company needs to understand the consumer category (Amadi, 2022). Positioning is a strategy to find the desired consumer perception of the right product/brand in the minds of target customers by creating and communicating an image that differentiates its unique position from competitors to gain a competitive advantage in the market (Saqib, 2021). Positioning is based on three levels of dimensions. In the first dimension, the company can position the brand on its attributes. In the second dimension, the brand can be positioned better by associating with the desired benefits, and in the third dimension, the strongest brand is positioned on beliefs and values. Positioning is successful if carried out stably and sustainably. The purpose of positioning is to keep the brand/product at the top position in the minds of consumers when they are considering a purchase. A positioning strategy must differentiate the brand from competitors, address critical consumer buying criteria, and understand key brand attributes (Amadi, 2022).

The purchase decision is a buyer's decision about which brand to buy (Kotler & Armstrong, 2021). Behind the purchase act lies a vital decision process and consumer experience that must be investigated. The buying decision process is the stage that buyers go through in making a choice about which products and services to buy. The buying decision process consists of five stages (Solomon et al, 2006) as: (1) problem recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behavior.

The buying stage occurs when the consumer chooses which product or brand to buy, largely the result of evaluating consumer alternatives, but other factors also have an impact (Dibb et al., 2019). A customer usually makes purchase decisions based on multiple attributes of products (Liang et al., 2020) (Song et al., 2021). Rahima's research results show the influence of product attributes, product benefits, product users, competitors, and product prices on purchasing decisions (Rahima, 2018). brand positioning strategies and evidence that positioning strategies influence price premiums (Panda et al., 2019) (Blankson et al., 2018). Segmentation, targeting, positioning, communication, and price partially and simultaneously positively and significantly affect the purchase decision.

Research Hypothesis

Positioning strategy is a series of marketing actions used to create an image in a concept in STP to get the target/realize the target. This strategy is a significant factor in increasing the strength of the marketplace position in the market, in this case, the minds of consumers. The more significant the difference in position against competitors, the greater the potential complexity of the situation among competitors in the market.

Consumer purchasing decisions when surfing various market locations do not just happen, but through various channels, for example, how consumers go through a period of interest and continue to be interested in using or shopping for products at these market locations. By the time it reaches this point, consumers have hoped to choose a

product but have not found the time and opportunity to make a purchase decision. Users will begin to socialize in situations where consumers need the product, and then they will seek the benefits of the products that have been displayed and then proceed with consumer purchasing decisions. This decision is a purchase decision where consumers create certainty by pressing the checkout button of their shopping cart, and then consumers create feedback on the products purchased. Based on the description above, the research framework can be described as follows:

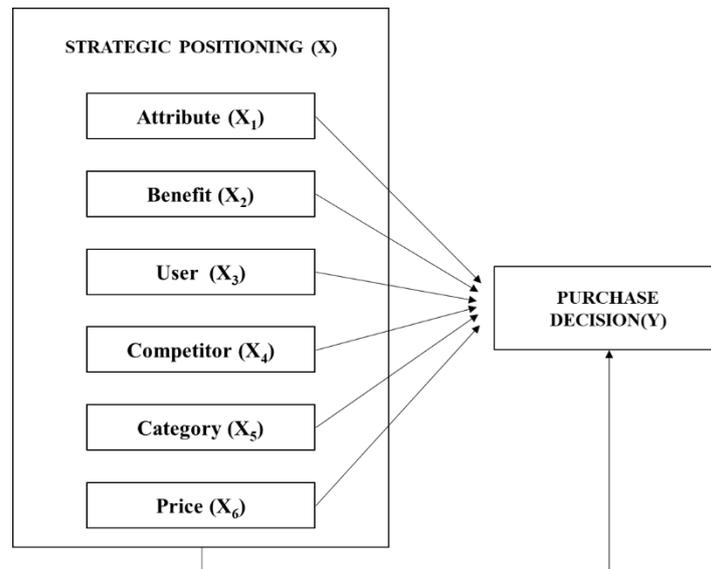


Figure 3. Research Framework

Based on the research framework above, the research hypothesis is as follows:

- H1: Attributes have a positive effect on purchasing decisions.
- H2: Benefits have a positive effect on purchasing decisions.
- H3: Users have a positive effect on purchasing decisions.
- H4: Competitors have a positive effect on purchasing decisions.
- H5: Product category has a positive effect on purchasing decisions
- H6: Product price has a positive effect on purchasing decisions.
- H7: Attributes, Benefits, Users, Competitors, Categories, and Prices simultaneously affect purchasing decisions.

METHODS

The research method in this study is quantitative research to test the relationship between positioning strategy and purchasing decisions at the Tokopedia marketplace. Sample size based on the guidelines for determining the number of samples as follows: (i) ideally, the sample size is between thirty to five hundred; (ii) the sample is to be further divided into subsamples, then the number of subsamples must be a minimum of thirty; (iii) in multivariate research, the minimum sample size must be ten times larger than the number of variables to be analyzed. For example, if the independent variable is three and the dependent variable is two, the sample size is at least fifty samples; (iv) the sample size can be between ten and twenty for research in the form of a simple experiment with tight control (Roscoe 1975).

Sources of data used in this study consisted of two kinds, namely primary data

and secondary data. Primary data is data obtained by the author through a questionnaire directly with consumers according to the needs of this study. Then secondary data, which is the data obtained indirectly, namely the data obtained from the website/company documentation, other websites, journals, books, and other literature there, is information related to this research. The data collection method used in this study was distributing questionnaires in the form of a list of questions for respondents selected as research samples. The questionnaire distributed was in the form of a questionnaire in the form of google form. The size of the positioning strategy analysis research questionnaire for Uniku Management students is to use a likert scale

RESEARCH RESULTS AND DISCUSSION

Validity and Reliability Test

Validity and reliability tests on respondent data were carried out to ensure the validity and consistency of the measuring instrument for all items in the questionnaire. The process of testing the validity and reliability using SPSS 25 with the following results: (i) Test validity on attributes variable, as presented in table 2, $r\text{-count} > r\text{ table}$, all question items for the attributes variable are valid; (ii) Test validity on benefit variable, as presented in table 2, $r\text{-count} > r\text{ table}$, all question items for the attributes variable are valid; (iii) Test validity on user variable, as presented in table 2, $r\text{-count} > r\text{ table}$, all question items for the attributes variable are valid; (iv) Test validity on competitor variable, as presented in table 2, $r\text{-count} > r\text{ table}$, all question items for the attributes variable are valid; (v) Test validity on product category variable, as presented in table 2, $r\text{-count} > r\text{ table}$, all question items for the attributes variable are valid; (vi) Test validity on price variable, as presented in table 2, $r\text{-count} > r\text{ table}$, all question items for the attributes variable are valid.

Based on the testing results, the validity of the attribute, benefits, users, competitors, category, and prices indicate that all question items from all variables are valid. This test's results align with research (Soleman & Halid, 2021) that all question items for the positioning variable are valid. In this study, reliability testing using Cronbach's Alpha. Cronbach's Alpha is a method of calculating the reliability coefficient that identifies reliability as internally consistent. A questionnaire was reliable if the intercept (constant) score was higher than 0,6. On the contrary, if the intercept (constant) score was less than 0,6 (Sugiyono, 2019).

Table 2 presents the result of a reliability test on the research instruments. The Cronbach's Alpha scores of attributes, benefits, users, competitors, category, and price exceeded the standard reliability score (0.60). In other words, those variables were reliable. This test's results align with research (Soleman & Halid, 2021) that all question items for the positioning variable are reliable.

Table 2. Validity and Reliability Test Results

Variable	Question	r calculate	r table	Validity r calculate > r table	Cronbach α	Reliability Cronbach $\alpha > 0,6$
X1	1	0,836	0,166	Valid	0,632	Reliable
	2	0,834	0,166	Valid		Reliable
	3	0,580	0,166	Valid		Reliable
X2	1	0,837	0,166	Valid	0,843	Reliable
	2	0,881	0,166	Valid		Reliable
	3	0,899	0,166	Valid		Reliable

X3	1	0,840	0,166	Valid	0,830	Reliable
	2	0,894	0,166	Valid		Reliable
	3	0,859	0,166	Valid		Reliable
X4	1	0,857	0,166	Valid	0,839	Reliable
	2	0,893	0,166	Valid		Reliable
	3	0,859	0,166	Valid		Reliable
X5	1	0,822	0,166	Valid	0,787	Reliable
	2	0,867	0,166	Valid		Reliable
	3	0,824	0,166	Valid		Reliable
X6	1	0,854	0,166	Valid	0,842	Reliable
	2	0,900	0,166	Valid		Reliable
	3	0,861	0,166	Valid		Reliable
Y	1	0,846	0,166	Valid	0,893	Reliable
	2	0,855	0,166	Valid		Reliable
	3	0,896	0,166	Valid		Reliable
	4	0,882	0,166	Valid		Reliable

Multiple Linear Regression Analysis

In this study, 6 (six) independent variables and 1 (one) dependent variable were used. The six independent variables are Product Attributes (X1), Product Benefits (X2), Product Users (X3), Competitors (X4), Category (X5), and Price (X6), while the dependent variable is Purchase Decision (Y). The research data is processed through SPSS 25.

Regression Equation

The results of calculations using the SPSS 25 application obtained the value of the multiple linear regression equation between the independent variables (X), Product Attributes (X1), Product Benefits (X2), Product Users (X3), Competitors (X4), Category (X5) and Price (X6), with the dependent variable, namely the value of the Purchase Decision (Y) has a different effect on each variable. For more details, the values of the coefficients of each variable are described in the following table:

Table 3. Strategic Positioning Analysis to Purchase Decision

Factors	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	Beta	Std. Error			
(Constant)	-311,992	970,053		-0,322	0,748
Attribute	0,206	0,133	0,125	1,546	0,124
Benefit	0,521	0,129	0,391	4,049	0,000
User	0,121	0,157	0,089	0,771	0,442
Competitor	0,173	0,149	0,129	1,161	0,248
Category	-0,166	0,149	-0,119	-1,113	0,268
Price	0,382	0,118	0,282	3,223	0,002

From the six independent variables in the model, it turns out that there are only two variables, namely Benefits (X2) and Price (X6), which are at a significance of = 5%. This can be seen from the probability that the significance of the three is far below

0.05. So it can be concluded that the Purchasing Decision variable is influenced by Product Benefits and Product Prices with the following regression equation:

$$Y = -311.992 + 0,206X_1 + 0,521X_2 + 0,121X_3 + 0,173X_4 - 0,166X_5 + 0,382X_6 + e$$

Hypothesis test

Attribute Variable Hypothesis Testing (X1). Based on the results of the research conducted, it was obtained that t arithmetic < t table was 1.546 < 1.9976 or sig. 0.124 > 0.05, it can be concluded that the product attribute variables partially have no effect on purchasing decisions at Tokopedia Marketplace.

Testing the Benefit Variable Hypothesis (X2). Based on the research conducted, it is obtained that t count > t table is 4.049 > 1.9976 or sig. 0.000 < 0.05, it can be concluded that the product benefit variable partially has a significant positive effect on purchasing decisions at Tokopedia Marketplace.

User Variable Hypothesis Testing (X3). Based on the research conducted, it is obtained that t count < t table is 0.771 < 1.9976 or sig. 0.442 > 0.05, it can be concluded that the usage variable partially has no effect on purchasing decisions at Tokopedia Marketplace.

Competitor Variable Hypothesis Testing (X4). Based on the research conducted, it is obtained that t count < t table is 1.161 < 1.9976 or sig. 0.248 > 0.05, it can be concluded that the competitor variable partially has no effect on the Purchase Decision at Tokopedia Marketplace.

Category Variable Hypothesis Testing (X5). Based on the research conducted, it is obtained that t count < t table is -1.113 < 1.9976 or sig. 0.268 > 0.05, it can be concluded that the product category variable partially has no effect on purchasing decisions at Tokopedia Marketplace.

Price Variable Hypothesis Testing (X6). Based on the research conducted, it is obtained that t count > t table is 3.223 > 1.9976 or sig. 0.002 < 0.05, it can be concluded that the price variable partially has a significant positive effect on purchasing decisions at Tokopedia Marketplace.

Table 4. F Test Strategic Positioning to Purchase Decision

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	968089762,174	6	161348293,696	38,834	0,000 ^b
1 Residual	552597147,048	133	4154865,767		
Total	1520686909,221	139			

Based on the results of the study, the calculated F value was 38,834 and obtained sig. 0.000 > 0.05, it can be concluded that the regression coefficient, Attributes, Benefits, Competitors, Category Users, and Prices simultaneously affect Purchase Decisions at Tokopedia Marketplace.

Table 5. Determination coefficient of Strategic Positioning to Purchase Decision

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,798 ^a	0,637	0,620	2038,34878

Based on the results of the study, the R Square value was 0.637. This means that all independent variables of the positioning strategy have a joint contribution of 63.7% to the dependent variable of Purchase Decision (Y). In contrast, the remaining 36.3% is influenced by other factors.

CONCLUSION

Based on the results of the study, it can be concluded that partially the Attribute variable (X1), User variable (X3), Competitor variable (X4), and Category variable (X5) have no effect on Purchase Decisions in the Tokopedia market. While the Benefit variable (X2) and the Price variable (X6) partially have a significant positive effect on Purchase Decisions at the Tokopedia marketplace. This means that Uniku Management students are attracted to and shop from tokopedia because of the benefit and the price level compared to other marketplaces. The regression coefficient also shows that Attributes, Benefits, User, Competitors, Categories, and Prices simultaneously affect Purchase Decisions in the Tokopedia market. This means that strategic positioning has an impact on to purchase decision of Uniku management students by using Tokopedia than another marketplace.

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