Research.

Brand Ambassador, Brand Image, and Shopping Lifestyle on Purchasing Decisions at Tokopedia

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Abstract: Tokopedia is one of the largest digital e-commerce platforms in Indonesia, one that provides consumers with an easier online shopping experience. In accordance with the data, Tokopedia has the highest growth and revenue increase in accordance with the number of visitors and transaction value. This research aims to analyze and determine the effect of Brand Ambassador, Brand Image, and Shopping Lifestyle on Purchasing Decisions at Tokopedia. This research is a quantitative research using a sample size of 91 respondents obtained through nonprobality sampling and purposive sampling techniques for Tokopedia users in Bekasi city. The results of data analysis using SPSS 26 software, show that Brand Ambassador, Brand Image, and Shopping Lifestyle have a positive and significant partial effect on purchasing decisions on Tokopedia, and testing shows that Brand Ambassador, Brand Image, and Shopping Lifestyle have a positive and significant effect simultaneously on purchasing decisions on Tokopedia.

Keywords: *Brand Ambassador, Brand Image, Shopping Lifestyle, and Purchasing decision.*

INTRODUCTION

The internet ensures that people do not need to do much outside activity, but their needs will still be met. The internet is one of the platforms that greatly impacts economic needs, with the internet changing activities changing tremendously, namely changes in several factors of habits, culture, and thinking patterns in communication. Internet usage in Indonesia has increased in the last five years, seen from internet usage in 2018 to 2022, the percentage of internet usage jumps by 54.25%. The amount of internet usage in 2022 is around 74% of the Indonesian population using internet media (Naomi Adisty, 2022). 2020 was the initial year of the emergence of the covid-19 virus in Indonesia which forced social restrictions and this outbreak was the cause of Indonesia experiencing an alarming economic decline, many companies experienced bankruptcy and resulted in termination of employment contracts for their employees, so that people's purchasing power also decreased significantly, because people's economic income followed a similar decline. Many of them, traditional business people who finally had to give up their businesses were not crowded with visitors and began to switch to using digital sales systems to several e-commerce internet media platforms, and social media. This social restriction creates a paradigm for people to be forced to follow a new lifestyle through internet media, the habit of using the internet has also changed the mindset of the community to buy their needs through internet media, one of which is e-commerce. e-commerce is a good opportunity for business people to sell their products through internet media easily. Without the need to spend a lot of promotional capital and a place

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to sell, business people can utilize e-commerce to become one of the places or places to sell their products more widely on the internet media and increase the market potential of their products. Tokopedia is one of the largest e-commerce digital platforms in Indonesia, one of the platforms that provides a consumer experience to facilitate shopping through an online system. Tokopedia is one of the largest e-commerce digital platforms in Indonesia, one of the platforms that provides a consumer experience for shopping through an online system, makes it easy for consumers to access the application, provides a sense of security for the payment system, an integrated delivery process, and selects prospective sellers of goods who want to sell, so that consumers do not need to worry about validating the seller's product on the seller's storefront. Since its inception in 2009 by William Tanuwijaya, the existence of Tokopedia has become a hot topic of conversation by the public, Tokopedia has become one of the shopping application technologies made by the nation's children, so it is not surprising that Tokopedia has become one of the most popular platforms, and has become an online shopping solution, many sellers finally use the Tokopedia application to sell, as well as many new users to shop online. This e-commerce company from Indonesia has a proud achievement, Tokopedia brings ranking results as internet media for the fastest growing e-commerce application category in Southeast Asia. Databoks data, Tokopedia is an e-commerce digital platform as the highest visitor in the first quarter of 2022, and the highest transaction value in Indonesia. From this data, a question also arises, how Tokopedia can bring in the highest number of visitors and transaction value, when searching for information it turns out that Tokopedia is quite active in communicating through social media, without realizing that Tokopedia has at least covered all social media platforms, namely starting from Youtube, Instagram, Tiktok, Twitter, Facebook, etc.

Brand Ambassador is one of the most important variables in marketing a product. According to Samosir in Osak (2020: 360) states that a Brand Ambassador is someone to represent a product, or a company in putting forward the product, so that it can have a positive impact on the business process, a Brand Ambassador also acts as a marketer, speaker, and liaison in presenting the product to consumers who are considered to represent the product. Brand Ambassadors have become popular in recent years, because with the increasing use of the internet and the popularity of Brand Ambassadors, they can transfer product information to consumers. Tokopedia is one of the e-commerce platforms that has quite a lot of Brand Ambassadors, from the number of Brand Ambassadors that Tokopedia has set, it is suspected that Brand Ambassadors have an influence on purchasing decisions. If Brand Ambassadors play an active role in delivering the products they carry, the Brand Image will influence following the behavior they do,

Brand Image is one of the product deliveries to consumers in a very broad sense, Brand Image is the first step to presenting a product to be trusted by the public. Gregory (2011) in (Nugroho & Subagja, 2019) the company's image is a combination of the impact on the observer of all verbal, or visual components of the company that are planned or not that are affected by external others. During the large-scale promotion conducted by Tokopedia, Brand Image needs to be displayed as a good identity for consumers. Therefore, Brand Image is very important because it is in accordance with consumer confidence which can help consumers reach purchasing decisions. It can be said that a good Brand Image will get potential customers who will be more easily recognized in the market.

Zablocki and Kanter (Japrianto and Sugiharto, 2011: 33) suggest that Shopping Lifestyle refers to consumer patterns that reflect a person's choice of how to spend time and money. Consumer behavior towards Purchasing Decisions affects the desire to own a particular product for various reasons. Most consumers as they should, of course, have needs and wants. So that to fulfill these needs and desires, they need to conduct purchasing activities. Shopping Lifestyle is the mindset of someone who is willing to give money and time to shop through various desires from opinions, needs, brands, promos to achieve purchasing decisions. This will stimulate Social Media users to give curiosity to shopping on their digital media platform, namely Tokopedia. In the economic scope, Lifestyle is thought to influence Consumers for purchasing decisions for shopping activities. This is because, with the rapid development of the technological world, thus increasing changes in consumer lifestyles in their activities, so that the way of shopping

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has changed significantly, the average consumer will prefer to make their shopping purchasing decisions through internet media.

In accordance with the explanation of the phenomena and background that have been described, this research was conducted to determine the effect of Brand Ambassador, Brand Image, and Shopping Lifestyle on Purchasing Decisions on Tokopedia in Bekasi City people partially or simultaneously.

LITERATURE REVIEW

A. *Brand Ambassador*

Brand Ambassador is a marketing method that basically uses trust, a personable personality to promote, and convey a great visibility for the product brand (Kirana et al., 2020). Dimensions or Indicators of Brand Ambassadors according to Rossiter, and Percy in Tambunan (2019: 17) are known as VisCAP, namely, as follows:

1. Visibility

Visibility or popularity has an indicator of how far the popularity of a celebrity representative of the product is. Can be linked to the level of popularity, so that it can be determined by the number of followers the celebrity Brand Ambassador has (Popularity), and seen from how often it appears in front of the public (appearances).

2. Credibility

Credibility is a trait that has trust, and the expertise that a celebrity provides, relates to 2 things, namely expertise, and objectivity. This expertise will relate to the celebrity's knowledge of the product being advertised. While objectivity sets more on the celebrity's ability to share trust, or belief in a particular product.

3. Attraction

The acquisition of the message is tied to the attraction and Brand Ambassador that will be achieved to change consumer opinions and behavior by the attraction mechanism.

4. Power

The power of the celebrity used in the advertisement must have the power to be able to "command" the target audience to buy the product. Power can see the extent of the celebrity's ability to persuade target consumers, and consider the advertised product for use.

B. *Brand Image*

According to Kotler, and Keller (2016: 336) Brand Image is a perception, and belief held by consumers, reflected, or embedded in the mind, and memory of a consumer itself. Keller in Adiwijaya (2017: 3) says that brand image can be measured using 3 indicators, or dimensions, which will have a good impact on the company, because brand image is used as a mediation of communication to consumers, namely:

1. Strength of Brand Association

The strength of brand association is a form of how information enters into memory in the minds of consumers. Depending on the information about the brand in people's memory, and how to maintain it as part of the Brand Image.

2. Favorability of Brand Association

The favorability of brand association is created by convincing people that a brand can have relevant benefits, and can fulfill needs and desires so as to form a Positive Brand Attitude towards them.

3. Uniqueness of Brand Association

The uniqueness of brand association is the level of brand uniqueness that has competitive benefits, and continuously so that it can cause the target audience to be interested in using it.

C. *Shopping Lifestyle*

Shoping lifestyle is the attitude or action of a person when using or spending all his money to own a certain item or item (Maftukhan and Srihandayani, 2017).

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Shopping Lifestyle is very important for some consumers, and companies. Because with a shopping lifestyle, consumers have an easier shopping experience than before, so that companies will know how consumers allocate some of their funds to spend time and money. Lifestyle indicators in this research are (Yunita & Artanti, 2018):

1. Activity consists of: work, hobbies, vacation, sports.

     Activities that show some consumer activities, knowing what products will be used by consumers. That way this activity can be observed directly, as a benchmark for the company's target market to find out which products consumers often use.

2. Interest consists of: work, community, recreation.

     Interest will answer for buying interest in a particular condition. The favorite, priority, and love of new or future consumers. This indicator shows an opportunity to find out the interests or preferences of consumers.

3. Opinions consist of: themselves, social and cultural issues.

     Opinions are actions that contain views, and consumer judgments in response to issues. Opinions will be used to define, or as reference material for evaluation, dreams, and understanding.

D. Purchasing Decision

Purchasing decisions are very important before someone buys a product. According to Marlius in Osak (2020: 363) Purchasing Decisions are decisions that every consumer has because of the suitability of a good or service that creates a feeling of wanting to own or use the item. According to Kotler and Koller (2016: 188) states that in purchasing products for consumers, this can form 5 dimensions in purchasing decisions, as follows:

1. Brand Decision

   Consumers need to make a decision on which brand to buy. Each brand has different characteristics, companies must know how consumers choose brands, and decide to buy.

2. Distributor Decision

   Consumers need to make a decision that the product will be purchased. This means that manufacturers, wholesalers and retailers only understand how consumers choose certain sales.

3. Quantity Decision

   Consumers can make a decision about several products to be purchased at a later time. Companies need to be able to prepare several products that suit the different desires of product buyers.

4. Time Decision

   Consumers can make decisions about why to make purchases, this problem will involve money so that companies must know the factors that influence consumers in determining the timing of purchases.

5. Payment Method Decision

   Consumers must make decisions regarding the method of payment for the product to be purchased, the decision will affect decisions about sales, and the number of buyers. In this case the company must understand the buyer's desire for the method of payment so that consumers can have the option to make payments.

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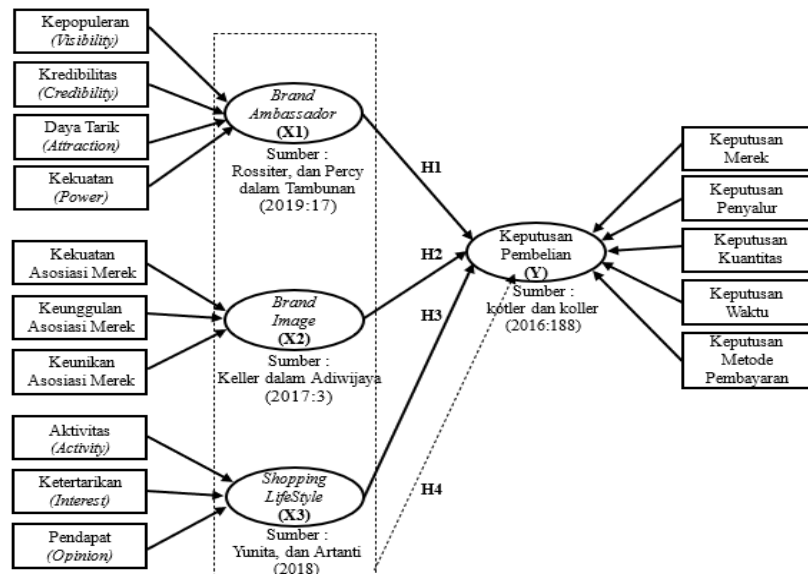Page : 74

E. Framework of Thought

Figure 1. Framework of Thought

RESEARCH METHOD

The type of research in this research has used quantitative research methods. Quantitative Research Method is a way to obtain science, or solve problems carefully and systematically, and the data collected is in the form of a series, or a collection of numbers (Nasehudin, T.S., & Gozali, N, 2012). The population used in this research were users of the Tokopedia application in a case study in Bekasi city. The sample is the smallest set of numbers in a population that is able to be representative of a population, the sample is needed because, there are limitations from researchers, and the population is large so that researchers are unlikely to examine all existing population members (Sugiyono, 2010). The number of samples in Mulitivariate research is determined as many as 25 times the number of independent variables in the research (Ferdinand, 2014). Then the minimum sample calculated in this research was 75 samples.   The sampling technique in this research is nonprobability sampling with a sampling method using purposive sampling of 91 respondents, the number of respondents has met the minimum sample.

The method that will be used in this research is to use data distribution through questionnaires. The research questionnaire is conducted through submitting several questions for users of the Tokopedia Application, and the questionnaire will be distributed via the internet to respondents. Imam Ghozali (2021: 61) says that the scale often used in preparing questionnaires is an ordinal scale, or often called a Likert scale, which is a scale containing five levels of answer preferences. This research uses several analysis techniques, namely validity test, reliability test, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression test, and hypothesis testing. The analysis technique was tested using the SPSS 26 application.

RESEARCH RESULTS AND DISCUSSION

A. VALIDITY TEST

According to Imam Ghozali (2021: 66), the validity test is used to measure whether a questionnaire is valid or not, a questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by

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the questionnaire. If the data $r_{count} > r_{table}$, and the value is positive then the item, or question, or indicator is declared valid (Imam Ghozali, 2021: 67).The calculation of rtable is obtained through the calculation of Df = (N-2) = 91-2 = 89. By using a 2-way Significant 0.01 with N = 89 is rtabel 0.2687. In accordance with the results of the validity test conducted by the researcher, it shows that the Brand Ambassador, Brand Image, Shopping Lifestyle, and Purchasing Decision variables have a value of $r_{count} > r_{table}$, so it can be said that all variable instruments are valid and meet the validity standards.

B. RELIABILITY TEST

The reliability test is used to determine the questionnaire measuring instrument is said to be reliable data, or reliable. Measuring instruments when relied upon will be used consistently which gives the impact of relatively the same results, or not much different. Imam Ghozali (2021: 62) says that the variable requirements for reliability are if the Cronbachs Alpha (α) value is> 0.70.

Table 1. Reliability Test Results

Variable	Cronbach Alpha Value	Cronbach Alpha Criteria	Remarks
X1	0.868	0.700	Reliable
X2	0.799	0.700	Reliable
X3	0.893	0.700	Reliable
Y1	0.893	0.700	Reliable

Source: Data processed, 2023

In accordance with table 1, the results show that all variable instruments Brand Ambassador, Brand Image, Shopping Lifestyle, and Purchasing Decisions get a Cronbach Alpha score of more than 0.70. So it can be said that all variable instruments are reliable and meet reliability standards. So, the research questionnaire measuring instrument can be said to be reliable data and used for other research analysis tests.

C. CLASSICAL ASSUMPTION TEST
1. NORMALITY TEST

The normality research method used is to look at the Histogram, Probability plot, and One Sample Kolmogorov-Smirnov Test. According to Imam Ghozali (2021: 197) a more reliable method is to look at the normal Probability plot which compares the cumulative distribution of the normal distribution, the normal distribution will form a straight diagonal line, and the residual data plotting will be compared with the diagonal line. The histogram test data shows that the graph results form a mountain and point to the right which indicates that the test results are normal. In accordance with the Probability Plot, it shows that the points of the normal distribution test results form a straight diagonal line and are normally distributed.

Tabel 2. *One Sample Kolmogorov-Smirnov Test*

		Unstandardized Residual
N		91
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.63418538
Most Extreme Differences	Absolute	.076
	Positive	.076
	Negative	-.053

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	Unstandardized Residual
Test Statistic	.076
Asymp. Sig. (2-tailed)	.200[c,d]
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	
d. This is a lower bound of the true significance.	

Meanwhile, when testing using the One Sample Kolmogorov-Smirnov Test produces data that Asymp.Sig is 0.200. From the test results, it states that the distribution is normal, because the value shown is more than 0.05.

2. MULTICOLLINEARITY TEST

The Multicollinearity test aims to test whether the regression model found a correlation between independent variables (independent). Multicollinearity can be seen from the tolerance value, and variance inflation factor (VIF). If a low tolerance value is the same as a high VIF value (because VIF = 1/Tolerance). The cutoff value that is commonly used to indicate the presence of multicollinearity is a tolerance value ≤ 0.10 or the same as a VIF value ≥ 10 (Imam Ghozali, 2021: 157).

Table 3. Multicollinearity Test Results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.968	1.587		2.500	.014		
	Brand Ambassador	.566	.080	.491	7.038	.000	.273	3.664
	Brand Image	.378	.098	.225	3.873	.000	.395	2.533
	Shopping Lifestyle	.408	.080	.306	5.110	.000	.369	2.710
a. Dependent Variable: Purchasing Decision								

The results obtained through the Multicollinearity test conducted got the results in Figure 3 that there was no multicollinearity because the data showed a tolerance value> 0.10 and VIF < 10.00, so that all variable instruments did not occur symptoms of multicollinearity.

3. HETEROSCEDASTICITY TEST

The Heteroscedasticity test aims to test whether the regression model occurs inequality of variance from residuals of one observation to another. Where the results of the data are there is no certain pattern in the scatterplot graph between SRESID, and ZPRED where the Y axis is the predicted Y, and the X axis is the residual (Y prediction - Y actually) which has been stundentized (Imam Ghozali, 2021: 178).

The results of the heteroscedacity test on the scatterplot data show that the points in the scatterplot do not form a certain pattern such as a wave pattern, widening or narrowing and the points spread above and below the number 0. So it can be interpreted that there is no heteroscedacity problem.

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Table 4. Glejser Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.912	.938		3.106	.003
	Brand Ambassador	-.001	.048	-.006	-.029	.977
	Brand Image	.024	.058	.069	.423	.673
	Shopping Lifestyle	-.091	.047	-.327	-1.938	.056
a. Dependent Variable: Abs_RES						

In the test results conducted with the Glejser test, it results that the sig value of the independent variable is more than 0.05. So that the data does not occur symptoms of heteroscedasticity through the regression model.

D. MULTIPLE LINEAR REGRESSION TEST

The statistical method for testing the relationship between one dependent variable (metric), and one or more independent variables (metric) is regression. With the aim of knowing the magnitude of the regression coefficient parameter for each variable (Imam Ghozali, 2021: 8).

Table 5. Multiple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.968	1.587		2.500	.014
	Brand Ambassador	.566	.080	.491	7.038	.000
	Brand Image	.378	.098	.225	3.873	.000
	Shopping Lifestyle	.408	.080	.306	5.110	.000
a. Dependent Variable: Purchasing Decision						

The multiple linear regression model equation is as follows:

$$Yt = a + b1X1 + b2X2 + b3X3$$
$$Yt = 3,968 + 0,566X1 + 0,378X2 + 0,408X3$$

The explanation of the equation is :
a) The result of the Constant value is 3.968 is the result of the Purchasing Decision variable, so it can be said that the Brand Ambassador, Brand Image, and Shopping Lifestyle variables are zero and there is no change, so the Purchasing Decision does not increase.
b) The result of the Brand Ambassador Coefficient value is 0.566. So it can be concluded that Brand Ambassador has a positive influence and an increase in purchasing decisions by 0.566.
c) The result of the Brand Image Coefficient value is 0.378. So it can be concluded that Brand Image has a positive influence and an increase in purchasing decisions by 0.378.
d) The result of the Shopping Lifestyle Coefficient value is 0.408. So it can be concluded that Shopping Lifestyle has a positive influence and an increase in purchasing decisions of 0.408.

E. HYPOTHESIS TEST

1. t Test

The t test is used to determine the effect of each independent variable on the dependent variable (Imam Ghozali, 2021: 219). If the value of t_{count}> t_{table} the

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independent variable in one variable affects the dependent variable (H0 is rejected, and Accepts H1), Conversely, if the value of $t_{count} < t_{table}$ the independent variable in one variable does not affect the dependent variable (H0 is accepted, and rejects H1) with a sig value. 0,05.

Table 6. t test results

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.968	1.587		2.500	.014
	Brand Ambassador	.566	.080	.491	7.038	.000
	Brand Image	.378	.098	.225	3.873	.000
	Shopping Lifestyle	.408	.080	.306	5.110	.000

a. Dependent Variable: Purchasing Decision

T_{table} is obtained from t_{table} = (α: n-k) = (0.05: 87) = 1.987, so the results of the T test show in Figure 6 that Brand Ambassador t_{count} (7.039) > t_{table} (1.987), Brand Image t_{count} (3.873) > t_{table} (1.987), Shopping Lifestyle t_{count} (5.110) > t_{table} (1.987), and sig value (0.000) < (0.05) on all variable instruments. From these results it can be concluded, all variable instruments have a significant or partial effect on purchasing decisions, because all variable instruments t count> t table (H0 rejected and accept H1) and with a sig value <0.05. The results data that shows in table 6 that the results of this research are different from previous research. Previous research said that there was an indication that one of the independent variables had no positive effect, but in this research it revealed that all independent variables showed that the independent variable data had a positive and significant effect on the dependent.

2. **F Test**

The f test is used to determine whether the independent variables are all, or one of them affects the dependent variable. This test can be seen through the value of $f_{count} > f_{table}$, and a significant value of 0.05 (Imam Ghozali, 2021: 218).

Table 7. F Test Results

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1841.320	3	613.773	222.168	.000[b]
	Residual	240.351	87	2.763		
	Total	2081.670	90			

a. Dependent Variable: Purchasing Decision
b. Predictors: (Constant), Shopping Lifestyle, Brand Image, Brand Ambassador

It is known that Df1 = 3 and Df2 = 87 is f_{tabel} = 2.71. So that the results of the F test show in Figure 7 that the Brand Ambassador, Brand Image, and Shopping Lifestyle variables have a significant or simultaneous effect on Purchasing Decisions, because all variable instruments f_{count} (222.168) > f_{table} (2.71) and with a sig value (0.000) < (0.05).

3. **COEFFICIENT OF DETERMINATION TEST (R^2)**

The Coefficient of Determinant Test is used to test the goodnessfit of the regression model, by measuring how far the model's ability to explain the dependent variable (2021: 218).

Table 8. Coefficient of Determination Test Results (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.940[a]	.885	.881	1.66212

a. Predictors: (Constant), Shopping Lifestyle, Brand Image, Brand Ambassador

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In accordance with the data results from Figure 8, it shows that the Rsquare result is 0.885, so that the influence of the independent variables (Brand Ambassador, Brand Image, and Shopping Lifestyle) is 88.5% on the Dependent (Purchasing decision), and the remaining 11.5% is influenced by other variables outside of the research.

CONCLUSIONS AND SUGGESTIONS

Conclusions

In accordance with the test results in the research, which discusses the formulation of research problems to determine the effect of independent variables, namely Brand Ambassador, Brand Image, and Shopping Lifestyle on the dependent variable, namely Purchasing Decisions. After going through several test techniques conducted, get the conclusion, as follows:

1. The test results obtained through the data, show that Brand Ambassador has a positive and significant effect partially on Purchasing Decisions. Because the test results analyzed produce the answer that Brand Ambassador t_{count} (7.039) > t_{table} (1.987) and sig value (0.000) < (0.05).
2. The test results obtained through the data show that Brand Image has a positive and significant effect partially on Purchasing Decisions. Because the test results analyzed produce the answer that Brand Image t_{count} (3.873)> t_{table} (1.987) and sig value (0.000) < (0.05).
3. The test results obtained through the data show that Shopping Lifestyle has a positive and significant effect partially on Purchasing Decisions. Because the test results analyzed produce the answer that Shopping Lifestyle t_{count} (5.110) > t_{table} (1.987) and sig value (0.000) < (0.05).
4. The test results obtained through data, show that Brand Ambassador, Brand Image, and Shopping Lifestyle have a positive and significant effect simultaneously on Purchasing Decisions. Because the test results analyzed produce f_{count} (222.168)> f_{table} (2.71) and with a sig value (0.000) < (0.05).

From the test results of other data listed, it can answer the question that Tokopedia has the highest level of usage and transactions in the past 5 years from 2022. Because the test results show that the independent variables (Brand Ambassador, Brand Image, and Shopping Lifestyle) are likely to have an effect of 88.5% on the dependent (Purchasing decision), and the remaining 11.5% is influenced by other variables outside of the research.

Suggestions

In accordance with the above conclusions regarding analysis and discussion, the authors provide suggestions that will be conveyed as follows:

1. The Brand Ambassador variable refers to the research results that Tokopedia must be consistent in choosing a promotional strategy using Brand Ambassadors to increase purchasing decisions, so that the percentage for purchasing decisions increases again.
2. The Brand Image variable refers to the research results that Tokopedia needs to increase the strength, superiority, and uniqueness of the Brand Image. In developing Brand Image, Tokopedia needs to pay attention to several things so that it can have a positive effect on customers. Tokopedia needs to ensure that the customer service provided is always responsive and effective in solving problems, and Tokopedia can also improve its brand image through more creative and innovative marketing campaigns.
3. Shopping Lifestyle Variables, Tokopedia needs to continue to be consistent in following a more up-to-date shopping lifestyle, because lifestyles, especially for shopping, will continue to change over time, so it is advisable to always keep up with the new era, so that you can know what to do to choose a marketing strategy.
4. For further research, it can add other independent variables related to purchasing decisions, so that it can determine the influence of certain variables that can influence consumers for purchasing decisions in order to increase company revenue.

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