Consumer preference in using the services of bukalapak website with conjoint method

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Abstract. Internet has become a necessity for society in Indonesia, is seen with the internet impact for the development of information technology in the environment of the community, one of which is e-commerce (electronic commerce) or commonly referred to as the shopping activity is done online, e-commerce is one of the utilization of internet technology is done by the community. With e-commerce, the community may make purchases or sales in accordance with his wishes. Bukalapak one of the companies in Indonesia who stand as an e-commerce company that offers a community to be able to make purchases or sales on his website for free. Bukalapak has competitors to continue to compete in the world of e-commerce in Indonesia. This research aims to know the preferences of consumers in using the services of the site Bukalapak. This research includes the types of descriptive and exploratory research, using the technique of Non-probability sampling and purposive sampling that are specific to the community of Bandung city ever doing online shopping at Bukalapak as a criterion of the respondents in this study, with the number of samples as many as 100 respondents in Bandung. The analysis of the data used is conjoint analysis. The results of this study showed that overall the respondents made the attribute method of the payment as the main preference in using the services of the site Bukalapak, and then followed by the attribute display websites, products and features.

Keywords: Conjoint analysis, E-commerce, Service, and Preferences

1. Introduction
The development of information technology in Indonesia has increased significantly from year to year, one of which is e-commerce which is the utilization of information technology. E-commerce is a buying or trading activity conducted online or online by sellers and buyers, e-commerce facilitates the community in meeting the daily needs for people who want ease of purchase or sale made on the internet with not taking as much time as the Usually done when shopping or selling conventionally.

Figure 1. The Growth level of E-commerce in Indonesia (2015-2018)
As described in Figure 1 the growth for e-commerce sales is always increasing in Indonesia from 2015 to 2018, Bukalapak as one of the e-commerce industry actor, are able to get the effect of the growth, so it will help to increase the business development of the company every year.

![Positioning Map]

Figure 2. Positioning Map

According to data obtained from the Ministry of Communication and Informatics of the Republic of Indonesia (Kemkominfo) [1] regarding the most frequently used sites by buyers in conducting e-commerce transactions in 2015, that Bukalapak site as one of the e-commerce players in Indonesia are still under its main competitor, Tokopedia.com, with a percentage of 9.58%. This becomes the cornerstone of the problem regarding consumer preferences in choosing an e-commerce site in Indonesia that will be used by consumers in conducting online shopping activities, and the likes or interests of consumers to tend to choose a website that will be used. Therefore, companies need to know the preferences of consumers in using Bukalapak site services, so the target number of visitors per month will be achieved.

2. Methods

2.1 Costumer Behaviors

According to [2], consumer behaviour as a behaviour that displays customers in searching, buying, using, evaluating, and disposing of products and services they expect will satisfy their needs. Meanwhile, according to [3] states consumer behaviour is the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas or experiences can satisfy their needs and desires.

2.2 Buying decision

According to [4] purchasing decisions are based on rational motives, emotional motives, or both. Emotional motives involve non-objective factors including friendliness, imitation of others and aesthetics. In consuming a product or service there are stages done by consumers where knowing about this stage can help marketers or companies to understand consumer behaviour. There are five stages for a consumer in the process of decision making are: Problem recognition, Information search, Evaluation of alternatives, Purchase decisions, Post purchase behaviour.

2.3 Ecommerce

E-commerce is a trading activity or service that is closely related to consumers, manufactures, internet service providers, and intermediary traders using electronic media. [3] define e-commerce as: “E-commerce uses a Web site to transact or facilitate the sale of products and services online”.

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2.4 Product Attribute
According to [5] product attributes represent a communication over the benefits of the development of a product or service that the product or service will offer. Product attributes include product quality, product features, and product styles and design.

2.5 Preference
According to [6] preference is the process of sorting all possible consumption to be selected. According to [7] consumer preferences are closely related to consumer ratings of satisfaction or dissatisfaction towards a product or service even to a particular company. Consumer preferences can be used by a company to identify products desired by the market. According to [3] there are three patterns of preference that can be formed namely:

1. **Homogeneous Preference** - is when all consumers have the same preferences and the market does not show the natural segment. Shows a market where all customers roughly have the same preferences.
2. **Scattered Preferences** - when consumers have very varied preferences. If several brands are in the market, they tend to position themselves throughout the space and show a noticeable difference to match differences in consumer preferences.
3. **Group Preferences** - when natural market segments emerge from consumer groups with shared preferences. Indicates that markets have different groups of preferences.

2.6 Conjoint Analysis
Conjoint analysis is one multivariate analysis technique used to know consumer preference to a product that is from goods or service. There are two information that can be obtained from the conjoint analysis. First, the consumer's preference for the attributes studied. Second, the utility value of each level in each attribute. In identifying the value that respondents provide on the service-based attributes of the research object, conjoint analysis creates the function of part-worth utilities. The value of a product is the sum of the utility value of the product of each of the respondents studied. Conjoint analysis results in the form of quantitative data that can describe consumer preferences of some combination of attributes provided. The stages of conjoint analysis are spelled out into six basic steps proposed by [8]:

![Figure 3. Stages of conjoint analysis](image-url)
3. Result and Discussion
The importance of each attribute is obtained from the data processing of conjoint analysis using SPSS software. Thus, the overall importance value of each attribute is as follows.

| Attributes        | Value   |
|-------------------|---------|
| 1. Website Interface | 21.088  |
| 2. Product        | 17.446  |
| 3. Features       | 17.379  |
| 4. Payment Method | 44.087  |

(Source: data processing)

From the table above explains that attribute payment method is an attribute that has the highest importance value that is reached 44.087. Furthermore, the attribute of the website become the second most important attribute with the importance of reaching 21.088. Product attribute with interest value 17.446. And the attribute with the lowest importance value is the feature attribute with the importance value of only 17.379.

| Importance   | Attributes  | Utility                                | Level                                      |
|--------------|-------------|----------------------------------------|--------------------------------------------|
| 21.088       | Website Interface | 0.020 | Interesting website design            |
|              |             | 0.013 | Website navigation is easy to understand |
|              |             | 0.009 | Innovative website appearance        |
|              |             | -0.042 | Product ads on the website display |
| 17.446       | Product     | -0.003 | The product is complete and qualified   |
|              |             | 0.012 | The product matches the given description |
|              |             | -0.009 | The function of the product according to the needs of consumers |
| 17.379       | Features    | 0.051 | Negotiation feature                   |
|              |             | 0.013 | Returns feature                       |
|              |             | -0.065 | Pop-up chat                           |
| 44.087       | Payment Method | 0.099 | Installment without credit card       |
|              |             | 0.305 | ATM Transfer                          |
|              |             | -0.008 | BukaDompet                            |
|              |             | 0.061 | Click Pay                             |
|              |             | -0.457 | Supermarket Outlets                   |

(Source: data processing)
4. Conclusion
Based on research that has been done by the authors can be drawn conclusions about consumer preferences in the use of Bukalapak site services in the city of Bandung, sorted from the highest interest rates.

1. Payment method is the most important attribute for consumers when using Bukalapak site services with 44.087 importance value.
2. Website Interface becomes the second most important attribute for consumers when using Bukalapak website service with 21.088 importance value.
3. The product becomes the third most important attribute for consumers when using Bukalapak site service with 17.446 importance value.
4. The Features become the fourth most important attribute for consumers when using Bukalapak site services with 17.379 importance value.

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