The Influence of Price and Store Type on the Sales of Halal Food Products on Tokopedia

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Abstract

The shift in shopping culture in digital era has revolutionized the way transactions are conducted, particularly in the realm of shopping known as e-commerce. Indonesia, being one of the countries with the world's largest Muslim population, has become a substantial consumer market. The halal certification of a product has become an essential requirement, especially for food products. One e-commerce platform that facilitates the public in finding fully certified halal products is Tokopedia. According to Kotler & Armstrong, (2012), indicators that influence sales include price, promotion, quality, product, and distribution channels. However, there is a phenomenon on the Tokopedia platform that contradicts this theory, where, for products with the same specifications, the price might not significantly impact the sales level, even with varying types of stores.

This research employs a quantitative descriptive method. Secondary data sources are gathered from the official Tokopedia website and literature. Data collection is carried out by a 32-day time frame. The analysis method used is panel data regression analysis, facilitated by e-views 12 as the data processing tool.

The research findings reveal that Price and Store Type jointly affect the sales of halal food products on Tokopedia, with a probability value of $F_{statistic}$ (0.042) < 0.05. From the outcome of the Random Effect Model regression, the coefficient of determination (R^2) stands at 23.6%. Partially, the price variable does not have a significant impact on the sales of halal food products on Tokopedia, with a probability value of $t_{statistic}$ for price: 0.54 > 0.05. On the other hand, the store type variable has a significant impact on the sales of halal food products on Tokopedia, with a probability value of $t_{statistic}$: 0.02 < 0.05.

Keywords: Price, Store Type, Sales, Halal Food Products, Tokopedia.

1. Introduction

Over time, Indonesia has undergone a cultural shift in shopping, transitioning towards the digitization of buying and selling due to the advancement of technology and information. This convenience has transformed the way people shop, shifting from the need to physically visit markets to purchase necessities, to a more practical and easy process where shopping can be done anytime and anywhere. This mode of shopping is referred to as e-commerce. Beyond its convenience, e-commerce offers a diverse range of products and often presents lower prices compared to traditional markets. In Figure 1, Tokopedia takes the lead with 157.23 million visitors, based on data from the graph depicting the most visited monthly e-commerce platforms in Indonesia during the first quarter of 2022, as sourced from iprice.co.id. Tokopedia is a prominent marketplace site in the era of Industry 4.0. It serves as a platform for sellers and buyers to engage in transactions without incurring additional fees. As a country with the world's largest Muslim population, Indonesia constitutes a massive consumer market. The halal certification of a product is an essential requirement for every Muslim consumer. One of the effects of online trading is the ease with which products from various countries can enter the market and be sold. However, these

products often raise doubts about their halal status, leading to concerns among Indonesian Muslims regarding the halal status of products, particularly halal food products.
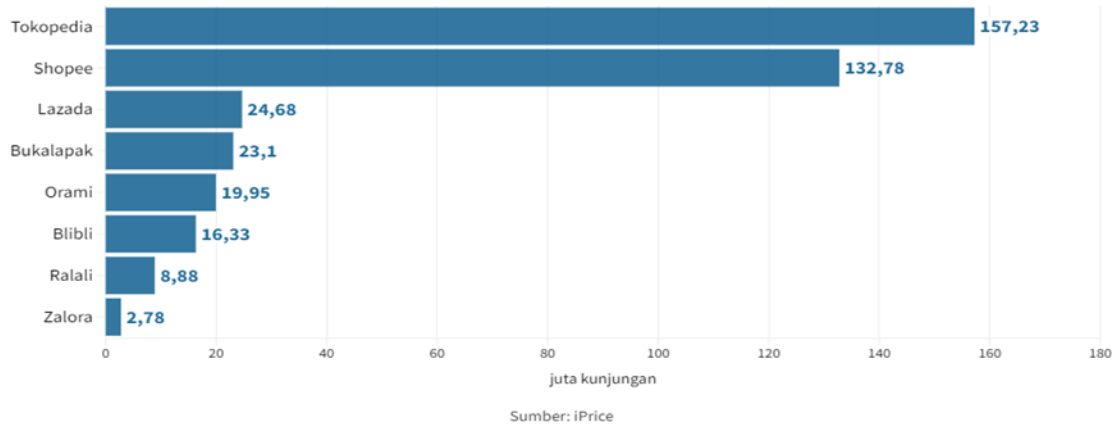

Figure 1. Most Visited E-Commerce Website Data in Indonesia for the Year 2022
Source: iprice.co.id (2022)

Recognizing opportunities and addressing consumer concerns, Tokopedia conducted research on the demand for halal food products. The findings indicated that over 80% of the respondents expressed a need to purchase certified halal food products. As a response, Tokopedia innovatively introduced the Tokopedia Salam program, aimed at facilitating the public in finding comprehensive halal-certified products. Beyond merely ensuring the halal status of food products, consumers also consider factors such as price and store type when making decisions about purchasing halal food products. This is substantiated by research conducted by scholars on consumers who engage in purchasing halal food products on Tokopedia. The research results verify that the majority of consumers consider price and store type as important considerations when shopping for halal food products on Tokopedia, as depicted in Figure 2.

Figure 2. Diagram Depicting the Consideration of Price and Store Type Factors in Purchasing Halal Food Products on Tokopedia
Source: G-form Observation (Processed Data)

In Figure 3, Store A offers a product at a price of Rp120,000 with an Official Store designation, and more than 2,000 units of the product have been sold. Conversely, Store B, with the same type and product qualification, sells the product at a price of Rp145,745 under the category of power merchant pro, with only 13 units sold. It's evident that as the price becomes more affordable and the store type ranking rises, the number of products sold also increases. This observation aligns with Kotler and Armstrong's theory, which highlights indicators influencing sales, including price, promotion, quality, product, and distribution channels.

Figure 3. Price and Store Type Comparison on Products
Source: Tokopedia (2022)

In Figure 4, an opposing scenario is observed compared to the previous instance. Store A sells its product for Rp6,500 with an official store designation. This store has managed to sell 500 units of the product. In contrast, for the same product type and qualification, as shown in Figure 2, Store B sells the "Sariwangi" product for Rp5,200 under the power merchant pro level designation. Store B has successfully sold over 4,000 units of the "Sariwangi" product. These two occurrences highlight a significant difference, particularly concerning the factors of price and store type, in relation to the sales of halal food products on Tokopedia.

There are several studies similar to the current research. One such study is conducted by Agustina & Sunrowiyati (2018), which differs in terms of data analysis technique as they utilized multiple linear regression, and their research was focused on physical businesses rather than e-commerce. In a study by Maulana et al., (2023), the difference lies in the independent variables examined, including profitability, liquidity, productive assets, and capital adequacy ratios. The dependent variable in this study was the profit-sharing rate of mudharabah deposits. In the study conducted by Khairani et al., (2022), the distinction lies in the research subject, which involved fruits and vegetables, and the study encompassed multiple e-commerce platforms, including Tokopedia, Bukalapak, and Shopee.

Figure 4. Anomaly in Price and Store Type Comparison on Products
Source: Tokopedia (2022)

Based on the above descriptions, there are similar studies to the present research. Moreover, several phenomena in the sales of halal food products on Tokopedia have been identified, particularly concerning the factors of price and store type. Notably, there are significant variations in the total sales of identical halal food products based on these factors.

2. Literature Review
2.1 E-commerce

As defined by Laudon, Kenneth C & Traver, (2018:8-9)Lauden and Traver (2017:8-9), e-commerce refers to commercial transactions involving the exchange of value carried out through or using digital technology among individuals. Initially, the only digital medium was web browsers, but nowadays, mobile applications are more widely used (Laudon and Traver, 2017:11-12). According to McLeod (2008:59), electronic commerce or e-commerce involves the use of communication networks and computers to conduct business processes. E-commerce utilizes the internet and computers with web browsers to introduce, offer, purchase, and sell products. The benefits of implementing e-commerce for a company include access to an international market, the ability to operate without being restricted by national boundaries, reduced operational costs, faster processing, reduced human error risk, and less paper usage across various tasks from design to marketing.

2.2 Sales

According to Kotler (2001:41), sales involve the science and art of influencing and persuading individuals to willingly purchase the offered goods. Himayati (2008:123) defines sales as a transaction aimed at generating profit and serving as a level within a company. Sales can involve both goods and services, whether on credit or cash basis. Selling is both a science and art that involves persuading individuals, conducted by the seller, to be willing to buy the offered products/services (Swastha, 2012:8).

2.3 Halal and Halal Food Products

According to Nurdin,et.al (2019), linguistically, "Halal" originates from the Arabic word الحل, which means "permissible" in Islamic law. Terminologically, Halal refers to something not subject to sanctions or prohibited by law in every use or act, as determined by Islamic law. According to the decision of the Minister of Religious Affairs No. 518/2001, Halal food is food that does not contain forbidden or prohibited elements or substances for consumption by Muslims and its processing does not contradict Islamic law.

2.4 Marketing Mix

As defined by Kotler & Armstrong, (2013:92), the marketing mix is a set of marketing tools, including product, price determination, promotion, and distribution, combined to generate the desired response from the target market. Selang (2013:71) states that the marketing mix is considered one of the most potential elements of a marketing strategy. The marketing mix is a controlled set of tactical marketing tools that a company combines to influence the demand for its products.

2.5 Price

According to Tjiptono (2012:151), price is a monetary unit or other measurement (including goods and services) exchanged to obtain the ownership or usage rights of a product or service. According to Kotler & Keller (2016:314), indicators of price include:
1. Affordability of Product Price
   Consumers can afford the price set by the company. Products have different types within a brand and their prices vary, ranging from low to high.
2. Price-Quality Suitability
   Price is often an indicator of quality. Many people assume that higher prices indicate better quality of a product or service.
3. Price-Benefit and Service Suitability
   Consumers decide to purchase a product after realizing that the benefits it offers are proportional to what they are paying. Consumers consider a price expensive if the benefits do not match what they are paying.
4. Price Suitability with Ability
   The cost of a product is influenced not only by the benefits it provides but also by the consumer's ability to afford it. If the price is high but the consumer can afford it, they will purchase it. This is often referred to as consumer purchasing power.

2.6 Store Type

Reputation measures how well a seller serves buyers and can be seen from the star ratings on the seller's profile (Keeney, 1999 as cited in Nurul et al., 2019:3). According to Suhari (2008), among the external factors influencing online purchase decisions is search efficiency. According to Tokopedia (2021)), there are four seller membership schemes:

1. Regular Merchant

Membership intended for novice sellers looking to develop their business on Tokopedia. There are no charges to become a regular merchant. The bonus for topads credit is 3% with auto top-up. Sellers at this level have a quota of uploading up to 200 products and cannot upload product videos. Regular Merchants have 15 coupon quotas per month and 1 bundling package quota.

2.   Power Merchant

Membership for sellers ready to increase sales and build buyer trust with various features. Power merchant membership enhances consumer trust through a special power merchant badge and offers exclusive power merchant features such as store discounts, flash sales, Tokopedia Play, which help boost store visits and sales. Sellers seeking to upgrade to power merchant status must meet several requirements, including verifying personal and store data, achieving a store performance score of at least 60 points, and having at least one active product for new stores (< 90 days) to substitute for store performance. The service fee for new power merchants is calculated based on the sold product categories and their respective percentages. Service fees are automatically applied after order status becomes "completed" upon verification.

3.   Power Merchant Pro

Sellers consistently providing excellent service to buyers become power merchant pros and gain exclusive benefits. Sellers need to register for power merchant membership and undergo evaluation to become power merchant pros. Requirements for becoming a power merchant pro include a minimum store performance score of 70 in the last 90 days, a minimum net store revenue of Rp. 350,000 in the last 30 days, and a minimum of 3 completed orders in the last 30 days. Benefits include an increase in topads credit bonus of 5.5% - 6.5% with each top-up, reaching 8.5% - 9.5% with auto top-up, and specific store discounts for Power Merchant Pro Expert & Ultimate levels. At this level, flash sales can be conducted 5-15 times per month, with 25-40 coupon quotas per month, 10-25 bundling package quotas, 400-1,000 broadcast chat quota bonuses per month, product upload quota increased to 8,000 - 12,000 products, the ability to upload product videos, and expedited 30-minute approval for store capital addition, applicable only to silver-level store reputation and above.

4.   Official Store

Official Store membership is exclusive to valid trademark holders. An Official Store is a service provided by Tokopedia for selected sellers to exclusively develop their businesses. Sellers in an official store gain access to various exclusive Tokopedia features for business development, along with always-on campaign support and vouchers from Tokopedia. Anyone can become part of an official store, whether it's a company or an individual with legal status, as long as all requirements are met. All sellers in an official store pay a service fee calculated based on total sales, starting from 2% for each item sold according to the product category (Tokopedia, 2023:1).

3. Methods
3.1 Research Site and Setting

The research was conducted from September 2022 to March 2023. The study focused on analyzing the effect of price and store type among sellers on the Tokopedia e-commerce platform, specifically within the category of halal food products.

3.2 Data Type and Sources

The research utilized a descriptive quantitative approach. Secondary data was collected from the official Tokopedia website, consisting of sales figures, product prices, and store types within the halal food product category. The population for this study comprised all halal food products available on the Tokopedia digital platform. Sampling techniques involved both stratified sampling, selecting products labeled as halal within the top 1 to 216 rankings, and purposive sampling based on specific criteria.

Sample criteria included:
1. Consistent sale of halal food products within the top 1-216 rankings on Tokopedia during the data collection period.
2. Halal food products having corresponding price and store type information aligned with Tokopedia's defined levels.

3.3 Data Processing and Analysis Method

Data collected during the research was subjected to quantitative analysis using a panel data regression method. The quantitative analysis consisted of descriptive analysis using panel data regression equations. The data processing procedure was as follows:
1. Data Tabulation
Data processing began with creating tabulations, which involved the organization of data into tables with appropriate codes for the required analysis. Data was collected over 32 days from Tokopedia's official website. The gathered data included store locations, sales quantities, product prices, and store types. The tabulation process began by categorizing products based on their selling locations.
2. Data Cleansing / Data Elimination
After tabulation, data was cleansed by evaluating the consistency of sales for halal food products across stores on the Tokopedia platform. Only data from stores consistently selling halal food products was retained for the study. The elimination process aimed to ensure the validity of the processed data.
3. Data Processing Using Panel Data Regression
Once tabulated and cleansed, the data was processed using the E-views 12 application. The factors measured were total product sales (Y), store type (x_1), and price (x_2), with store type and price being the independent variables. The hypotheses were formulated as follows:
- Null Hypothesis (H_0): Price and store type do not have a significant partial effect on halal food product sales on the Tokopedia e-commerce platform.
- Alternative Hypothesis (H_1): Price and store type have a significant partial effect on halal food product sales on the Tokopedia e-commerce platform.

Furthermore:

- Null Hypothesis (H_0): Price and store type do not have a significant simultaneous effect on halal food product sales on the Tokopedia e-commerce platform.
- Alternative Hypothesis (H_1): Price and store type have a significant simultaneous effect on halal food product sales on the Tokopedia e-commerce platform.

The general equation for the panel data regression used in the study is:

$$PP_{it} = \alpha + \beta_{1it}X_{1it} + \beta_{2it}X_{2it}$$

Where:

PP_{it}	= Halal Food Product Sales on Tokopedia (Quantity)
α	= Constant
β_1, β_2	= Coefficients of independent variables
X_1	= Halal Food Product Price (in Rupiah)
X_2	= Store Type (Store Level)
i	= Product
t	= Research time period

4. Results and Discussion

4.1 The Simultaneous Influence of Price and Store Type on the Sales of Halal Food Products on Tokopedia

In this study, the estimation of a panel data regression model was conducted, along with testing for the selection of the best regression model through the Chow Test, the Hausman Test, and the Lagrange Multiplier Test. Subsequently, a validation test for the regression model or classic assumption test was performed on the data. Based on the outcomes of both tests, the best regression model was identified as the Random Effect Model. The following presents the results of the regression using the Random Effect Model:

Table 1. Random Effect Model Output Results

Random Effect Model			
Variable	Coefficient	T-statistics	Significance
Coefficient	101,23	1,26	0,20
Store Type	43,29	2,18	0,02
Price	-1,79	-0,60	0,54
R-Squared	0,236		
F-Statistics	3,062		
Significance (F- Stats)	0,042		

Source: Secondary Data, Eviews 12 (Processed)

Based on the output results in the table, the general panel data regression model is as follows:

$$PP_{it} = 101.23 + 43.29JT_{it} -$$

$1.79H_{it}$ Where:

PP_{it}	= Sales of Halal Food Products on Tokopedia (Quantity)
H	= Price of Halal Food Product (Rupiah)

JT = Store Type (Store Level)
i   = Observed Product
t   = Observation Time

   Based on the output results of the random effect model equation above, it can be observed that when there are no price and store type variables in the sales of halal food products on Tokopedia, the sales of products still amount to the constant value in the equation, which is 101.23 products. For the store type variable, assuming other variables remain constant, each increase in one store type level can lead to an increase in the sales of halal food products on Tokopedia by 43.29 products. Meanwhile, for the price variable, assuming other variables remain constant, every addition of Rp1000 to the price can lead to a decrease in the sales of halal food products on Tokopedia by 1.79 products.

   Based on the output results in Eviews, the calculated F_{value} is 3.062, while the critical F_{value} at a 5% significance level is 3.019. Therefore, $F_{calculated} > F_{critical}$ (3.062 > 3.019). Additionally, the model's significance probability was assessed using the probability value from the regression output's Prob ($F_{statistic}$) column. The significance value for the regression model is 0.042, while the significance level set for the research is 5% or 0.05. Comparing the probability value of $F_{statistic}$ (0.042) with 0.05, it's evident that the calculated value is less than 0.05. Thus, based on the decision criteria, it can be concluded that price and store type have a significant simultaneous influence on the sales of halal food products on the Tokopedia e-commerce platform. This conclusion is supported by the fluctuation in the sales of halal food products on Tokopedia, which is influenced by price and store type. This finding aligns with the research conducted by Kusumawati and Saifudin (2020), which examined the influence of price perception and trust on online buying interest during the COVID-19 pandemic among millennial populations in Central Java.

   The ability of a model to explain the variance of its variables can be assessed through the coefficient of determination (R-Square). In Table 1, the R-Squared value is obtained from the R-squared column, and it indicates the coefficient of determination for the regression model is 0.236. This means that the combined contribution of store type and price to the variation in the ups and downs of sales of halal food products is 23.6%, while the remaining 76.4% is influenced by other factors not examined in this study. According to Chin (2003) as cited in Setyawan (2016:13), an R-Square value > 0.67 is considered strong, > 0.33 is considered moderate, and > 0.19 is considered weak. Therefore, the R-Square value of 23.6% in this study is categorized as weak.

   The findings of this research are consistent with the study conducted by Khairani et al. (2022), where their R-Square for total sales on Tokopedia amounted to 97%. The analysis results indicated that price does not have a significant impact on the total sales of fruits and vegetables. The total sales of fruits and vegetables are more influenced by other factors such as the number of reviews, ratings, store type, and the quantity of promotions. The difference in the coefficient of determination values obtained in this study is smaller compared to the research conducted by Khairani et al. (2022). This discrepancy is attributed to variations in the number of variables and the type of samples studied between the two research efforts.

4.2 The Influence of Price on Halal Food Product Sales on Tokopedia Partially

Partial analysis on the variables of price and store type is necessary to determine whether the price variable has a significant partial influence on the sales of halal food products on Tokopedia. The decision-making in partial testing (t-test) is based on a significance level of 5% or 0.05. The following is the output result of the partial test (t-test):

Table 2. Partial Test Results

Variable	Coefficient	T-statistic	Significance	Observed Effect
Store Type	43,29	2,18	0,02	Significant
Price	-1,79	-0,60	0,24	Not Significant

Source: Secondary Data, Eviews 12 (Processed)

Based on Table 2 of the partial test results, the column for the probability of the $t_{statistic}$ for the variable price is 0.54. Meanwhile, the predetermined level of significance for the research is 5% or 0.05. The comparison shows that the significance value of $0.54 > 0.05$. This means that H_0 is accepted. Therefore, based on the decision criteria, it can be concluded that there is no significant partial influence of the price variable on the sales of halal food products on the Tokopedia e-commerce platform. The following is field data presented in the form of a table comparing prices and types of stores with the total sales of halal food products on Tokopedia:

Table 3. Comparison of Price and Store Type with Total Sales of Halal Food Products on Tokopedia

No	Store Name	Product Name	Store Type	Price	Total Sales
1	Lafonte Pasta	Lafonte Fusilli 450 gr	Official Store	Rp16.200	4.000
	Kami United		Power Merchant Pro	Rp15.000	40
2	Prochiz	Keju Prochiz Quick Melt 160 gr Single	Official Store	Rp49.000	10.000
	Palem88		Power Merchant	Rp37.300	250
3	Nutri Mart	Tropicana Slim Strawberry Jam 375 gr	Official Store	Rp77.300	10.000
	Shop Tiga Tiga		Power Merchant Pro	Rp71.000	50

Source: Secondary Data (Processed)

Based on the field data presented in Table 3, there are several products with the same variations and specifications but sold in different stores. Product 1, which sells La Fonte Fusilli 450 grams, is available in the "Lafonte Pasta" store at a price of Rp16,200 and has sold 4,000 units. On the other hand, the same product is sold by the "United" store at a price of Rp15,000 and has only sold 40 units. Product 2, which sells "Prochiz Quick Melt Cheese 160g," is available in the "Prochiz" store at a price of Rp49,000 and has sold 10,000 units. Meanwhile, the same product is sold by the "Palem 88" store at a price of Rp37,800 and has sold 250 units. The same pattern applies to product 3, "Tropicana Slim Strawberry Jam 375g," which is sold by the "Nutri Mart" store at a price of Rp77,300 and has sold 10,000 units. In contrast, the "Shop Tiga Tiga" store sells

the same product at a price of Rp71,000, but only managed to sell 50 units. Among these three products, despite having the same specifications and being sold at a lower price compared to other stores, the lower price did not guarantee higher sales. This supports the findings of this study that price does not have a partial effect on the sales of halal food products on Tokopedia.

This observation is in line with the theory proposed by Kotler and Armstrong (2016:314) regarding the indicators of price. If consumers purchase halal food products even at a higher price, it indicates that the products are perceived to have an appropriate match with their benefits and quality. Consumers decide to buy a product when they perceive that the benefits they receive are proportional to the price they pay. Furthermore, according to the theory of Kotler and Armstrong (2016:314), the affordability of a price is also determined by the consumer's purchasing power. This suggests that the purchasing power of consumers for halal food products aligns with the offered prices.

4.3 Partial Effect of Store Type on Sales of Halal Food Products on Tokopedia

Based on the results of the partial test presented in Table 2, in the column of probability of t-statistic for the store type variable, the value is 0.02. Meanwhile, the assumed level of significance for the research is 5% or 0.05. By comparing these values, it is evident that the significance value of $0.02 < 0.05$. This implies that H_0 (null hypothesis) is rejected. Therefore, based on the decision criteria, it can be concluded that there is a significant effect of the store type variable, partially, on the sales of halal food products on the Tokopedia e-commerce platform.

From the field data, it is observed that there are several products with the same variations and specifications but sold in different types of stores. These products exhibit a significant difference in the number of units sold when categorized based on the store type. In Table 3, Product 1, which is La Fonte Fusilli 450 grams, is sold in the "Lafonte Pasta" store with the official store type and has sold 4,000 units. Conversely, the same product is sold by the "United" store with the store type "Power Merchant Pro" and has only sold 40 units. Product 2, the "Prochiz Quick Melt Cheese 160g," is available in the "Prochiz" store with the official store type and has sold 10,000 units. Meanwhile, the same product is sold by the "Palem 88" store with the store type "Power Merchant" and has sold 250 units. Similarly, for Product 3, the "Tropicana Slim Strawberry Jam 375g," is available in the "Nutri Mart" store with the official store type and has sold 10,000 units. In contrast, the same product is sold by the "Shop Tiga Tiga" store with the store type "Power Merchant Pro" and has sold 50 units. Among these three products, it is evident that the different store types have an impact on the sales of halal food products on Tokopedia. This finding supports the research conclusion that the store type significantly affects the sales of halal food products on the Tokopedia platform.
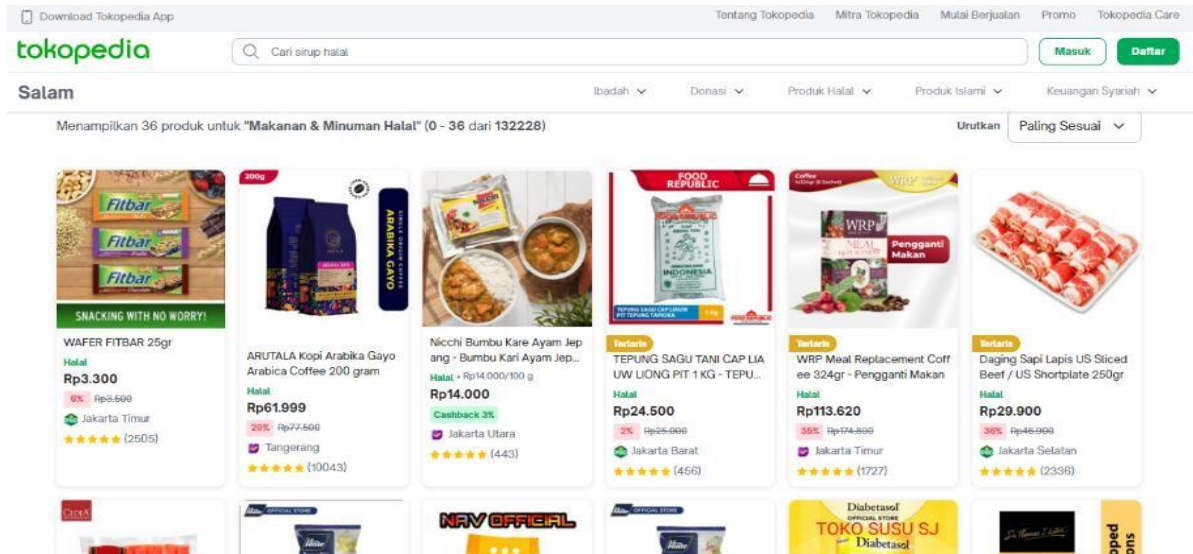
Image 5. Tokopedia Main Page for Halal Food and Beverage Category
Source: www.tokopedia.com/s/makanan-minuman-halal

In the depicted image, the types of stores featured on the main page are predominantly Official Stores and Power Merchant Pro. According to Suhari's theory (2008), one of the external factors influencing online purchases is search efficiency. In relation to Table 3, which demonstrates that higher store hierarchy levels correspond to higher product sales, it can be inferred that products of higher store hierarchy levels, such as Official Stores and Power Merchant Pro, are automatically featured on the Tokopedia main page. Consequently, these products are more visible and easier to find, attracting consumer interest and purchases. Conversely, products from lower store hierarchy levels like Power Merchant and Regular Merchant are usually not prominently displayed on the main search page, resulting in reduced visibility. Consequently, even if the price of a product is lower compared to a similar product from a store with a higher hierarchy level, the total sales for that product may remain lower.

This phenomenon aligns with the findings of Fauzi's research (2022) on the impact of user interface design, product pricing, and merchant reputation on gadget purchase decisions on Tokopedia (a case study of STIE Indonesia students). The research showed that merchant reputation influenced gadget purchase decisions on Tokopedia, corroborating the outcomes of this study.

5. Conclusion

Based on the research findings and discussions, the following conclusions can be drawn: (1) The simultaneous testing of variables (F-test) indicates that both the Price and Store Type variables significantly influence the sales of halal food products on Tokopedia. (2) The results of partial testing (t-test) reveal that the Store Type variable has a positive and significant impact on the sales of halal food products on Tokopedia. On the other hand, the partial testing results for the Price variable indicate that it does not have a significant impact on the sales of halal food products on Tokopedia.

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