Marketplace Positioning in Indonesia Based on Consumer Perception

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Abstract
The purpose of this study is to analyze the positioning of the marketplace in Indonesia based on consumer perception. The data used are primary data through questionnaire distribution to 350 respondents with a Linkert measurement scale. The analysis technique uses Multidimensional Scaling Analysis (MDSA). From the results of this study, it was found that the marketplace position in Indonesia has similarities and differences based on consumer perceptions. Marketplace shop and Lazada have similarities in ease of use, information quality, application design, and ability to control process (process controllability). In contrast, Tokopedia has similarities in ease of use (ease for use), customer service (customer service), and price).
Keywords: Marketplace, Multi-Dimensional Scaling and Positioning.

Introduction

The trend of Indonesian people's shopping patterns from conventional to online or through e-commerce is increasing. Of the many internet users, according to data from the Ministry of Communication and Information in 2018, 77 percent of the internet is used to search for product information and to shop online. The percentage of internet use for shopping purposes continues to increase every year. Most of the products purchased by Indonesians via the internet are fashion (clothing, shoes, bags, including watches). The rest are cellphones, vehicle accessories, cosmetics, and books. According to Harahap & Amanah (2018), online shopping or E-Commerce is a transaction process carried out through the media or intermediaries in the form of online trading sites or social networks that provide goods or services that are traded.

Factors that drive changes in shopping are inseparable from the convenience of shopping and a high level of trust from consumers. Shopping online is easier to do because you don't have to come to the store and easily find information about the product you want. And easily compare the prices of the same product from one place to another. Also, the level of trust influences consumers to shop online (Anwar & Adidarma, 2016).

This trend in community spending patterns has been captured by some as an opportunity, namely by establishing a popular online market called the marketplace. Indrajit (2012) refers to the marketplace as a market in the conventional sense, namely where buyers and sellers meet in e-Marketplace interacting with various companies in the world without being limited by territorial space (geographical) or time. The fundamental difference between an online / marketplace and traditional / marketplace is that, of course, besides being accessed online or using the internet, marketplace providers also provide space or places for free to be used by online sellers.

The function of the marketplace itself is to be an intermediary between sellers and online buyers. For marketplace sellers, it is a place to sell their products practically because they do not have to create and own an online store, it is also more effective because it is indirectly promoted by marketplace providers. While from the buyer side, the marketplace provides a higher level of confidence because there is a money-back guarantee in the event of default, or the product fails to be sent by the seller.

Along with the growth in online shopping levels and the increase in products offered, many marketplaces in Indonesia have also emerged. The marketplace in Indonesia began with the birth of Tokopedia in 2009. They were followed by Bukalapak in 2010, Blibli in 2011, Lazada in 2012 and the latest marketplace born in 2015, namely Shopee and in 2017 JD.id. As the first marketplace in Indonesia, quoted from price.co.id (data as of July 2019), Tokopedia is the marketplace with the highest end, reaching 140 million visitors per month. They were followed by Shopee with 90 million visitors, Bukalapak 89 million, Lazada 49 million, and Blibli with 38 million visitors per month.

The diversity of the marketplace in Indonesia, although it creates competition among marketplaces, is an opportunity for sellers because it can increase the number of places to sell. On the part of the consumer will also feel benefited because the more marketplaces, the comfort and security offered are also higher. This condition also has an impact on increasing the number of buyers in the marketplace.

The many marketplaces in Indonesia have different characteristics. They included in promotions such as free shipping (postage) and other conveniences offered. Differences in offers made by the marketplace make certain marketplaces have a position in society, namely the position of the brand (marketplace) in the minds of buyers compared to other marketplaces. This difference in positioning provides its advantages for visitors, although, on the other hand, sometimes it gives weakness to the marketplace.

Nevertheless, this positioning can be used as a tool to increase transactions in the marketplace as well as a basis for effective and efficient promotion. Mustaniroh et al. (2016) revealed that positioning is a very important element in a marketing strategy because it is directly related to the company's marketing mix. Therefore it can affect the decisions of consumers or visitors (Hidayat, 2017). The purpose of this study is to analyze the positioning of the marketplace in Indonesia based on consumer perception.

Literature Review
Marketing Strategy

Marketing is a very important activity for the sustainability and growth of a company or business. The success of a business is very much influenced by how big and how effective the marketing system is. Kotler and Armstrong (2008) state that marketing has a close relationship between the company and its customers or consumers. Where marketing is the process by which a company creates value for customers and builds strong relationships with customers to capture the value of customers in return. According to Private (2002), marketing itself is an activity that includes planning, pricing, promoting, and distributing goods and services that can satisfy the needs of existing customers to potential buyers.

For effective marketing to be run, special strategies are needed. According to Kotler and Keller (2009), this marketing strategy is a marketing mindset that will be used to achieve its marketing goals. Marketing strategies contain specific strategies for the target market, positioning, marketing mix, and the number of marketing expenses. So that the company's marketing targets can be achieved properly, Kotler's (1993) marketing strategies can be achieved through market research, product valuation, promotion and sales, and distribution planning both long term and short term.

Five basic concepts of marketing strategy, according to Radiosunu (2001), namely market segmentation, market positioning, targeting marketing, mix strategy, and timing strategy. The five basic concepts are elaborated as follows:

a. Market Segmentation: Each market consists of a variety of buyers who have different needs, buying habits, and reactions. The company cannot possibly meet the needs of all buyers. Therefore, companies must classify heterogeneous markets into homogeneous market units.

b. Market Positioning: The company cannot possibly dominate the whole market. Then the principle of the second marketing strategy is to choose a specific pattern of market concentration that will provide the maximum opportunity for the company to get a strong position. In other words, companies must choose market segments that can generate the most sales and profits.

c. Targeting: Namely, the strategy of entering the market segments that are targeted sales.

d. Marketing Mix Strategy: Collection of variables that companies can use to influence consumer responses. Variables that can influence the buyer are variables related to product, place, promotion, and price (4P).

e. Timing Strategy: Determination of the right time to market the product is something that must be considered. Although the company sees a good opportunity, first, there must be good preparation for production.

Positioning Concept

Positioning is the placement of a brand in the part of the market where the brand will get a positive response compared to its competing products (Hasan, 2008). Positioning can be done through the act of designing a product and marketing mix to create a certain impression in consumers' memories (Kotler, 2008). Sega can be built to build an image or identity in the minds of consumers for certain products, brands, or institutions by building a perception of a product relative to other products (Soegoto, 2009). Thus the positioning or positioning is an effort to shape the company's image in the minds of consumers (Utami, 2009).

Own Positioning Objectives According to Hasan (2008) is first to place or position a product in the market so that the product is separate or different from competing brands. Second, to position the product so that it can convey several key points to customers. Third, to achieve the expected results, namely: Meeting as far as possible the needs of specific market segments, minimizing or limiting the possibility of sudden changes in sales, and creating customer confidence in the brands offered.

According to Kasali (2000), there are several things that must be considered in positioning, namely:

Positioning is a communication strategy. Communication is done to bridge your product/brand/name with potential customers.

Positioning is dynamic. Consumer perception of the product/brand/name is relative to the market/competition structure. Once market conditions change, product positioning changes.

Positioning is related to brand attributes. Consumers do not buy products but combine attributes.

Positioning must give meaning. The meaning must be important for consumers. First of all, marketers must find out what attributes are considered important by consumers (target market), and the attributes that are combined must give meaning.

The attributes chosen must be unique. The attributes that are to be highlighted must be distinguished from those already recognized by competitors.

Positioning must be expressed in the form of a question. This statement, in addition to containing the attributes that are important to consumers, must be stated easily, pleasant to hear, and must be trustworthy.

Marketplace

E-marketplace or the more popular marketplace is part of e-commerce, according to Brunn et al., 2002, which is an electronic interactive business community container that provides a market where companies can take part in business to business (B2B) e-commerce and or other e-business activities. Brunnet., Al., Also divided the marketplace into two types, namely the horizontal marketplace and the vertical marketplace. Horizontal marketplaces are categorized based on functions or general products offered by the company. It can be interpreted as a market that is used for the general industry. Like the smartphone, PC, clothing market. Transaction costs incurred are lower, while vertical marketplaces can be interpreted as a market used for industries that meet the specific needs of each industry, like the concrete, steel, and other markets.

Simply stated, Opiida (2014) defines the marketplace as an internet-based online media (web-based) place for conducting business activities and transactions between buyers and sellers. Buyers can

find as many suppliers as possible with the desired criteria, so they get the right market price, whereas suppliers/sellers can find out companies that need their products/services. Some popular marketplaces today are Tokopedia, Bukalpak, Shopee, Lazada, and so on.

Methodology/Research Methods

The design of this research is descriptive-quantitative. According to Nawawi (2003), descriptive methods are research methods that focus attention on actual problems or phenomena when the research is conducted, then describe the facts about the problem being investigated as they are accompanied by rational and accurate interpretation. While research with a quantitative approach, according to Sugiyono (2013), is used to examine specific populations or samples, sampling techniques are generally carried out by random means, data collection using research instruments, quantitative / statistical data analysis to test the hypotheses that have been applied.

This research is directed towards the popular marketplace in Indonesia, namely Tokopedia, Bukalapak, Shopee, and Lazada. The technique of determining the sample through nonprobabilistic sampling techniques, with the determination of respondents using judgment sampling techniques. Research respondents are consumers who have made purchases in the marketplace in Indonesia, namely Tokopedia, Bukalapak, Shopee, Lazada, and Blibli. The number of samples is determined as many as 350 people, refer to Isaac and Michael's table for more than one million study samples for an error rate of 5%.

The variables used to consist of: easy for use, information quality, consumer service, application design, process controllability, and outcome quality. The indicators used are as follows:

Table 1: Research Variables and Indicators

Variables (X)	Indicators
Ease for Use (X1)	1. Application / website easy to use (A1);
	2. Easy to understand features (A2);
	3. Application / website performance is good / not slow (A3);
Information Quality (X2)	1. Clear product information (B1);
	2. Good product categorization (B2);
	3. Clear price information (B3);
	4. Products offered are complete (B4);
	5. Information submitted is clear (B5);
Consumer Service (X3)	1. The call center is easy to contact (C1);
	2. Fast CS response (C2);
	3. CS Can solve problems (C3);
	4. CS Listen well to complaints (C4);
Application Design (X4)	1. Attractive application / site design (D1);
	2. Using attractive colors (D2);
	3. Attractive layout / layout (as needed) (D3);
Process Controllability (X5)	1. There is a guarantee in shopping (E1);
	2. Purchase history can be tracked easily (E2);
	3. High safety level (E3);
	4. There is a money back guarantee if the goods are not sent (E4);
Price (X6)	1. Cheaper price (F1);
	2. Prices are competitive with other applications (F2);
	3. There is a discount (F3);

The data analysis technique used is the Multi-Dimensional Scaling. Factor analysis is carried out in the following stages (Mustaniroh et al. 2011):

1. Determine the number of marketplace pairs. The number of marketplace pairs to be compared using the formula n = n [(n-1) / 2], n = number of brands. In this study, there are five brands that will be compared (marketplace) so that there are eight pairs of brand pairs.
2. Determine the input data. The data processed in this analysis comes from a questionnaire about consumers' perceptions of the similarity or dissimilarity of the comparable marketplace.
3. Set the number of dimensions. For ease in interpreting the position map to be formed, two dimensions are used in the perception map.
4. Give the name of the dimension, in naming dimensions based on ratings or ratings that have been generated by respondents of the attributes that have been offered.
5. MDS analysis results. Data processing using the MDS method is carried out to determine or describe the position of a marketplace based on the similarity of the objects. From this analysis, the results obtained in the form of competitive positions that will indicate the position of each brand based on consumer perception.

Analysis and Discussion of the Results
Research Respondents

Respondents in this study are online consumers who live in Jakarta, Bogor, Depok, Tangerang / Tangerang Selatan, and Bekasi (Greater Jakarta), totaling 350 people. Online consumers in this study are consumers who have made online purchases in five marketplaces in Indonesia, namely Tokopedia, Bukalapak, Shopee, Lazada, and Blibli. The number of respondents or samples is determined at the level of diversity of characteristics and sampling abilities.

Based on gender, respondents consisted of 179 people or 51% were women, and as many as 171 people or 49% were men. Meanwhile, if seen from the domicile, respondents who live in the Jakarta area are 91 people or 26% of the sample, respondents from Bogor are 74 people, or 21%, respondents who live in Depok are 66 people 19%. In comparison, respondents who come from fromTangerang/South Tangerang as many as 66 people or 19%, and respondents from the Bekasi area were 53 people or as much as 15% of the total number of respondents.
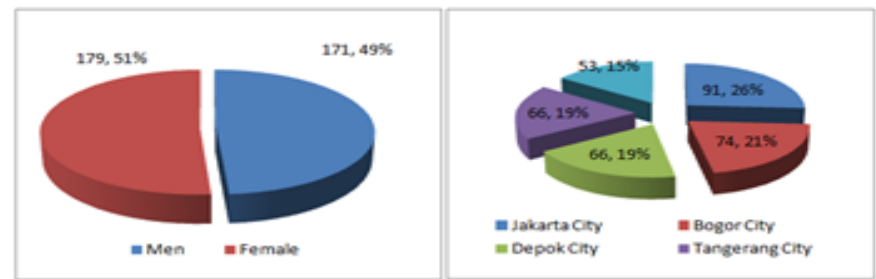

Figure 1: Profile of Respondents by Gender and Domicile

Research Data Test

Data were tested with a validity test to determine the validity of the instrument, and a reliability test to determine the consistency of the answers. Calculation of the validity of an instrument using the product-moment correlation formula or also known as Pearson correlation. Correlation values between 1 and 0 are 1. The higher the correlation value, the higher the validity level of an instrument. The criteria used to determine the validity of an instrument is if the correlation value is more than 0.3. The results of testing the validity using SPSS show that of the 19 indicators, two indicators are not valid, namely, the information conveyed clearly (B5) on the variable Information Quality (X2), and CS Can solve the problem (C3) on the Consumer Service variable (X3). Furthermore, the two indicators are eliminated and re-tested to produce a correlation value above 0.3. The results of retesting can be seen in the following table:

Table 2: Instrument Validity Test Results

Variables and Indicators	Correlation	Expl.
Ease for Use (X1)		
1. Application / website easy to use (A1);	0.577	Valid
2. Easy to understand features (A2);	0.686	Valid
3. Application / website performance is good / not slow (A3);	0.544	Valid
Information Quality (X2)		
1. Clear product information (B1);	0.566	Valid
2. Good product categorization (B2);	0.463	Valid
3. Clear price information (B3);	0.351	Valid
4. Products offered are complete (B4);	0.422	Valid
Consumer Service (X3)		
1. The call center is easy to contact (C1);	0.637	Valid
2. Fast CS response (C2);	0.476	Valid
3. CS Listen well to complaints (C4);	0.549	Valid
Application Design (X4)		
1. Attractive application / site design (D1);	0.598	Valid
2. Using attractive colors (D2);	0.459	Valid
3. Attractive layout / layout (as needed) (D3);	0.671	Valid
Process Controllability (X5)		
1. There is a guarantee in shopping (E1);	0.557	Valid
2. Purchase history can be tracked easily (E2);	0.466	Valid
3. High safety level (E3);	0.622	Valid
4. There is a money back guarantee if the goods are not sent (E4);	0.419	Valid
Price (X6)		
1. Cheaper price (F1);	0.621	Valid
2. Prices are competitive with other applications (F2);	0.575	Valid
3. There is a discount (F3);	0.508	Valid

Source: data processed, 2020

While reliability testing is determined by looking at the value of Cronbach's Alpha, referring to Algifari (2015), the research instrument can be said to be reliable if the Cronbach's Alpha value is more than 0.6. While Basuki and Prawoto (2016) state that if the value of Cronbach's Alpha is between 0.70 - 0.90, high reliability. Thus it can be said that the reliability of the instruments in this study has high reliability. The following are the results of reliability testing using SPSS:

Table 3: Correlation Value of Instrument Reliability Test

Variables	Cronbach's Alpha	Expl.
Ease for Use (X1)	0.706	Reliable
Information Quality (X2)	0.881	Reliable
Consumer Service (X3)	0.856	Reliable
Application Design (X4)	0.863	Reliable
Process Controllability (X5)	0.742	Reliable
Price (X6)	0.656	Reliable

Source: data processed, 2020

Based on the table above, the results of Cronbach's Alpha calculation using SPSS above 0.6. Thus it can be concluded that each question item in the research instrument (questionnaire) is reliable.

Multi Dimensional Scaling (MDSA) Analysis

MDS analysis is used to look at the positioning marketplace in Indonesia, namely Tokopedia (TP), Bukalapak (BL), Shopee (SH), Lazada (LZ), and

Blibli (BI) based on consumer or buyer perception. MDS analysis itself, according to Heir, e al. (1995), aims to transform how consumers' ratings of similarity or preference for something such as similarity assessments of several stores or brands of goods.

MDSA can be done if the model used can meet the requirements of the feasibility test or suitability of the model (Fitting Modle). The feasibility of the model can be seen from the level (value) of stress and Rsquare (RSQ). The stress criteria used are 0-10. The closer to zero, the better the model (Sihombing, 2016). While the RSQ value received as a model due diligence test is greater than 0.7, the results of the stress test and RSQ in this study were 0.07614 for the stress value and 0.99429 for the RSQ value. So it can be concluded that based on the feasibility test of the model through stress testing and RSQ, the model in this study is feasible, and MDS analysis can be done.

In addition to the model feasibility test, it is necessary to see the consistency of respondents in assessing the marketplace based on predetermined variables and indicators. This consistency can be seen from the movement to the upper right or linear formed in scatter, as follows:
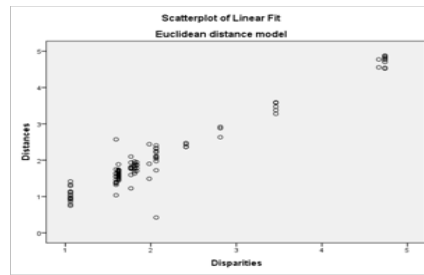

Figure 2: Consistent Scatter Plot Marketplace Assessments

Based on the picture above shows the disparities (differences) with distance. The Visible pattern of distribution to the upper right or linear, so we say that respondents are consistent in providing an assessment of the marketplace. Next is to determine the distribution or similarity of the marketplace based on consumer perceptions through stimulus point coordinates and visualization in quadrant form (Derived Stimulus Configuration). Here are the results of coordinate stimulus output and Derived Stimulus Configuration in quadrants.
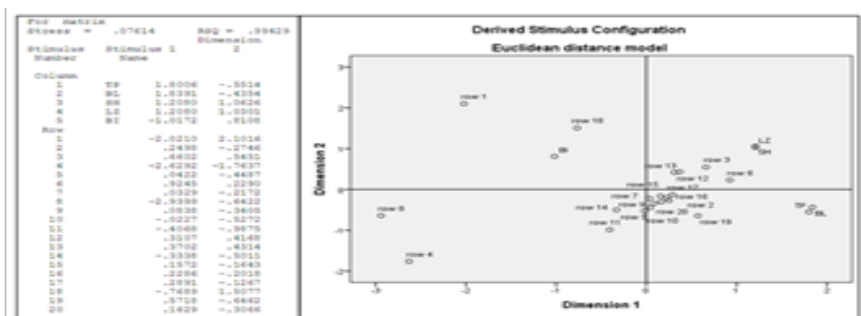

Figure 3: Output Analysis of Multidimensional Scaling

From the picture above, it can be seen that the marketplace that has a closeness or similarity is Shopee (SH) with Lazada (LZ) and Bukalapak (BL) with Tokopedia (TP). The marketplace has closeness and is in one quadrant. Marketplace Store has a close relationship with Lazada especially on row 3 (Application performance/website is good / not heavy), row 6 (price information is clear), row 12 (using attractive colors), row 13 Layout/layout is interesting / as needed, row 15 (Purchase history can be tracked easily), and row 17 (There is a money-back guarantee if the goods are not shipped).

While Bukalapak has a close relationship with Tokopedia especially in easy to understand features (row 2), application/website performance is good / not heavy (row 3), Customer Service Listens to complaints well (row 10), Layout/layout is interesting / as needed (row 13), High-security level (row 16), Competitive prices with other applications (19), and There is a discount (row 20). At the same time, Blibli is a different marketplace or has nothing in common with the Tokopedia, Bukalapak, Shopee, and Lazada marketplaces.

Conclusion

From the results of this study, it can be concluded that the marketplace position in Indonesia has similarities and differences based on consumer perceptions. Marketplace shop and Lazada have similarities in ease of use, information quality, application design, and ability to control process (process controllability). In contrast, Tokopedia has similarities in ease of use (ease for use), customer service (customer service), and price (price).

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