The Influence Of Store Rating, Delivery Service, And Store Category Toward Sales Level In Tokopedia

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Abstract

This study aims to find out what variables are significant related to the level of sales on one of the e-commerce platforms in Indonesia, Tokopedia, by using the variables Store Rating, Delivery Service and Store categories as independent variables. This study uses quantitative research by taking data directly from Tokopedia, a total of 160 stores with 80 data from official stores and 80 from non-official stores, and processed using statistical data processing software. This research data were obtained using quantitative methods, with secondary quantitative data from the results of data collection on the first page of the seller/store and the info of the store/merchant/seller Tokopedia based data from 2022. The results of this study are that of the four hypotheses proposed, there are two hypotheses which are stated to have no effect, while the other two hypotheses are stated to have an effect on the dependent variable. The first independent variable has no influence on the dependent variable, so that the H01 hypothesis is partially accepted. The hypothesis that H02 is accepted while Ha2 is rejected is in variable X2 the same as variable X1. Meanwhile, variable X3 has a partial effect on variable Y so that the Ha3 hypothesis is accepted and H03 is rejected. The last hypothesis has been confirmed by Ha4 and H04 is rejected because variable Y is simultaneously influenced by these three factors.

Keywords: E-commerce, Tokopedia, Store, Sales Level, Store Rating, Delivery, Store Category

ABSTRAK

Penelitian ini bertujuan untuk mengetahui variabel apa saja yang berhubungan signifikan dengan tingkat penjualan pada salah satu platform e-commerce di Indonesia yaitu Tokopedia, dengan menggunakan variabel Store Rating, Delivery Service dan kategori Store sebagai variabel independen. Penelitian ini menggunakan penelitian kuantitatif dengan mengambil data langsung dari Tokopedia sebanyak 160 toko dengan 80 data toko resmi dan 80 toko non resmi, serta diolah menggunakan software pengolah data statistik. Data penelitian ini diperoleh dengan menggunakan metode kuantitatif, dengan data kuantitatif sekunder dari hasil pendataan halaman pertama penjual/toko dan info toko/pedagang/penjual Tokopedia berdasarkan data tahun 2022. Hasil dari penelitian ini adalah bahwa dari empat hipotesis yang diajukan, terdapat dua hipotesis yang dinyatakan tidak berpengaruh, sedangkan dua hipotesis lainnya dinyatakan berpengaruh terhadap variabel dependen. Variabel independen pertama tidak memiliki pengaruh terhadap variabel dependen, sehingga hipotesis H01 diterima secara parsial. Hipotesis bahwa H02 diterima sedangkan Ha2 ditolak pada variabel X2 sama dengan variabel X1. Sedangkan variabel X3 berpengaruh secara parsial terhadap variabel Y sehingga hipotesis Ha3 diterima dan H03 ditolak. Hipotesis terakhir telah dikonfirmasi oleh Ha4 dan H04 ditolak karena variabel Y dipengaruhi secara simultan oleh ketiga faktor tersebut.

Keywords: E-commerce, Tokopedia, Store, Sales Level, Store Rating, Delivery, Store Category

INTRODUCTION

The COVID-19 pandemic has forced lockdowns in practically all regions,ave forced the closure of nearly all public gathering places, such as school, university, workplace, temples, train station, mall and airport (De' et al., 2020). The majority of people have relied on the internet and web-based services during the lockdown in order to socialize, communicate, and carry out their work duties from home (De' et al., 2020). Due to this transformation, every

individual now has to be prepared to adapt to a new cultural norm in which the satisfaction of needs must coexist with technical advancements (Genoveva & Dharmaatmaja, 2022).

The term "digital business" describes organizations that are using digital technologies to transform their enterprises, including both established players and startups that only conduct business online (Hughes, 2020). The COVID-19 pandemic increased customer interest in online commerce by creating a social barrier and imposing lockdown regulations (GlobalData, 2022). E-Commerce is another example of a digital business platform besides social media, where we can sell our goods or services using a trusted third party. The term "e-commerce" stands for electronic commerce. Electronic commerce, also referred to as E-commerce, is the exchange of goods and services over computer networks like the Internet (Shahriari et al, 2015, as cited in Išoraitė & Miniotienė, 2018). E-commerce platforms are well-liked by customers is that they offer a purchasing experience that is not constrained by time, place, or product categories (Yang et al, 2022).

Over the past few years, e-commerce sales in Indonesia have consistently increased due to increasing smartphone and Internet usage, an expanding middle class, and an abundance of online retailers and payment options. Additionally, the COVID-19 pandemic increased customer interest in online commerce by creating a social barrier and imposing lockdown regulations (GlobalData, 2022). Since the end of 2020, the number of monthly visitors to the Tokopedia website has been growing. In the fourth quarter of 2020, there were 129.3 million monthly visits to Tokopedia's website, up 52.1% over the previous quarter. Then, in the first quarter of 2021, visitation rose 4.5% to 135.1 million (Jayani, 2021). The number of visitors then grew 9.4% to 147.8 million in the second quarter of 2021 (Jayani, 2021). According to Iprice (2021), visits to this market shop climbed by 7% to 158.1 million visits in the second quarter of 2021 (Jayani, 2021). With this number, Tokopedia becomes the most popular e-commerce site in the third quarter of 2021.

Seller membership at Tokopedia is divided into 3 schemes, namely Regular Merchant, Power Merchant, and Official Store. "Regular Merchant" is a type of membership for novice sellers who want to grow their business on Tokopedia. Meanwhile, "Power Merchant & Power Merchant PRO" is a membership for Sellers who are ready to increase sales and buyer trust with various features. Sellers who consistently provide the best service to buyers will become Power Merchant PRO and are entitled to various exclusive benefits. And finally "Official Store", a type of Seller membership for those who have direct brand rights (either on behalf of companies or individuals) or hold official distributor letters to sell (Tokopedia, 2022).

Tokopedia offers various conveniences for sellers in using shipping services. In choosing a delivery service, the seller only needs to adjust to the needs of the store and the type of product, and adjust to the availability of the delivery service in the seller's area (Tokopedia, 2022). Tokopedia has 3 types of shipping services that sellers can use. Tokopedia also collaborates with 14 different types of delivery services so that sellers or consumers can choose to use delivery services from the company they want. According to the findings of the Ipos poll, which were cited by Gunawan (2022), Tokopedia is the Indonesian e-commerce platform with the best, quickest, and most comprehensive delivery service. Furthermore, the poll findings show that the products offered or sold by Tokopedia are of higher quality than their competitors.

Research on factors that affect sales levels is still scarce, especially in the Store Category, where official stores are the main spotlight in almost every e-commerce as well as the number of delivery services that offered by an e-commerce. Previous studies have focused more on customer satisfaction and the influence of brand ambassadors. Therefore, the aim of this study was to examine the relationship between shop rating, delivery service, and store category and sales levels in Tokopedia while concurrently measuring the impact of all three factors simultaneously.

THEORETICAL FRAMEWORK & HYPOTHESIS DEVELOPMENT

Ratings are user comments presented as stars with the goal of assessing if a program is appropriate for use (Sandag, 2020). Users frequently use ratings to decide whether or not an application is appropriate for use (Sandag, 2020). Similar to apps, users or anybody who has completed a purchase at an online store can also leave feedback in the form of stars. Because the feedback given by customers in the form of stars will indirectly build the reputation of a store.

Store reputation same as brand reputation, According to Agmeka at al (2019), the phrase "brand reputation" refers to the way in which a consumer feels about an good and trustworthy brand. Consumer perception of a product's quality in relation to the brand name is what is meant by this term (Agmeka at al, 2019). Based on this, the researcher can conclude that store reputation refers to an attitude of how customers feel and trust the store in a good way. According to Keeney (1999), as cited in Nurul et al (2019), the amount of points in the form of stars contained in the vendor's profile indicates how successfully the seller serves the buyer. The more stars a seller gets, the higher the merchant's reputation (Nurul et al, 2019). The better the reputation of a store on the e-commerce platform, the more sales activities at the store (Adomavicius & Tuzhilin, 2005, as cited in Nurul et al, 2019). So it's possible to say that a business's reputation may also be referred to as a store rating informally. In light of the fact that, according to Nurul et al. (2019), an online store's reputation can only be reflected in terms of the number of stars it has.

Based on previous findings, the researcher expects store reputation to have a positive effect on sales levels in this study. Therefore, the researcher proposes the following hypothesis:
H1: Store rating (X1) has positively influence on sales level in Tokopedia

The delivery of the proper product in the proper packaging, with the proper quantity and quality, to the designated time and designated location, with the minimum expenditures, is referred to as shipping (Vasic et al, 2019). Internet sales are distinct from traditional channel sales in that a specific guarantee to complete the purchase in the proper location, time, and cost is sold in addition to the actual goods (Kawa, 2017). Delivering goods in a timely, safe, and trustworthy manner is a crucial goal for online shoppers (Ziaullah et al, 2014).

In the context of online purchasing, delivery services are intimately related to customers (Hua & Jing, 2015). The quality of the delivery service, which is a crucial component of online purchasing, has a favorable impact on customer satisfaction (Hua & Jing, 2015). Customers place a high priority on the quality of delivery services, as seen by their post-purchase evaluations. Hua and Jing, (2015) said, comprehensive, on-time, and trustworthy delivery

services can effectively raise client satisfaction. The earlier study by Ridho et al. (2021), said customer satisfaction in the online buying application Tokopedia is positively and significantly impacted by On-Time Delivery.

Based on previous findings, the researcher expects delivery service to have a positive effect on sales levels in this study. Therefore, the researcher proposes the following hypothesis: *H2: Delivery service (X2) has positively influence on sales level in Tokopedia*

Tokopedia has many choices of stores, both official and non-official store. Tokopedia makes a merchant membership system a difference for each store. There are 3 seller membership schemes, namely Official Store, Power Merchant PRO & Power Merchant, and Regular Merchant (Tokopedia, 2022). Stores that have joined the Official Store are marked with a purple logo with a yellow tick inside beside on the store name and product pages (Tokopedia Care, 2022). Shoppers can find Official Store stores on the Official Store Homepage (Tokopedia, 2022). By recommending stores with a solid reputation or verified sellers (power merchants), Tokopedia helps its users receive high-quality service (Sari & Rahmiati, 2021). It also offers customer care to make the process of getting their money back or offering guarantees in the event that an item is defective, which helps to establish shopping security (Sari & Rahmiati, 2021).

Usually official stores have a good brand image because they are more trusted and have benefit to customer who purchase goods from official store. Consumers generally prefer well-known brands even though sometimes the prices offered are more expensive (Sari & Rahmiati, 2021). Aaker (2003), as cited in Sari and Rahmiati (2021), consumer repurchase decisions are higher when a brand has a positive perception among them. Tokopedia users usually choose to shop at the Official Store compared to regular merchants because of the guaranteed quality of the goods. With 3 special guarantees for Official Store Buyers, namely, Pasti Ori, Pasti Ready and 7-day Goods Guarantee.

Based on previous findings, the researcher expects store category to have a positive effect on sales levels in this study. Therefore, the researcher proposes the following hypothesis: *H3: Store category (X3) has positively influence on sales level in Tokopedia*

Merchants marked as official usually have more benefits than ordinary merchants, because Tokopedia provides special guarantees which make it easier for customers and make customers safe, comfortable and meet customer satisfaction while shopping at Tokopedia official merchants. Bojo and Asabi (2015), as cited in Pink and Djohan, 2021, state that a measure of customer satisfaction is "the fulfillment of the gap between customer expectation and customer real experience". If customer can meet their expectation, there will be re-purchase decision that can impact the sales level.

He and Oppewal (2017) as cited in Wan et al, (2018) said a product's sales level is a significant contextual signal that shows customer interest in the product as well as its market share. A greater sales level denotes a product's higher market desirability (Wan et al, 2018). The primary activity of almost all business entities is sales because those earnings are essential to the business's continued existence (Kusmayati & Aldieniyah, 2020).

The majority of earlier studies supported the notion that a high sales level indicates that a product is more popular in society than a similar product with a lower sales level since a high

sales level indicates that more people enjoyed the product and had purchased or owned it (Wu and Lee, 2016, as cited in Wan et al, 2018). The results of Pathak's research (2014) show that the 'sales' recommendation system is positively related to the level of book product sales on amazon (Nurul et al, 2019). The same research was also conducted by Schafer et al (2001) as cited in Nurul et al, 2019, with the result that the E-Commerce recommendation system can increase sales through personalizing the needs of each customer.

Based on previous findings, the researcher expects store reputation, delivery service and store category simultaneously to have a positive influence on sales levels in this study. Therefore, the researcher proposes the following hypothesis:

H4: Store rating, delivery service, and store categories simultaneously have an influence on Tokopedia sales level
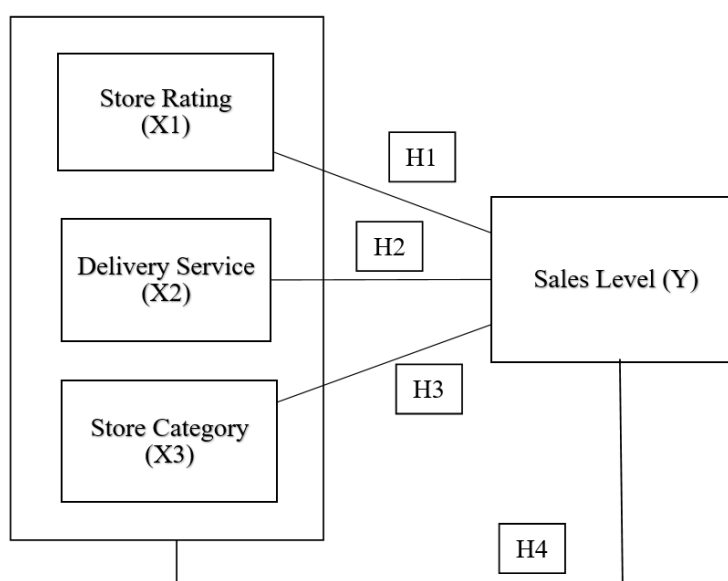

Figure 1 Histogram Normality Test
Source: *Constructed by researcher*

RESEARCH METHOD
Research Design

There are two forms of study that are frequently employed by researchers: quantitative and qualitative. This study used a quantitative methodology. In order to gather exact data and produce numerical results, quantitative research incorporates techniques from the scientific method (Ahmad et al., 2019). One research approach whose requirements are systematic, well-planned, and clearly structured from the start to the creation of the research design is quantitative research. Sugiyono (2018) claims that associative methods were utilized in the quantitative study design, which looks at the interaction and influence between two independent and dependent variables.

Population & Sample

According to Bhandari (2020), a population is a total group from which the researcher wishes to draw conclusions. The population of this study focuses on all stores in Tokopedia and actively conducts transactions at Tokopedia in Indonesia. Bhandari (2020) said, a sample

is the particular population from which a researcher will gather information. The sample size is always smaller than the population as a whole (Bhandari, 2020). The sample of this study uses a probability sample with stratified sampling and uses random or systematic sampling to select a sample from each subgroup. McCombes (2019) defines probability sampling as a process in which each member of the population has a chance of being chosen. Probability sampling is mostly used in quantitative research. In a stratified sampling, the population is divided into smaller groups that may differ significantly (McCombes, 2019).

The Solvin formula is used to calculate the required number of samples, and the researcher uses that number to determine how many samples they need to collect. Based on the Solvin formula researchers need to use a minimum sample size of 100 stores, and the store category is divided into two, where 50 are for non-official stores and 50 are for official stores. As of October 2022 there were 12,000,000 sellers, according to Tokopedia data.

Data Collection Design

According to Bhandari (2020), the systematic process of obtaining observations or measurements is known as data collection. This study will collect as many as 160 data (stores) taken randomly. The data taken randomly will be regrouped into several groups consisting of 160 stores based on the reputation of the store, 160 stores based on the number of services that work with the store, and 160 stores based on the store category, of which 80 are for non-official & 80 for official. The data will be collected using spreadsheets before being processed into the data processing software application. Noels (2018) said, data processing software is a set of software programs that are combined together in one package used by researchers for statistical data analysis.

RESULT & DISCUSSION

Result

The initial step is normality testing, which establishes whether or not the data collected is normally distributed. Using a normality test, it is possible to determine if sample data came from a population with a regularly distributed population. The Shapiro-Wilk test is better suitable for small sample sizes, according to Mishra et al. (2019), whereas the Kolmogorov-Smirnov test is used for n more than 50. Even larger sample sizes can be used for both tests, though. As a result of the larger sample size (more than 50), researchers used the Kolmogrov-Smirnov test results.

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Table 1 *Test of Normality*

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	Kolmogorov-Smirnov[a]		
	Statistic	df	Sig.
Total Sales	0.057	160	.200[*]
Rating Store	0.056	160	.200[*]
Delivery Service	0.068	160	.069

Source: Analysis result by the researcher using statistical data processing software (2022)

The data is regularly distributed, according to the test results obtained using the Kolmogorov-Smirnov normality test. With a significant result of 0.200 for the Total Sales variable, a significance of 0.200 for the Rating Store variable, and a significance of 0.069 for the Delivery Service variable. The three data are regularly distributed when the three variables' results are bigger than 0.005. The results of the three data normality tests' histograms are provided by the researcher to demonstrate that the data are normally distributed.
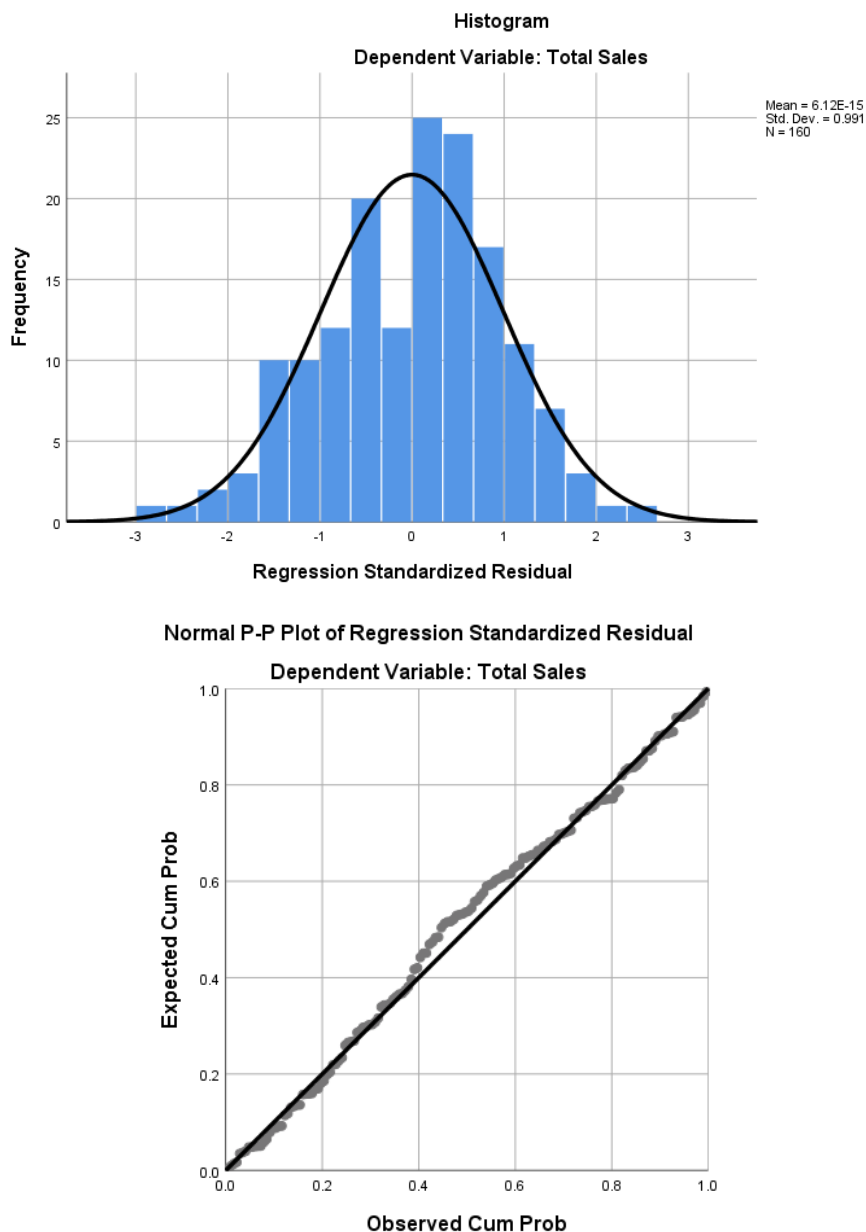

Figure 2 Histogram & P-Plot of Normality Test
Source: Analysis result by the researcher using statistical data processing software (2022)

Figure 4.1a demonstrates that the data is regularly distributed by displaying a bell-shaped histogram. Since the Store Category variable has two numbers—1 for the Official Store Category and 0 for the Unofficial Store Category—a normality test is not performed on it. Where there are 80 Official Stores and 80 Non-Official Stores, a number that is equal. The

researcher also included a p-plot graph, where the points are scattered along a straight line on the graph, as additional supporting evidence that the data is normally distributed. Figure 4.1b illustrates the P-Plot.

Table 2 *Durbin-Watson Test*

Model	Durbin-Watson
1	1.503

Source: Analysis result by the researcher using statistical data processing software (2022)

The study of 160 samples, which produced a value of 1,503, was shown by Durbin Watson to have positive autocorrelation and no negative autocorrelation. According to the Durbin Watson table for N=160 & K-3, the dL value is 1.7035 while the dU is 1.7798. To find out whether there is a positive autocorrelation or not using the formula 0 < d < dL, then 0 < 1.503 < 1.7035 has a positive autocorrelation. While to find out whether the results do not have negative autocorrelation using the formula (4 - d) > dU, then (4 - 1.503) > 1.7798, 2.497 > 1.7798 do not have negative autocorrelation. It may be said that there's a positive autocorrelation and don't have negative autocorrelation for this all variables.

T-Test

The t statistical test essentially demonstrates the extent to which one independent variable has an impact on the dependent variable on its own. This test is conducted by comparing the p-value and the value of alpha. H0 is disregarded if the p-value is less than (0.05). As a result, it is possible to assert that an independent variable influences the dependent variable and vice versa.

Table 3 *Hypothesis T-Test*

Model		t	Sig.
1	(Constant)	1.704	0.090
	Store Category	7.513	0.000
	Rating Store	-0.051	0.959
	Delivery Service	0.253	0.801

Source: Analysis result by the researcher using statistical data processing software (2022)

$H0$: Store Rating, Delivery Service, and Store Category do not influence Sales Level in Tokopedia.

Ha: Store Rating, Delivery Service, and Store Category influence Sales Level in Tokopedia.

1. According to the Store Rating's sig value of 0.959, which's 0.959 more than 0.05, it may be determined that $H0_1$ is approved and Ha_1 is rejected, by implying that, it can be said that the Store Rating has no influence on Sales Level in Tokopedia.

2. According to the Delivery Service's sig value of 0.801, which's more than 0.05, it may be determined that $H0_2$ is approved and Ha_2 is rejected, by implying that, it can be said that the Delivery Service has no influence on Sales Level in Tokopedia.

3. According to the Store Category's sig value of 0.000, and 0.000 is less than 0.05, it may be determined that Ha_3 is approved and $H0_3$ is rejected, by implying that, it can be said that Store Category has influence on Sales Level in Tokopedia.

F-Test

The F test is used to determine if the independent variables concurrently (simultaneously) affect the dependent variable. If the significant value of F is less than 0.05 and the level utilized is 0.5 or 5%, it can be assumed that the independent variables simultaneously effect the dependent variable or vice versa. The F test was conducted using the ANOVA statistical test results by the researcher. Conclusions can be made using the ANOVA statistical test, which is a type of hypothesis testing that uses finished data or statistical groupings.

Table 4 *Hypothesis F-Test ANOVA*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170.948	3	56.983	21.703	.000[b]
	Residual	409.599	156	2.626		
	Total	580.547	159			

Source: Analysis result by the researcher using statistical data processing software (2022)

As can be seen in table 4.7, the F value is 21.703 and the Sig F value is 0.000, which is less than 0.05. In light of this, it can be said that the three independent factors in this study—Store Rating, Delivery Service, and Store Category—have a considerable impact on the dependent variable, Sales Level.

Discussion

1. The Influence of Store Rating on Sales Level

Based on the results of the research and data test, it can be stated that Store Rating does not influence sales at Tokopedia, this is evidenced by $H0_1$ being accepted and Ha_1 being rejected. Where $H0_1$ states that Store Rating does not affect Sales at Tokopedia. The majority of the store ratings provided by Tokopedia for users are above 4 stars, and there is no possibility for buyers to get stores with stars below 4. Even if the customer accesses Tokopedia's home page, Tokopedia will provide a selection of goods—both promotions and non-promotional goods—from merchants with star ratings of 4.8 and higher right away. Since the total number of store ratings is derived from the aggregation of general comments provided by customers who have already made purchases at that business in the form of stars with a range of 1 to 5.

According to research by Nurul et al. (2019), store reputation seems to have no bearing on the volume of product sales. The reputation of an online store is only indicated by the number of stars it has (Nurul et al, 2019). The Rating Store, which can also serve as a

representation of the store's reputation, is being used to describe the reputation in this clause. If a store has a rating of 4.9, it means that its reputation is good.

2. The Influence of Delivery Service on Sales Level

Based on the results of the research data test, it can be concluded that Tokopedia's Delivery Service has no impact on sales. $H0_2$'s acceptance and Ha_2's rejection serve as proof of this statement. Based on the number of delivery service partners who partner with Tokopedia, there are 14 delivery services that are available. The different delivery services available range from those that come the same day (you can use GoSend or GrabExpress, but only under specific conditions) to those that arrive two or three days later using the standard delivery service.

The statement that delivery services have an impact on sales at Tokopedia is unsupported by any research because there hasn't been any study that addresses the total amount of delivery services offered by Tokopedia, so this research is a new research with delivery service has no effect on sales level as the result. The majority of customers also don't really worry about which shipping services will deliver their goods safely; rather, they are more interested in the type of delivery, the time of delivery, and the amount of rupiahs charged for shipment. Usually each delivery service has its own advantage and disadvantages.

Since there are several stores in this study that only offer one delivery service but have a substantial volume of sales, the number of delivery services does not affect the overall performance. One of them comes from the Official Store and is from the well-known international fashion company MARKS & SPENCER, which only uses one shipping service.

3. The Influence of Store Category on Sales Level

Store Category has an impact on sales at Tokopedia, based to the findings of the study data test that has been conducted. This is shown by the fact that $H0_3$ was rejected whereas Ha_3, which asserts that Store Category significantly affects sales, was accepted. This is further reinforced by the T-Test findings, which display the value 0.000 in the Significance table. In this study, the researcher separated the Store Category into two groups, with Official Stores represented by number 1 and Non-Official Stores represented by number 0, and the researcher purposefully sought to find the equal number of research samples between Official Stores and Non-Official Stores. This study fills a gap in the literature by being the first to discuss store category as a significant factor in Tokopedia sales levels.

The claim that store category influences sales at Tokopedia lacks convincing research. However, customers put their trust in the Official Store because of the image that the two companies promote, which promises "Definitely Ready, Definitely Ori & 7 Days Guarantee" for purchasers who purchase goods from the Official Store. Since there are several research on trust, it has been shown that trust has a big influence on sales and customer trust is affected by a variety of factors, one of which is the official sign on a store. A purple logo with a yellow tick in it that is similar to Tokopedia's but different in color is used to identify an official sign on a storefront on Tokopedia. The ability of the purchased item to deliver the advantages or value that customers seek in a product will inspire trust in the mind of the customer (Zahara et al., 2021).

Another reason Official Stores outperform other retailers in terms of sales because many Official Stores, like Unilever, P&G, Royal Canin Store, Johnson & Johnson, Nestle Indonesia, Wings Official Store, Pedigree Official Store, Indomie Official Store, and others, solely operate online stores on e-commerce platforms and don't have an offline store.

4. The Simultaneous Influence of Store Rating, Delivery Service, and Store Category on Sales Level

As can be seen in table 4.7, the sig F value is 0.000, which is less than 0.05. There is a substantial relationship between the three independent variables (Store Rating, Delivery Service, and Store Category) and the dependent variable (Sales Level), according to the findings of the F-Test that was performed. In this case, $H0_4$ is rejected and Ha_4 is accepted as proof that all three independent factors have an impact on the dependent variable simultaneously.

This claim is unsupported by prior research since, in contrast to the researcher's factors, more research has been conducted on brand image and consumer satisfaction with e-commerce purchases. In fact, the majority of research studies use questionnaires to identify specific populations that have used e-commerce. While researchers compile the information from the E-Commerce page into one. Due to the difficulty in identifying the same characteristics in earlier studies, the researcher didn't include support data from those studies in this statement.

The fact that Tokopedia's home page features more products from reputable, official merchants, however, supports the study's findings. Additionally, Tokopedia offers customers a filter column so they may choose which stores or products to view based on their individual needs. There is a filter for the category of store; customers can choose between Official, Power Merchan Pro, and Power Merchant. Regarding store ratings, there is just one choice, which is rating 4 above. With a total of 14 shipping services available, Tokopedia also offers filtering for shipment, allowing customers to select the delivery they desire.

CONCLUSION & RECOMMENDATION

Conclusion

The purpose of this study is to examine the level of sales at Tokopedia depending on various parameters selected by researchers, such as Store Rating, Delivery Service, and Store Category. Using information obtained directly from Tokopedia in 2022. This research examines whether there is a statistically significant relationship between the three provided factors and the other three variables.

Several conclusions can be drawn from the research data once it has been gathered by the researcher using data processing software to assess the importance between variables.

1. The first independent variable has no influence on the dependent variable, hence the hypothesis $H0_1$ is partially accepted whereas Ha_1 is rejected for the first variable X1.
2. The hypothesis that $H0_2$ is accepted while Ha_2 is rejected is present in variable X2 similarly to variable X1. The second independent variable also has no effect on the dependent variable.

3. The hypothesis Ha_3 is accepted whereas $H0_3$ is rejected because variable X3 has a partial influence on variable Y in contrast to the other two variables, which have no effect on the dependent variable.

4. The last hypothesis has Ha_4 confirmed and $H0_4$ rejected since variable Y is simultaneously impacted by all three factors.

Considering the aforementioned findings, in this study's there two hypotheses, namely Store Rating (X1) and Delivery Service (X2), do not significantly influence Sales Level (Y). The three variables in this study are simultaneously predicted to have a substantial impact on Sales Level, according to this study's hypothesis, Ha4.

Recommendation

Based on the study findings, the researcher will offer recommendations for addressing and minimizing the shortcomings that emerge.

For future research, it is intended that utilizing additional variables, such as customer happiness or customer trust as the dependent variable, and also employing different research methods, such as surveys, will broaden the research variables. Expanding the research's findings and data in order to encourage the emergence of new hypotheses. And also for future study, it is envisaged that it would be possible to broaden the scope of the e-commerce platform, including not only Tokopedia, but also Shopee, Lazada, Blibli, JD.ID, and others, in order to increase the research sample size and improve the research finding.

For consumers or customer, it is hoped that this study will serve as an example for others who wish to use the Tokopedia platform but are unsure whether to purchase goods from authorized retailers or independent sellers when the selling prices are the same.

Last but not least, that this research its intended serve as a catalyst for store owners or sellers to enhance customer service, store ratings, delivery options, and retail categories. Because buyers take into account different factors while selecting whether to purchase a goods, including store ratings, delivery service types, and store categories.

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