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Online Advertising Personalization, Price Perception, and Purchase Intention: Evidence from Prospective Tokopedia Customers in Mataram

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Abstract

This study investigates how perceived online advertising personalization and price perception are associated with purchase intention toward Tokopedia among consumers in Mataram, Indonesia, who actively shop on competing e-commerce platforms but have never completed a purchase on Tokopedia. Grounded in the stimulus–organism–response perspective, a quantitative cross-sectional survey was conducted with 100 purposively selected respondents. Data collected through a five-point Likert questionnaire were analyzed using multiple linear regression in IBM SPSS Statistics. Reanalysis of the item-level data confirmed significant positive relationships between online advertising personalization and purchase intention ($B = 0.520$, standardized $\beta = 0.692$, $t = 11.231$, $p < .001$), and between price perception and purchase intention ($B = 0.245$, $\beta = 0.523$, $t = 8.492$, $p < .001$). The two predictors jointly explained 64.0% of the observed variation in purchase intention (adjusted $R^2 = 0.633$). Both predictor constructs and purchase intention received mean ratings close to the neutral point, indicating scope for improving initial platform appeal. Advertising personalization was the stronger standardized predictor within this model. These findings suggest that relevance, credibility, and usefulness of advertising, alongside transparent price–value communication, may help Tokopedia engage prospective customers. The nonprobability design and self-reported intentions limit population generalization and causal interpretation.

Keywords: Online Advertising Personalization; Price Perception; Purchase Intention; Tokopedia; E-Commerce; Digital Marketing

INTRODUCTION

Digital commerce has expanded consumers' ability to search for products, compare alternatives, and evaluate promotional offers before making purchases. As online marketplaces increasingly compete for attention, marketers must go beyond maintaining product assortment to communicate offerings that potential customers perceive as relevant

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and valuable. Purchase intention is an important behavioral outcome in this process because it reflects an individual's conscious plan to make an effort to buy from a brand or platform (Spears & Singh, 2004). However, intention should not be equated with an actual transaction.

In Indonesia, Tokopedia operates in a competitive environment alongside Shopee, Lazada, Blibli, and other online commerce services. The thesis documented a decline in Tokopedia's Top Brand Index within the online-shopping category from 10.20 in 2022 to 1.10 in 2025, and referred to Google Trends evidence indicating lower relative search interest for Tokopedia than for Shopee in Mataram (Top Brand Award, 2025; Google Trends, 2025). These descriptive observations provide market context rather than direct evidence about actual purchase behavior or the causal impact of marketing strategies. They nevertheless motivate closer analysis of factors related to prospective customers' willingness to consider Tokopedia.

One such factor is online advertising personalization, through which promotional messages and recommendations are adapted to an individual's characteristics, interests, or information needs. Personalized marketing can reduce the effort required to locate relevant products, but its effectiveness also depends on whether consumers regard the information as credible and useful (Tam & Ho, 2006; Bleier & Eisenbeiss, 2015). Prior research has associated perceived ad relevance with stronger advertising responses, while also identifying consumer skepticism and avoidance when personalization becomes intrusive or unhelpful (Baek & Morimoto, 2012; De Keyzer et al., 2015; Boerman et al., 2017).

Price perception is another central element in the appraisal of online offers. Consumers interpret prices not only as monetary sacrifices but also as indicators of value, savings, and sometimes quality or status (Lichtenstein et al., 1993; Zeithaml, 1988). Discounts, digital vouchers, shipping incentives, and visible product comparisons are especially salient in marketplace environments, where offers from different sellers can be evaluated simultaneously. Alford and Biswas (2002) show that price consciousness and promotional responsiveness may shape consumer reactions, while research discussed in the thesis links price perceptions with purchase intention in various Indonesian online retail settings (Hutapea & Purwanto, 2022; Sari et al., 2022).

Findings are not wholly uniform across contexts. The thesis reviews research suggesting that price evaluations can have positive or contrasting relationships with marketplace purchase intention depending on the respondent segment and measurement approach, including studies involving Tokopedia (Mahendra, 2024). Meanwhile, the literature on advertising personalization often examines broader digital platforms or existing users. Less is established about prospective customers who actively purchase on

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competitors but have not transacted on a particular platform, even when they have encountered its promotional content.

This distinction matters in Mataram, where potential adoption requires attracting consumers who already have alternative shopping routines. The present study focuses on respondents who have purchased through competitors during the preceding three months, have not purchased on Tokopedia, and have been exposed to its digital promotion. Its contribution is to evaluate two complementary marketing perceptions in the same regression model, allowing their associations with prospective purchase intention to be compared while holding the other included predictor constant.

The article therefore addresses two questions: whether online advertising personalization is positively associated with purchase intention toward Tokopedia, and whether favorable price perception is also positively associated with that intention. The next sections develop the theoretical model, explain the sampling and analytical procedures, present the original statistical findings, and discuss implications for acquiring new marketplace customers.

LITERATURE REVIEW AND HYPOTHESES

Stimulus–Organism–Response as a Conceptual Lens

The stimulus–organism–response (S–O–R) perspective proposes that environmental stimuli affect behavior through an individual's internal evaluations and affective states (Mehrabian & Russell, 1974). In online retailing, product information, prices, promotional messages, and interface characteristics function as informational cues that may shape approach or avoidance tendencies (Eroglu et al., 2001). In the present context, advertising personalization and consumers' assessments of price-related offers represent the principal observed predictors of purchase intention.

The organism component is useful for interpreting why perceived relevance, trust, utility, and value may translate promotional exposure into future purchasing interest. However, it was not measured as a separate variable or mediator in this study; the statistical specification estimates only direct associations between the two predictor scores and intention. The theory of planned behavior further explains the distinction between intentions and behavioral enactment, emphasizing that intention is proximal to, but not identical with, purchase behavior (Ajzen, 1991).

Online Advertising Personalization and Purchase Intention

Online advertising personalization refers to tailoring digital promotions to users' preferences and expected needs. Rather than treating exposure alone as evidence of

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effective communication, this study focuses on how consumers evaluate the perceived relevance, credibility, and usefulness of personalized advertising. Research on web personalization shows that fit with individual information-processing needs can improve decision outcomes (Tam & Ho, 2006), and work on online advertising has emphasized the importance of trust and context in determining whether personalized messaging is persuasive (Bleier & Eisenbeiss, 2015).

Theoretical and empirical accounts suggest that relevant promotional communication may improve consumers' attitudes toward the advertiser and motivate subsequent purchase consideration (De Keyzer et al., 2015; Aiolfi et al., 2021). Indonesian e-commerce research has also investigated the connections among perceived advertising personalization, advertising responses, and buying tendencies (Agustina et al., 2016; Christian et al., 2021). Such findings provide a basis for expecting a positive relationship among consumers who are familiar with Tokopedia's promotional content even though they have not yet purchased on the platform.

H1: More favorable perceptions of online advertising personalization are positively associated with purchase intention toward Tokopedia.

Price Perception and Purchase Intention

Price perception is a multidimensional assessment of the meaning of a price. The framework of Lichtenstein et al. (1993) differentiates value consciousness, price consciousness, sale proneness, coupon proneness, price–quality schema, prestige sensitivity, and price mavenism. The present questionnaire draws on six of these dimensions, excluding price mavenism, and adapts coupon-related questions to digital vouchers. This breadth captures perceived value and promotional opportunities alongside price signals of quality and status; it should not be reduced to an assessment of low prices alone.

Price information and promotional savings can strengthen perceived transaction value, although high prices may also signal superior quality to some buyers (Monroe, 1979; Dodds et al., 1991). Studies discussed in the original thesis report associations between consumers' price-related evaluations and intentions toward products or marketplace offerings, including Tokopedia (Hutapea & Purwanto, 2022; Sari et al., 2022; Mahendra, 2024). Within the study's operational scoring, a higher aggregate price-perception score is interpreted as a more favorable response to its measured price-related items.

H2: More favorable price perceptions are positively associated with purchase intention toward Tokopedia.

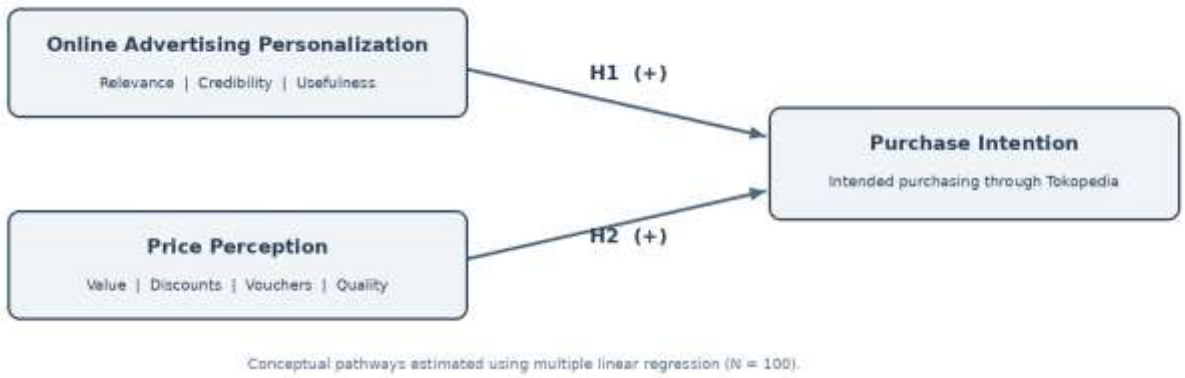
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Research Framework

Figure 1 summarizes the two direct relationships specified in the questionnaire-based regression. The conceptual appeal of S–O–R underpins the interpretation, but no organism or mediation parameter is estimated. Purchase intention was operationalized using items adapted from Spears and Singh (2004), covering certainty, intention, interest, and likelihood of buying.

Figure 1. Conceptual Framework and Hypothesized Direct Relationships



Source: Developed from the thesis framework, 2026. S–O–R organism processes are theoretical rather than separately measured variables.

RESEARCH METHOD

Design, Population, and Sampling

The study employed a cross-sectional quantitative associative design in Mataram, West Nusa Tenggara, Indonesia. The target population was online shoppers residing in Mataram; the size of this population was not known. The thesis used the Lemeshow sample-size formula with z = 1.96, p = 0.50, and a nominal precision term of 0.10, producing a target of approximately 96 respondents, subsequently rounded to 100. Because participants were selected purposively rather than through a probability mechanism, this calculation does not establish a design-based 10% margin of sampling error for the wider population.

Eligibility required participants to reside in Mataram, to have made purchases on competing marketplaces (including Shopee, TikTok Shop, Lazada, or Blibli) during the previous three months, never to have checked out on Tokopedia, and to have encountered its advertising or recommendations on digital media. The survey applied screening questions before the principal instrument. All 100 eligible responses were retained for

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analysis. The findings accordingly describe this selected prospective-customer segment and should not be generalized to all Indonesian e-commerce users.

Survey Measures and Data Collection

Data were collected by a structured online questionnaire distributed through Google Forms and digital communication channels. Respondents indicated their agreement on a five-point Likert scale (1 = strongly disagree; 5 = strongly agree). Online advertising personalization was represented by 11 statements relating to relevance, credibility, and perceived usefulness (Aiolfi et al., 2021). Price perception was captured with 19 statements across six adapted price-perception dimensions (Lichtenstein et al., 1993), and purchase intention was captured with nine statements covering commitment and likelihood of buying (Spears & Singh, 2004).

Questionnaire item validity was evaluated through item–total Pearson correlations, with a reference threshold of $r = 0.1966$ for $n = 100$ at $\alpha = .05$. The original report stated that all 39 items met its item-correlation criterion, with item correlations from 0.818 to 0.906. Internal consistency was evaluated using Cronbach's alpha. The resulting alpha estimates were 0.973 (advertising personalization), 0.981 (price perception), and 0.958 (purchase intention). High reliability is supportive of consistency, although alpha values approaching 1 may also indicate item redundancy rather than independently establish construct validity.

Statistical Analysis

IBM SPSS Statistics was used to estimate multiple linear regression with purchase intention as the outcome and the two perception scores as predictors. The unstandardized equation took the form $Y = a + b1(X1) + b2(X2) + \varepsilon$. Independent-variable associations were assessed by their partial t tests, and overall fit was summarized by R^2 and adjusted R^2. Residual normality was assessed using a reported Kolmogorov–Smirnov test; predictor collinearity was assessed using tolerance and VIF, and residual scatter was examined graphically for evident heteroskedastic patterns (Ghozali, 2018).

For additional consistency assurance during manuscript preparation, total scores from the 100 anonymous item-response rows in the thesis appendix were used to re-estimate the same ordinary least squares model. The resulting unstandardized coefficients, standardized betas, partial t values, and explained variance matched the reported SPSS tables to the rounding precision available. The article reproduces those validated numerical findings without introducing new respondents or experimental procedures.

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RESULTS

Context and Sample Characteristics

The thesis documented declining Tokopedia brand salience during 2021–2025. Table 1 displays the reported annual Top Brand Index figures as contextual indicators; missing values indicate information not provided by that source table and should not be interpreted as zeros. The index is not a direct measure of observed purchases or the purchase intentions tested in this survey.

Table 1. Reported Top Brand Index Values in Online Shopping, 2021–2025

Brand	2021	2022	2023	2024	2025
Tokopedia	4.80	10.20	4.10	4.10	1.10
Shopee	—	—	52.80	—	39.30
Lazada	23.70	21.80	22.50	25.10	19.60
Blibli	5.70	5.10	6.60	14.30	18.20
Zalora	3.00	—	3.50	2.20	4.40

Source: Top Brand Award values reproduced from the thesis, 2025; dashes indicate unavailable observations.

The sample comprised 57 women and 43 men; 65 respondents were aged 17–22, and 61 identified as students. All participants resided in Mataram, and 56 reported more than six online purchases in the previous three months. Shopee was the most frequently used alternative platform for 56 respondents and TikTok Shop for 40. These characteristics are relevant to interpreting the study as evidence about young, digitally active consumers who have not converted to Tokopedia purchasing.

Table 2. Selected Respondent Characteristics (N = 100)

Characteristic	Category	n	%
Gender	Female	57	57.0
	Male	43	43.0
Age (years)	17–22	65	65.0
	23–28	21	21.0

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Characteristic	Category	n	%
	Above 28	14	14.0
Occupation	Student	61	61.0
	Private employee	11	11.0
	Self-employed	7	7.0
	Public service / security	5	5.0
	Other	16	16.0
Online shopping, 3 months	More than 6 times	56	56.0
Most-used platform	Shopee	56	56.0
	TikTok Shop	40	40.0
	Other	4	4.0

Source: Respondent characteristics from the thesis, 2026. Selected categories are shown; frequencies refer to N = 100.

Descriptive Statistics and Instrument Assessment

All three overall item-mean averages were close to the midpoint of the response scale: 3.08 for advertising personalization, 3.03 for price perception, and 3.08 for purchase intention. Under the descriptive categories defined in the thesis, these values are neutral. This pattern indicates that positive regression coefficients coexist with an opportunity to improve the perceived appeal of Tokopedia among the selected noncustomer sample.

Table 3. Descriptive Ratings and Internal Consistency

Study variable	Items	Mean (1–5)	Alpha	Category
Online advertising personalization	11	3.08	0.973	Neutral
Price perception	19	3.03	0.981	Neutral
Purchase intention	9	3.08	0.958	Neutral

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Source: Descriptive and reliability statistics reported in the thesis, 2026. The 39 questionnaire items satisfied the original item–total correlation criterion.

Regression Assumptions

The reported Kolmogorov–Smirnov statistic for the unstandardized residuals was 0.082 (two-sided p = 0.096). This test did not reject the reference normality hypothesis at the 5% threshold, although a nonsignificant result cannot prove perfect normality. Both predictors had a tolerance value of 0.976 and VIF of 1.025, indicating no problematic collinearity. The thesis describes the plotted residuals as having no obvious funnel or systematic spread. Since this last assessment is graphical rather than a formal robust-variance test, it should be understood as a qualitative diagnostic.

Table 4. Reported Regression Diagnostics

Diagnostic	Statistic	Value	Interpretation
Residual normality	Kolmogorov–Smirnov D	0.082	p = 0.096
Online ad personalization	Tolerance / VIF	0.976 / 1.025	No high collinearity
Price perception	Tolerance / VIF	0.976 / 1.025	No high collinearity
Heteroskedasticity	Residual scatterplot	Visual inspection	No obvious patterned spread

Source: IBM SPSS output and graphical description in the thesis, 2026.

Multiple Linear Regression

The original regression was successfully reproduced from the thesis appendix. In unstandardized units, the fitted model was: purchase-intention total score = −3.994 + 0.520(ad personalization total) + 0.245(price-perception total) + ε. The intercept is outside the observed predictor-scale context and is not interpreted substantively. Holding the other included predictor constant, increases in each perception score were associated with higher purchase-intention totals. Standardized betas facilitate a descriptive comparison across predictors measured with different numbers of items.

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Table 5. Regression Estimates for Purchase Intention (N = 100)

Variable	B	SE	β	t	p	95% CI for B
Intercept	-3.994	2.497	—	-1.600	0.113	[-8.950, 0.961]
Advertising personalization	0.520	0.046	0.692	11.231	< .001	[0.428, 0.611]
Price perception	0.245	0.029	0.523	8.492	< .001	[0.187, 0.302]

Source: Re-estimated ordinary least squares from the anonymous item-response totals supplied in the thesis appendix; original SPSS coefficients agree after rounding. CI = 95% confidence interval.

H1 was supported by a positive, statistically significant association between advertising personalization and purchase intention (B = 0.520, β = 0.692, t = 11.231, p < .001). H2 was likewise supported for price perception (B = 0.245, β = 0.523, t = 8.492, p < .001). The standardized association for advertising personalization was larger than that for price perception within this two-predictor specification. These are model-based relationships, not experimental estimates of the effect of changing Tokopedia's advertising or prices.

Table 6. Direct Hypothesis Tests

Hypothesis	Proposed association	Standardized β	t	p	Finding
H1	Personalization → intention	0.692	11.231	< .001	Supported
H2	Price perception → intention	0.523	8.492	< .001	Supported

Source: Recomputed using the original respondent score totals, N = 100; two-sided t tests, residual df = 97.

Explained Variance

The model accounted for 64.0% of observed variance in purchase intention (R^2 = 0.640), with adjusted R^2 = 0.633. The overall model F test was significant (F(2, 97) = 86.37, p < .001),

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supporting the relevance of the two predictors considered together. The remaining variation cannot be attributed to any particular omitted factor without fitting an expanded model. Although the standardized coefficient for personalization was higher, that comparison should be viewed as a relative association within the present data and operational measures.

Table 7. Regression Model Fit

N	R	R^2	Adjusted R^2	Residual SE	F (2,97)	Model p
100	0.800	0.640	0.633	4.626	86.37	< .001

Source: OLS verification from appendix data, 2026. Minor last-decimal differences may arise from rounding.

DISCUSSION

Personalization and the Conversion of Marketplace Prospects

The positive link between personalized advertising perceptions and purchase intention is consistent with the premise that relevance and usefulness make promotional communications more actionable. Respondents who judged Tokopedia's messages to be individually suitable and credible tended to report stronger intentions to purchase, even though they had no previous Tokopedia purchase experience. This result aligns with prior research that emphasizes perceived relevance and positive responses to customized advertising (De Keyzer et al., 2015; Aiolfi et al., 2021). It also complements evidence concerning behavioral advertising and trust-sensitive responses in digital commerce (Bleier & Eisenbeiss, 2015; Boerman et al., 2017).

A notable feature of the findings is that the aggregate personalization rating was only neutral (mean = 3.08), despite its comparatively large standardized regression coefficient. For prospective users, personalization may be an important differentiator but not yet consistently experienced as highly effective. Because the questionnaire includes expectation-oriented statements about what Tokopedia recommendations "would" do, the responses should be interpreted as perceptions and anticipated usefulness rather than verified experiences with a personalized recommendation algorithm.

The stronger standardized coefficient for personalization (β = 0.692) should not be interpreted as proof that advertising investment necessarily yields larger commercial returns than pricing policies. Regression betas are sensitive to construct measurement, sample composition, and the inclusion of other explanatory variables. They nevertheless

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suggest that the content and credibility of initial marketing contact merit attention in strategies aimed at recruiting consumers who habitually use competing marketplaces.

Price-Related Evaluation and Prospective Purchase Intention

The price-perception association was also positive and significant. Respondents who evaluated price fairness, savings opportunities, digital vouchers, and related pricing signals more favorably reported stronger intentions to purchase on Tokopedia. This corresponds with price-perception frameworks that treat price as information about sacrifice, value, and product quality rather than merely a posted amount (Lichtenstein et al., 1993; Zeithaml, 1988). It is also in line with findings in the Indonesian e-commerce studies summarized by Hutapea and Purwanto (2022) and Sari et al. (2022).

Nevertheless, the multi-faceted price measure includes both economy-oriented and prestige-oriented items; its coefficient is best read as the association of the actual combined score with intention. It does not isolate the effect of lowering prices, providing discounts, or emphasizing premium quality individually. Such component-level comparisons would require a different measurement design and model specification. The neutral mean (3.03) indicates that respondents were not especially enthusiastic about Tokopedia's overall price-related propositions, which creates a practical opportunity for clearer communication of total checkout value.

Unlike claims drawn exclusively from existing purchasers, this study examines people who have not previously transacted through Tokopedia. Discount information and affordable delivery may help reduce uncertainty about a first purchase, but the survey did not directly measure subsequent conversion. The positive price coefficient is therefore evidence about reported intention within this eligible segment, not documented increases in sales or adoption.

Theoretical and Managerial Implications

Conceptually, the findings are compatible with the broad S–O–R view in which marketing information and price cues correspond to consumer responses (Mehrabian & Russell, 1974; Eroglu et al., 2001). Because the organism component was not measured, this evidence cannot establish whether advertising and price perceptions operate through trust, pleasure, attitudes, or another internal psychological process. Likewise, the theory of planned behavior cautions against treating measured intentions as observed transactions (Ajzen, 1991).

For Tokopedia and similar marketplaces, the results support testing onboarding promotions in which product recommendations explain why they match a consumer's

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interests, product information is transparent and verifiable, and claims about discounts, vouchers, and delivery costs are easy to compare before checkout. Prospective users with little platform-specific transaction history may benefit from preference-selection controls, contextual product suggestions, and clear consent choices rather than opaque profiling. Because respondents in this sample are frequently students with modest monthly budgets, communication about the total value of an offer can be more informative than stressing headline discounts alone.

The study also supports evaluating digital campaigns using downstream metrics beyond survey intention, such as first purchase, completed checkout, repeat buying, and trust. A future randomized or quasi-experimental study could separately manipulate personalization quality and price incentives to distinguish causal effects from correlations in self-reported perceptions.

CONCLUSION

Among 100 purposively recruited online shoppers in Mataram who had not previously purchased on Tokopedia, favorable perceptions of advertising personalization and price were each positively associated with purchase intention. Online advertising personalization was the larger standardized predictor ($\beta = 0.692$), followed by price perception ($\beta = 0.523$); both associations had $p < .001$. The model explained 64.0% of observed intention variance (adjusted $R^2 = 0.633$). Re-estimating the regression from the thesis response appendix reproduced the reported principal coefficients, offering an additional check on numerical consistency.

The primary contribution lies in examining a prospective-customer segment rather than treating existing platform users as the only relevant market. The findings favor communication strategies that combine credible and relevant recommendations with clearly expressed price value. They should not, however, be interpreted as showing that either strategy causes purchase or that a respondent has actually converted to Tokopedia.

Limitations and Future Research

The cross-sectional, nonprobability sampling design limits causal inference and generalizability. Responses are self-reported and may be influenced by common-method bias, hypothetical evaluations of a platform not yet used for purchasing, and the concentration of participants among younger consumers. The analysis employs composite scores for broad multi-item constructs, and very high Cronbach alpha values warrant further assessment of item redundancy and dimensional validity. Researchers could expand the sample geographically, compare new and existing customers, examine the psychological

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organism mechanisms explicitly, and validate reported intentions against actual platform behaviors.

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