

# FACTORS ANALYSIS THAT SHAPES SOLID GOLD JEWELRY PURCHASE DECISION IN EAST JAVA

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**Abstract**-Since the COVID-19 pandemic, online sales have become a new habit for all businesses in Indonesia. One of the businesses that experience shifting in sales channels from offline to online is gold jewelry stores. For gold jewelry business players themselves, selling gold online is a new thing and requires uneasy adaptation. Not many studies that specifically discuss consumer behavior towards buying solid gold jewelry online have made researcher want to know what are the factors that shape purchasing decisions. The purpose of this study is to test and analyze whether product quality, design, uniqueness, price, brand, social responsibility, free shipping, coupons and discounts, consumer reviews, returns, quick and easy check out, express delivery, loyalty points, social media, eco-friendly products and interest-free installments shape the decision to buy solid gold jewelry online. The method used is quantitative with a descriptive approach. The data collection process was carried out with the help of a questionnaire and Confirmatory Factor Analysis (CFA) as a data analysis method. The results of this study shows that all variables are statistically significant in shaping the gold purchase decision model. The highest contributing factor is interest-free installments and the lowest contributing factor is design.

**Keywords:** solid gold, gold jewelry, solid gold jewelry, online, purchase decision, factor analysis

## 1. Introduction

The internet and online shopping have changed people's lifestyles, especially in purchasing jewelry. According to Jewelers Going Digital Report (2020) there has been an increase in jewelry online store website visits since the pandemic by 52.22%. However, almost 13% of jewelry stores do not yet have a presence in online commerce. According to the Global Power of Luxury Goods (2021) offline jewelry trade can maintain luxury and exclusivity. According to The Plumb Club Gems & Jewelry Buying Behavior Survey (2021) as many as 72% of residents have bought jewelry online. Furthermore, by The Plumb Club Gems & Jewelry Buying Behavior Survey, there are several factors when shopping for jewelry namely quality, design, uniqueness, price, brand, and social ethics. In general, online shopping according to Katadata (2021) because of free shipping services, coupons/discounts, consumer reviews, and installments. Based on this phenomenon, this study wants to reveal the decision to buy gold jewelry online by analyzing the factors that make up the purchase decision.

## 2. Literature Review

### 2.1 Previous Research

Research by Immanuel & Yuwono (2020) using confirmatory factor analysis shows that price and social shape purchasing decisions. Research by Ardianti & Widianto (2019) found that online consumer reviews and online customer ratings have a positive effect on purchasing decisions. Research by Agustini (2017) found that product quality factors influence buying decisions. Research by Handayani (2021) found that payment methods and easy transactions have a significant effect on purchasing decisions. Research by Veerasaksri (2018) found that design factors shape purchasing decisions.

## 3. Research Methods

### 3.1 Types of Research, Samples, and Data Collection

This research is quantitative. The population is consumers who have bought gold jewelry in the last 6 (six) months. The sample used purposive sampling technique with the Slovin formula so that 171 respondents were obtained. Primary data used questionnaires and measured on a Likert scale of 1-5. Analysis using Confirmatory Factor Analysis (CFA) with SmartPLS and SPSS software.

### 3.2 Research Variable Indicators

#### 3.2.1 Purchasing Decisions

Indicators of purchasing decisions according to Jayanti & Zuhri (2017) are: (1) Having stability or confidence in a product; (2) The habit of purchasing a product; (3) Willing to provide recommendations on products; (4) Make a repeat purchase.

#### 3.2.2 Product Quality

Product quality indicators for jewelry itself according to Octavia & Dayani (2015), Chellam (2018), and Schidbaur (2003) are: (1) Rust; (2) Color; (3) Shiny; (4) Durability. **H<sub>1</sub>: Variable product quality (X1) forms a solid gold jewelry Purchasing Decision online (Y)**

#### 3.2.3 Design

Product design indicators according to Ariella (2018) are: (1) Design variations; (2) Latest models; (3) Following the trend. **H<sub>2</sub>: Design variables (X2) make up the Purchase Decision of solid gold jewelry online (Y)**

#### 3.2.4 Uniqueness

Indicators of the uniqueness or differentiation of products according to Jaeger, *et.al* (2017) are: (1) Unfamiliar, unusual, new characters; (2) High degree of favorability; (3) Eligibility for use in a variety of situations; (4) Positive emotional profile. **H<sub>3</sub>: Uniqueness variable (X3) forms a solid gold jewelry Purchasing Decision online (Y)**

#### 3.2.5 Price

The price indicators according to Sudjatmiko (2017) are: (1) Price feasibility; (2) Compliance of price with product quality; (3) There is a discount or discount. **H<sub>4</sub>: Variable price (X4) forms a solid gold jewelry Purchasing Decision online (Y)**

### 3.2.6 Brand

Brand awareness indicators according to Sari (2021) et.al are: (1) Recall; (2) Recognition; (3) Purchase; (4) Consumption. **H<sub>5</sub>: Brand variable (X5) forms the Purchase Decision of solid gold jewelry online (Y)**

### 3.2.7 Social Responsibility

Social responsibility indicators according to Sarah & Sutar (2020): (1) Congruency (conformity of the CRM program to the selected issue); (2) Duration (program term); (3) Amount of Resources (the amount of investment spent to implement this program.); (4) Management involvement in campaigning for the program. **H<sub>6</sub>: Social responsibility variables (X6) make up the Purchase Decision of solid gold jewelry online (Y)**

### 3.2.8 Free Shipping

The Free Shipping Indicators according to Auli (2021) are: (1) Free shipping pays attention; (2) Free shipping has an attraction; (3) Free shipping arouses the desire to buy; (4) Free shipping encourages making a purchase. **H<sub>7</sub>: Shipping variables (X7) form a solid gold jewelry Purchasing Decision online (Y)**

### 3.2.9 Coupons and Discounts

Discount Indicators according to Auli (2021) are: (1) The amount of the rebate; (2) Rebate period; (3) The type of product that gets a discount. **H<sub>8</sub>: Variable coupons and discounts(X8) form a solid gold jewelry Purchasing Decision online (Y)**

### 3.2.10 Consumer Reviews

Review indicators according to Sudjatmika (2017) include: (1) Awareness; (2) Frequency; (3) Comparison; (4) Influence. **H<sub>9</sub>: Consumer review variables (X9) form a solid gold jewelry Purchasing Decision online (Y)**

### 3.2.11 Return of Goods

Return of goods indicators according to Mufid (2020): (1) Using a return system; (2) Identify the return of goods with clear criteria; (3) Do not charge a return fee; (4) Return system in an easy way. **H<sub>10</sub>: Variable return of goods (X10) forms the Purchase Decision of solid gold jewelry online (Y)**

### 3.2.12 Fast and Easy Checkout

Indicators of ease according to Amalia & Saryadi (2018) are: (1) Ease of navigation information; (2) Ease of ordering procedures; (3) Ease of payment procedures; (4) Ease of accessing the website. **H<sub>11</sub>: Quick and easy checkout variables (X11) form a solid online solid gold jewelry Purchasing Decision (Y)**

### 3.2.13 Delivery Tomorrow Arrive

Indicators from tomorrow's delivery to Lukong (2021) are: (1) Logistics Capability; (2) Willingness to pay more fees; (3) Waiting time benefits. **H<sub>12</sub>: Tomorrow's delivery variable until (X12) forms the Purchase Decision of solid gold jewelry online (Y)**

### 3.2.14 Loyalty Points

Loyalty indicators according to Parhusip (2021): (1) Loyalty to the purchase of a good or service; (2) Resilience to negative influences regarding the company; (3) Refer to the total existence of the company. **H<sub>13</sub>: Loyalty variables (X13) make up a solid gold jewelry Purchasing Decision online (Y)**

### 3.2.15 Social Media

The dictators of social media are: (1) The existence of interesting and entertaining content; (2) The interaction between consumers and sellers; (3) The existence of interactions between consumers and other consumers; (4) Ease of searching for product information; (5) Ease of communicating information to the public; (5) Level of trust in social media. **H<sub>14</sub>: Social media variables (X14) shape solid gold jewelry Purchasing Decisions online (Y)**

### 3.2.16 Environmentally Friendly Products

Indicators of environmentally friendly products according to Elkington, *et.al* in Hanifah (2019) are: (1) The level of product hazard; (2) Product packaging; (3) Raw material materials; (4) Eco-friendly certificate. **H<sub>15</sub>: Eco-friendly product variables (X15) form a solid gold jewelry Purchasing Decision online (Y)**

### 3.2.17 Interest-Free Installments

Indicators of interest-free installments according to Anatasya (2020): (1) Length of use; (2) Intensity; (3) Duration; (4) Ease of operation; (5) Satisfaction with services; (6) Design. **H<sub>16</sub>: Variable installments (X16) form a solid gold jewelry Purchase Decision online (Y)**

## 4. Results and Discussion

### 4.1 Analysis

#### 4.1.1 Characteristics of Respondents

Respondents were predominantly female at 91.9%. The dominant age range is 20-24 years old at 58.4%. The highest employment was students at 39.6%. The highest respondent expenditure range was Rp 1,000,000-Rp 2,500,000 at 29.9%. The highest type of jewelry spent was a ring at 42%. The highest frequency of jewelry shopping for respondents was 1 time a year at 42%.

#### 4.1.2 Instrument Validity Test

Table 5.1 Validity Test Results

Variable	Indicators	Sig	Information	Variable	Indicators	Sig	Information
Product Quality	X1.1	0,000	Valid	Free Shipping	X7.1	0,000	Valid
	X1.2	0,000	Valid		X7.2	0,000	Valid
	X1.3	0,000	Valid		X7.3	0,000	Valid
	X1.4	0,000	Valid		X7.4	0,000	Valid
Design	X2.1	0,000	Valid	Coupons and Discounts	X8.1	0,000	Valid
	X2.2	0,000	Valid		X8.2	0,000	Valid
	X2.3	0,000	Valid		X8.3	0,000	Valid
Uniqueness	X3.1	0,000	Valid	Consumer Reviews	X9.1	0,000	Valid
	X3.2	0,000	Valid		X9.2	0,000	Valid
	X3.3	0,000	Valid		X9.3	0,000	Valid
	X3.4	0,000	Valid		X9.4	0,000	Valid
Price	X4.1	0,000	Valid	Return of Goods	X10.1	0,000	Valid
	X4.2	0,000	Valid		X10.2	0,000	Valid
	X4.3	0,000	Valid		X10.3	0,000	Valid
Brand	X5.1	0,000	Valid		X10.4	0,000	Valid
	X5.2	0,000	Valid	Check Out Quickly and Easily	X11.1	0,000	Valid
	X5.3	0,000	Valid		X11.2	0,000	Valid
	X5.4	0,000	Valid		X11.3	0,000	Valid
Responsibility	X6.1	0,000	Valid		X11.4	0,000	Valid
	X6.2	0,000	Valid		X12.1	0,000	Valid

	X6.3	0,000	Valid	Tomorrow's Delivery Until	X12.2	0,000	Valid
	X6.4	0,000	Valid		X12.3	0,000	Valid
Loyalty Points	X13.1	0	Valid	Social Media	X14.1	0	Valid
	X13.2	0	Valid		X14.2	0	Valid
	X13.3	0	Valid		X14.3	0	Valid
Flowerless Ciciclan	X16.1	0	Valid	Environmentally Friendly Products	X14.4	0	Valid
	X16.2	0	Valid		X14.5	0	Valid
	X16.3	0	Valid		X15.1	0	Valid
	X16.4	0	Valid		X15.2	0	Valid
	X16.5	0	Valid		X15.3	0	Valid
	X16.6	0	Valid		X15.4	0	Valid

Source: Processed Data (2022)

All variable indicators have a sig value. less than 0.05 (5%) so it is inferred valid.

#### 4.1.3 Research Reliability Test

Table 5.2 Reliability Test Results

Variable	Number of Item	Cronbach Alpha	Information
Product Quality	4	0,721	Reliable
Design	3	0,665	Reliable
Uniqueness	4	0,671	Reliable
Price	3	0,642	Reliable
Brand	4	0,842	Reliable
Responsibility	4	0,893	Reliable
Free Shipping	4	0,870	Reliable
Coupons and Discounts	3	0,876	Reliable
Consumer Reviews	4	0,900	Reliable
Return of Goods	4	0,869	Reliable
Check Out Quickly and Easily	4	0,900	Reliable
Tomorrow's Delivery Until	3	0,844	Reliable
Loyalty Points	3	0,741	Reliable
Social Media	5	0,911	Reliable
Environmentally Friendly Products	4	0,894	Reliable
Flowerless Ciciclan	6	0,946	Reliable

Source: Processed Data (2022)

Cronbach alpha is greater than 0.6 so that the entire variable is inferred to be reliable.

#### 4.1.4 First Stage Testing

##### 1. Evaluation of Formative Indicators

Table 5.3 VIF values

Indicators	VIFs	Decision	Indicators	VIFs	Decision
X1.1	1,333	Meet	X2.1	1,303	Meet
X1.2	1,383	Meet	X2.2	1,408	Meet
X1.3	1,370	Meet	X2.3	1,229	Meet
X1.4	1,570	Meet	X3.1	1,154	Meet
X10.1	2,327	Meet	X3.2	1,036	Meet
X10.2	1,899	Meet	X3.3	1,548	Meet
X10.3	2,343	Meet	X3.4	1,638	Meet
X10.4	2,129	Meet	X4.1	1,372	Meet
X11.1	2,124	Meet	X4.2	1,512	Meet
X11.2	2,885	Meet	X4.3	1,191	Meet
X11.3	3,176	Meet	X5.1	2,598	Meet
X11.4	2,733	Meet	X5.2	2,382	Meet
X12.1	2,067	Meet	X5.3	1,795	Meet
X12.2	1,826	Meet	X5.4	1,607	Meet
X12.3	2,452	Meet	X6.1	2,204	Meet
X13.1	1,689	Meet	X6.2	2,433	Meet

X13.2	1,401	Meet	X6.3	2,534	Meet
X13.3	1,544	Meet	X6.4	2,603	Meet
X14.1	2,846	Meet	X7.1	2,005	Meet
X14.2	3,314	Meet	X7.2	2,175	Meet
X14.3	4,198	Meet	X7.3	2,678	Meet
X14.4	2,151	Meet	X7.4	2,145	Meet
X14.5	2,703	Meet	X8.1	2,158	Meet
X14.6	1,582	Meet	X8.2	2,733	Meet
X15.1	1,749	Meet	X8.3	2,445	Meet
X15.2	3,458	Meet	X9.1	3,716	Meet
X15.3	3,025	Meet	X9.2	1,569	Meet
X15.4	2,759	Meet	X9.3	3,748	Meet
X16.1	2,870	Meet	X9.4	3,920	Meet
X16.2	2,985	Meet	Y.1	2,059	Meet
X16.3	4,154	Meet	Y.2	2,914	Meet
X16.4	4,395	Meet	Y.3	2,056	Meet
X16.5	5,482	Not Meeting	Y.4	2,507	Meet
X16.6	3,687	Meet			

Source: SmartPLS Data Processing Results

The results show that there is one indicator with a VIF value of more than 5, namely X16.5 which is worth 5.482. Therefore, it is carried out removal so that the following models are obtained:

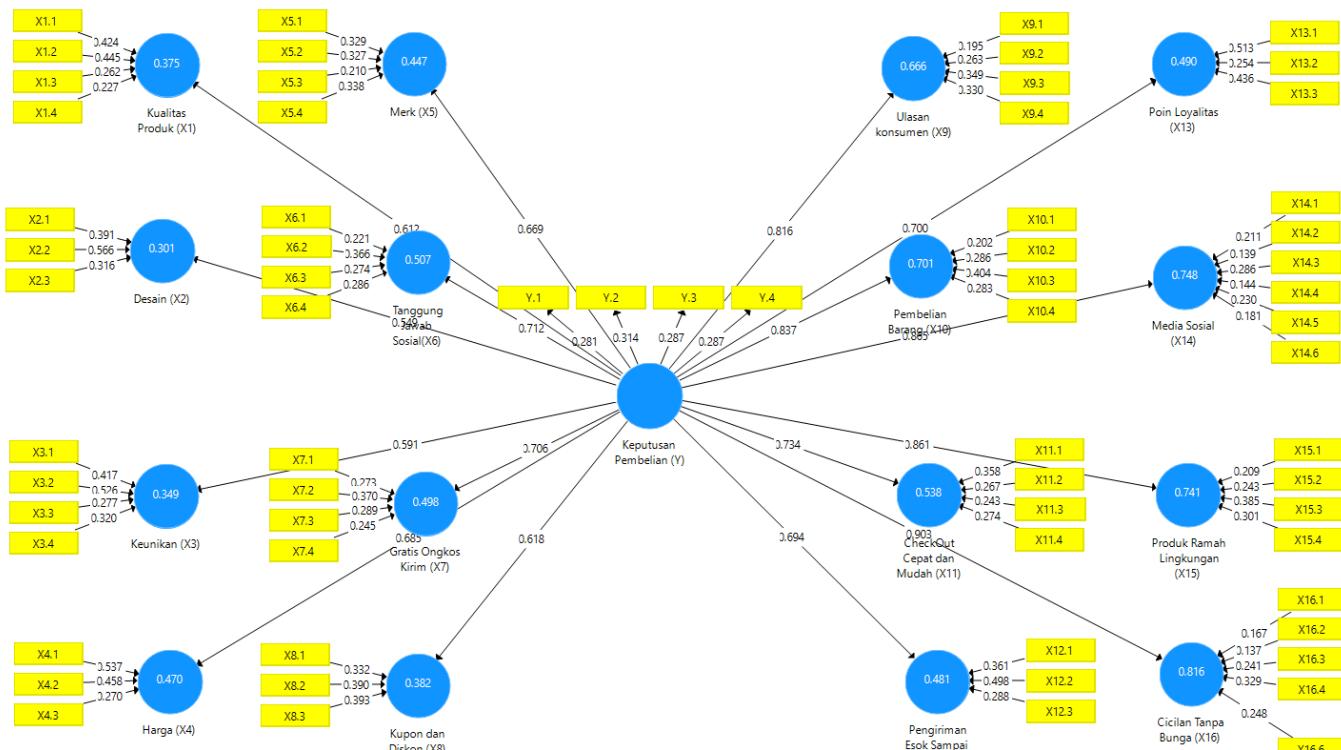


Figure 5.1 Outer Model after deletion

Based on the new model, the VIF test is again carried out as follows:

Table 5.4 VIF values

Indicators	VIFs	Decision	Indicators	VIFs	Decision
X1.1	1,333	Meet	X2.1	1,303	Meet
X1.2	1,383	Meet	X2.2	1,408	Meet
X1.3	1,370	Meet	X2.3	1,229	Meet
X1.4	1,570	Meet	X3.1	1,154	Meet
X10.1	2,327	Meet	X3.2	1,036	Meet

X10.2	1,899	Meet	X3.3	1,548	Meet
X10.3	2,343	Meet	X3.4	1,638	Meet
X10.4	2,129	Meet	X4.1	1,372	Meet
X11.1	2,124	Meet	X4.2	1,512	Meet
X11.2	2,885	Meet	X4.3	1,191	Meet
X11.3	3,176	Meet	X5.1	2,598	Meet
X11.4	2,733	Meet	X5.2	2,382	Meet
X12.1	2,067	Meet	X5.3	1,795	Meet
X12.2	1,826	Meet	X5.4	1,607	Meet
X12.3	2,452	Meet	X6.1	2,204	Meet
X13.1	1,689	Meet	X6.2	2,433	Meet
X13.2	1,401	Meet	X6.3	2,534	Meet
X13.3	1,544	Meet	X6.4	2,603	Meet
X14.1	2,846	Meet	X7.1	2,005	Meet
X14.2	3,314	Meet	X7.2	2,175	Meet
X14.3	4,198	Meet	X7.3	2,678	Meet
X14.4	2,151	Meet	X7.4	2,145	Meet
X14.5	2,703	Meet	X8.1	2,158	Meet
X14.6	1,582	Meet	X8.2	2,733	Meet
X15.1	1,749	Meet	X8.3	2,445	Meet
X15.2	3,458	Meet	X9.1	3,716	Meet
X15.3	3,025	Meet	X9.2	1,569	Meet
X15.4	2,759	Meet	X9.3	3,748	Meet
X16.1	2,835	Meet	X9.4	3,920	Meet
X16.2	2,972	Meet	Y.1	2,059	Meet
X16.3	3,825	Meet	Y.2	2,914	Meet
X16.4	3,668	Meet	Y.3	2,056	Meet
X16.6	3,009	Meet	Y.4	2,507	Meet

Source: SPSS Data Processing Results

The VIF value of all indicators has been valued at less than 5 so it is concluded that the CFA model has been free from the assumption of multicollinearity. Therefore, it is continued with the outer weight test as follows:

## 2. Evaluation of reflective indicators

Table 5. 5 Cross Loading Values

Variable	Y.1	Y.2	Y.3	Y.4
Quick and Easy CheckOut (X11)	0,625	0,666	0,623	0,594
Interest-Free Installments (X16)	0,748	0,813	0,756	0,770
Design (X2)	0,446	0,526	0,433	0,469
Free Shipping (X7)	0,579	0,641	0,621	0,570
Price (X4)	0,611	0,622	0,550	0,560
<b>Purchasing Decision (Y)</b>	<b>0,835</b>	<b>0,894</b>	<b>0,835</b>	<b>0,855</b>
Uniqueness (X3)	0,445	0,583	0,477	0,507
Product Quality (X1)	0,503	0,599	0,494	0,492
Coupons and Discounts (X8)	0,491	0,585	0,514	0,520
Social Media (X14)	0,703	0,796	0,722	0,733
Brand (X5)	0,572	0,579	0,579	0,559
Purchase of Goods (X10)	0,679	0,788	0,705	0,685
Tomorrow's Delivery Until (X12)	0,557	0,605	0,605	0,606
Loyalty Points (X13)	0,584	0,645	0,637	0,526
Eco-Friendly Products (X15)	0,723	0,759	0,704	0,758
Social Responsibility(X6)	0,583	0,667	0,591	0,589
Consumer reviews (X9)	0,636	0,746	0,681	0,725

Source: SmartPLS Data Processing Results

Y variable indicator values respectively are 0.835, 0.894, 0.835 and 0.855. These values are greater than the cross loading values of other variable indicators so that it is concluded that the validity of the discriminant using cross loading is met.

#### 4.1.5 Second Phase Testing

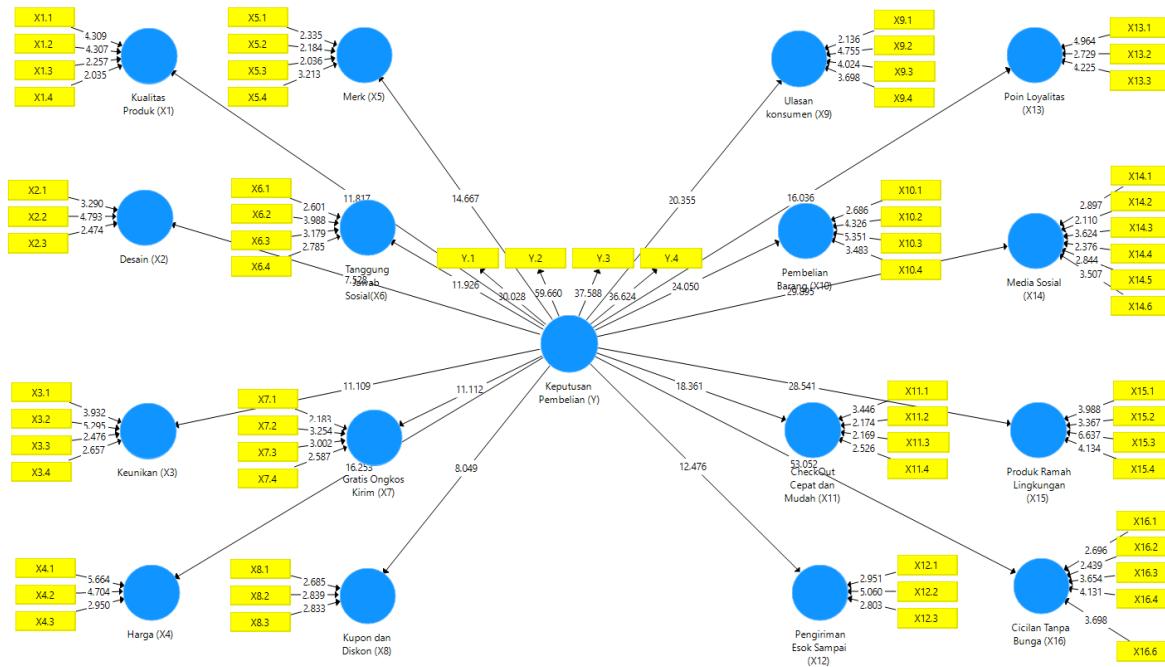


Figure 5.2 Inner model with statistical t-value

Based on the inner model of the path, the research hypothesis relationship was obtained as follows:

Table 5.6 Hypothesis Test

Hypothesis	Original Sample	T Statistics	P Val	Information
Quick and Easy CheckOut Decision (Y)-> (X11)	0,734	18,361	0,000	Signifikan
Purchase Decision (Y) -> Interest-Free Installments (X16)	0,903	53,052	0,000	Signifikan
Purchasing Decision (Y)-> Design (X2)	0,549	7,528	0,000	Signifikan
Purchase Decision (Y) -> Free Shipping (X7)	0,706	11,112	0,000	Signifikan
Purchasing Decision (Y) -> Price (X4)	0,685	16,253	0,000	Signifikan
Purchasing Decision (Y) -> Uniqueness (X3)	0,591	11,109	0,000	Signifikan
Purchasing Decision (Y) -> Product Quality (X1)	0,612	11,817	0,000	Signifikan
Purchasing Decision (Y) -> Coupons and Discounts (X8)	0,618	8,049	0,000	Signifikan
Purchasing Decisions (Y) -> Social Media (X14)	0,865	29,895	0,000	Signifikan
Purchasing Decision (Y) -Brand > (X5)	0,669	14,667	0,000	Signifikan
Purchasing Decision (Y) -> Purchase of Goods (X10)	0,837	24,050	0,000	Signifikan
Purchasing Decision (Y)-> Delivery Tomorrow Until (X12)	0,694	12,476	0,000	Signifikan
Purchase Decision (Y) -> Loyalty Points (X13)	0,700	16,036	0,000	Signifikan
Purchasing Decision (Y) -> Eco-Friendly Products (X15)	0,861	28,541	0,000	Signifikan
Purchasing Decisions (Y) -> Social Responsibility(x6)	0,712	11,926	0,000	Signifikan
Purchasing Decision (Y) -> Consumer Reviews (X9)	0,816	20,355	0,000	Signifikan

Source: SmartPLS Data Processing Results

#### 4.2 Discussion

##### 4.2.1 The Relationship of Research Varianel to Purchasing Decisions

The biggest contribution or factor given to the purchase decision is Interest-Free Installments while the smallest contributor or factor contributing to the purchase decision is Design. Social media factors make the second highest contribution in the formation of purchasing decisions. The eco-friendly product factor as well as fast and easy checkout contribute quite high. The price factor occupies the ranks of small contributions.

### 4.3 Managerial Implications

#### 4.3.1 Implications of Managerial Factors

**Table 5. 7 Managerial Implications of Product Quality Factors for Purchasing Decisions**

Before Research	After Research
Business actors have provided information related to product rust in the product description	<ul style="list-style-type: none"> <li>- Companies can inform the difference between each carat, namely its advantages.</li> <li>- Companies can group products based on product characteristics to make it easier for consumers to choose.</li> </ul>

**Table 5. 8 Managerial Implications of Design Factors On Purchasing Decisions**

Before Research	After Research
Product design is still limited according to the capacity of the storefront	<ul style="list-style-type: none"> <li>- Companies need to pursue production in order to provide consumers with the most up-to-date models</li> </ul>

**Table 5. 9 Managerial Implications of Uniqueness Factors On Purchasing Decisions**

Before Research	After Research
The jewelry on display has its own unique appeal for consumers	Business actors must highlight the uniqueness of the jewelry on display but not forget the perception of the majority of the community towards the jewelry.

**Table 5. 10 Managerial Implications of Price Factors On Purchasing Decisions**

Before Research	After Research
There is no display of the price per gram that is updated daily on social media, only the total price of each product	Companies are advised to provide the latest price updates every day, so that buyers feel that the price is feasible and transparent.

**Table 5. 11 Managerial Implications of Brand Factors On Purchasing Decisions**

Before Research	After Research
The company does not highlight a particular brand as a favorite product. The company considers all brands to be the same	<ul style="list-style-type: none"> <li>- Putting up various brand posters on website banners, for example the Disney brand jewelry collection, Sanrio so that it can be seen clearly by potential consumers</li> <li>- Providing education about certain brand collections in the limited edition category, this can also be a strategy to increase product prices.</li> </ul>

**Table 5. 12 Managerial Implications of Social Responsibility Factors On Purchasing Decisions**

Before Research	After Research
There are no corporate social responsibility projects carried out by business actors	<ul style="list-style-type: none"> <li>- Conducting CSR program campaigns in the form of social services for orphans routinely at certain periods in the month of Ramadan</li> <li>- Conducting an extracurricular Education CSR program campaign, namely painting, or craft art (designing women's accessories)</li> </ul>

**Table 5. 13 Managerial Implications of Free Shipping Factors On Purchasing Decisions**

Before Research	After Research
Free shipping is only available on certain platforms.	<ul style="list-style-type: none"> <li>- Providing free shipping promos on various platforms.</li> <li>- Update free shipping promotion information on various platforms</li> </ul>

**Table 5. 14 Managerial Implications of Coupon and Discount Factors On Purchasing Decisions**

Before Research	After Research
Free shipping is only available on certain platforms.	<ul style="list-style-type: none"> <li>- Expanding free shipping promos on various platforms such as WhatsApp.</li> <li>- Update free shipping promotional information on various platforms in order to increase consumer attractiveness.</li> </ul>

**Table 5. 15 Managerial Implications of Consumer Review Factors For Purchasing Decisions**

Before Research	After Research
Companies rarely use consumer reviews as promotional material on social media such as status updates.	Upload consumer reviews on various selling platforms as promotional material, to provide information to potential consumers

**Table 5.16 Managerial Implications of Return Factors For Purchasing Decisions**

Before Research	After Research
A new return system will be given when a customer requests	<ul style="list-style-type: none"> <li>- Inform what criteria are included in the guarantee of return of goods, for example defective products</li> </ul>
The cost of returning the goods is fully borne by the buyer	<ul style="list-style-type: none"> <li>- The cost of returning goods specifically for certain criteria such as wrong size, wrong rate (caused by human error in the seller) is given free of charge.</li> </ul>

**Table 5. 17 Managerial Implications of Quick and Easy CheckOut Factors Towards Purchasing Decisions**

Before Research	After Research
There is no specific information regarding how to buy on the online platform	<ul style="list-style-type: none"> <li>- Companies can provide FAQ features on websites or shopping sites</li> <li>- The company makes regular updates on the use of shopping services, for example how to use vouchers or cashback.</li> </ul>

**Table 5. 18 Managerial Implications of Tomorrow's Delivery Factors Towards Purchasing Decisions**

Before Research	After Research
The company has provided a delivery service tomorrow until.	<ul style="list-style-type: none"> <li>- The company can expand Cooperation with additional expeditions. So far, it is only with PT JNE, but it can penetrate into Paxel which can guarantee gold and precious metals in a day until.</li> <li>- Promoting tomorrow's delivery program to various shopping sites</li> <li>- Allocate special marketing or sales personnel for consumers who want to be served quickly who can be on standby for 24 hours (using a shift system)</li> </ul>

**Table 5. 19 Managerial Implications of Loyalty Point Factors On Purchasing Decisions**

Before Research	After Research
The company does not pay much attention to customer loyalty.	<ul style="list-style-type: none"> <li>- Providing a reward program for consumers who make repeat purchases.</li> <li>- Hold a membership program through the member card</li> <li>- Providing premium perks for members, such as new product e-newsletters.</li> </ul>

**Table 5. 20 Managerial Implications of Social Media Factors On Purchasing Decisions**

Before Research	After Research
Social media is just a place for catalogs, with no strategy or regular management.	<p>Designing photo uploads on social media, in order to increase the upload ratio that can be interesting to interact with each other. Example: upload of holiday greetings</p> <p>Doing this design can be left to a third party or social media marketing agency.</p>

**Table 5. 21 Managerial Implications of Eco-Friendly Product Factors On Purchasing Decisions**

Before Research	After Research
No explanation of the raw materials of the product	Informing the gold raw materials we use does not use methods that are contrary to environmental ethics.

**Table 5. 22 Managerial Implications of Interest-Free Installment Factors On Purchasing Decisions**

Before Research	After Research
No explanation regarding instructions or guidelines for interest-free installment services	<ul style="list-style-type: none"> <li>- Create instructions or guides for using the installment service</li> <li>- Make terms or criteria for using installment services, for example whether there is a down payment, due date, etc.</li> <li>- Publish the guide on various sales platforms</li> </ul>

#### 4.3.2 General Managerial Implications

1. All sixteen research variables make up purchasing decisions. Management can optimize all of these variables to make marketing steps.
2. On the variable interest-free installments have a great contribution to the purchase decision. This can be a marketing reference for business people, such as collaborating with financing institutions to attract buyers.
3. From the results of the research, it is expected that business people will maintain, improve, evaluate, or pay attention to the results of the instruments and variables that have been studied.

### 5. Conclusions and Suggestions

#### 5.1 Conclusion

1. The quality of Gold Products is significant in the form of the Gold Purchasing Decision model.
2. Gold Product Design is significant in forming a Gold Purchasing Decision model.
3. The uniqueness of Gold Products is significant in forming the Gold Purchasing Decision model.
4. The price of Gold Products is significant in the form of the Gold Purchasing Decision model.
5. Gold Product Brands are significant in forming a Gold Purchasing Decision model.
6. Significant responsibility is the gold purchasing decision model.
7. Free Shipping is significant to form a Gold Buying Decision model.
8. Coupons and significant discounts form a Gold Buying Decision model.
9. Consumer Reviews are significant in the Gold Buying Decision model.
10. Returns of Goods are significant in the form of the Gold Purchase Decision model.
11. Quick and Easy Checkout significantly forms a Gold Buying Decision model.
12. Tomorrow's Delivery Until significant forms a model of Gold Purchasing Decisions.
13. Loyalty Points are significant in the Gold Buying Decision model.
14. Social Media is significant in shaping the Gold Buying Decision model.
15. Eco-Friendly Products are significant in forming a Gold Purchasing Decision model.
16. Interest-Free Installment the product is significant informing a Gold Purchasing Decision model.
17. The highest Factor is Interest-Free Installments and the lowest factor is Design.

#### 5.2 Suggestion

1. Online gold sales business actors are expected to be able to improve product quality, product design, product uniqueness, product price adjustments, brand quality, CSR responsibility, adjustments to the availability of free shipping systems, adjustments to the availability of coupons / discounts, attention to consumer reviews, return systems, checkout systems faster and easier, product quality, adjustments to the availability of delivery services tomorrow until, social media attention, adjustments to environmentally friendly products, and adjustments to the availability of interest-free installments at the indicator level, thus improving the decision of consumers to make purchases.
2. Further research is expected to examine further about the types of consumers in the online market so that they can provide better marketing strategies.

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