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The Influence Of Product Prices And Reviews Purchase Decisions On E-Commerce Shopee (Case Study in the Community of Bandar Lampung City)

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Abstract

This research aims to identify the influence of price and product reviews on purchasing decisions in the Shopee e-commerce case study in the Bandar Lampung community. This research uses quantitative methods using a sample of 100 respondents calculated using the Cochran formula. The analysis techniques used in this research are validity and reliability tests, classical assumption tests, multiple liner regression tests, hypothesis tests and coefficient of determination tests, data were processed using the IBM SPSS 25 (2023) application. Based on the results obtained in this research, price has a positive and significant effect on purchasing decisions, product reviews have a positive and significant effect on purchasing decisions. Then, together, price and product reviews have a positive and significant influence on purchasing decisions. Prices and product reviews can be an effective approach for sellers to influence purchasing decisions.

Keywords : Price Influence, Product Reviews, Purchasing Decisions

INTRODUCTION

Along with the development of increasingly sophisticated technology in this modern era, many companies are growing and developing rapidly. Likewise with consumers, with a diverse range of products, consumers are certainly becoming smarter and more competitive in choosing the right product to use(Alfirdausi & Marpaung, 2022). With consumers becoming increasingly smart, there is intense competition between

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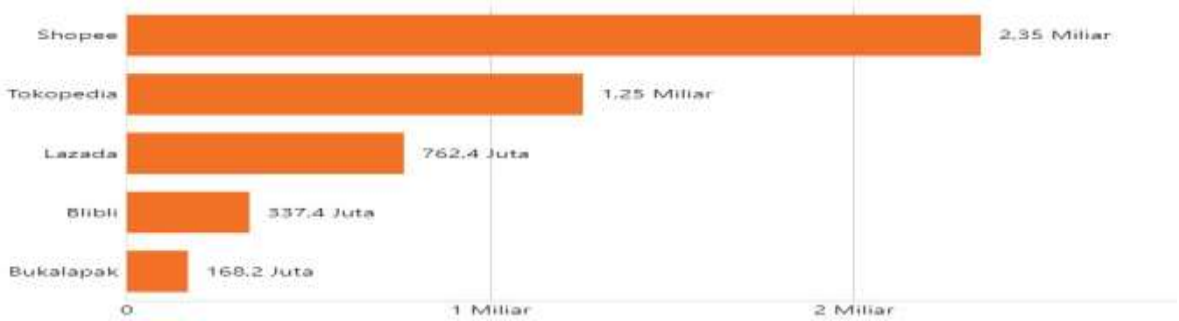
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producers in an effort to grab consumers' attention to buy their products. E-commerce is a business that uses virtual space as a place to carry out its operations(Mulyana, 2021).

The potential of the internet as a marketing and trade medium has been widely discussed recently, this discussion has resulted in a view regarding e-commerce, namely trading via the internet, the use of the internet has changed the way people carry out transactions.(Ivadah & Sharif, 2021). Ecommerce offers a number of new value-added characteristics. In the future, e-commerce will completely replace conventional ways of doing business(Nuzulia, 2022). Cheaper prices are one of the advantages of e-commerce, the reason is that it minimizes the use of more space because it does not require a special and centralized place, and does not require a place to physically display goods. (Khafidatul, 2020).

This gave rise to the creation of an electronic market which we know as a marketplace. E-commerce also offers competitive prices and reviews that make consumers increasingly confident in shopping online, one of the E-commerce that is often used by Indonesian people is Shopee. Shopee is one of the largest e-commerce companies in Indonesia which provides opportunities for all employees to develop themselves as part of the company's work culture to create a fun and fair work environment.(Nurakhmawati et al., 2022). Based on SimilarWeb data, Shopee is an e-commerce marketplace category that has received the most site visits in Indonesia throughout 2023. The following is a data tableE-Commerce with the Most Visitors in Indonesia according to databox:(Nuzulia, 2022)

Table 1. E-Commerce Data



Source: databox

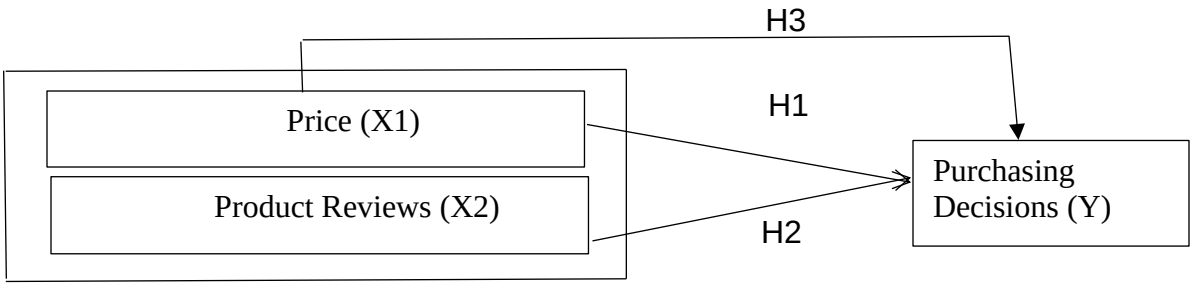
Before buying a product, consumers will see product reviews that have been given by previous buyers. Customer ratings are often taken into consideration when making

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purchasing decisions in the marketplace(Mita et al., 2021). From product reviews, we can see the ratings of consumers who have purchased the product, both positive and negative. Product ratings have a scale of 1 to 5 stars, with 5 stars being the best. The purchasing decision is the stage of the process where consumers actually purchase a product(Ilmiyah & Krishernawan, 2020). A purchasing decision is a choice from two or more available alternative choices.

Several problems related to purchasing decisions on Shopee e-commerce include, consumers lack confidence in the quality of goods offered by sellers which causes consumers to need to research the goods they want to buy first, consumers feel that products sold at high prices are not necessarilyhas commensurate quality so that consumers are more selective in choosing the goods they buy

Framework of Thinking



Hypothesis

The hypothesis in this research is:

H1: Price influences purchasing decisions

H2: Product reviews influence purchasing decisions

H3: Price and product reviews influence purchasing decisions

LITERATURE REVIEW

Price

Price is the amount of money charged for a particular product. The product price is expected to make potential consumers use a product and abandon similar competing products(Henri Slat, 2013). From a consumer's perspective, price is often used as an important factor in purchasing decisions(Birusman, 2017). Consumers prefer lower prices than other competitors. On the other hand, if the price offered does not match the product, consumers will think twice about buying it(Amalia, 2019).

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Product Reviews

Product reviews/ratings are previous consumers' assessments of a product, both in terms of product quality and the service provided(Shah, 2021).Product reviews are articles written by consumers in columns prepared by e-commerce that reflect the actual quality of goods, such as color problems, inconsistent specifications, usage problems, or high quality, and good experiences(Servanda et al., 2019).

Purchase decision

The purchasing decision is the stage of the process where consumers actually purchase a product. Purchasing decisions are the selection of two or more available alternative choices(Princess, 2023). Purchasing decisions from consumers are always a must for every company to pay attention to(Subianto, 2017). Based on(Faroh, 2017)A purchasing decision is a person's decision where he chooses one of the various available options. Where someone who has not yet made a purchase has several options available, so he must choose one of them. This phenomenon is very real and clear, when consumers make a label purchase for the first time, consumers usually purchase smaller quantities. This is usually referred to as a trial purchase. Then after a label has been tried and proven to be satisfactory or felt to be better than other labels. So a consumer will continue to repurchase the label.

RESEARCH METHODOLOGY

The research method applied in this research is quantitative research, where the research data is in the form of numbers and analyzed using statistics(Yusuf et al., 2020). The method used in this research is a survey method. According to(Firmansyah, 2022)Surveys are research methods used to obtain data from certain places and use questionnaires as a data mining tool. The aim of this method is to obtain information about the matter to be researched from a number of respondents who are considered to represent a population.

Population and Sample

Population is an area that contains a group of objects with characteristics that match the data required in research. In this research, the population size is used, namelyall Shopee Bandar Lampung consumers.

The sample is a small part of the population. This research uses samples because of limitations in researching large populations. For this reason, it is necessary to have a

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sample so that you can review the number of research objects used. In this research, sampling techniques were used to obtain samples.The technique used is accidental sampling, meaning that the sample determination technique is based on chance, that is, anyone who coincidentally meets the researcher can be used as a sample. The formula for determining the sample size from an unknown population uses the Cochran formula as follows:

$$n = \frac{z2pq}{e2}$$

n = number of samples required

z = standard value obtained from the Z normal distribution table with a deviation of 5% with a value of 1.96

p = proportion value obtained from previous research (literature), if the proportion is unknown, then the estimated proportion is 50% (0.5)

q = 1-p

e = sample error rate (sampling error) 10% = 0.1 of the 90% confidence level Calculation:

$$n = \frac{z2pq}{e2}$$

$$\frac{n = 1{,}96^2 \times 0{,}5 \times (1-0{,}5)}{0{,}1^2}$$

$$n = 96{,}04$$

Based on these calculations, the required sample size is 96 respondents, which is then rounded up to 100 respondents in this study.(Aryanto, 2018).

Data Analysis Techniques

The analytical method used in this research is a quantitative analysis method. Respondents' opinions regarding statements about maintenance strategies and maintenance performance will be given a score of 1 meaning strongly disagree (STS) to a score of 5 meaning strongly agree (SS). The data quality test is carried out using a validity test, the criteria applied are if r count > r table, then the item or variable is valid, conversely if r count < r table, then the item or variable is invalid, then the reliability test

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is used in the research This uses the Cronbach alpha method. According to Sekaran, reliability of less than 0.6 is not good, while 0.7 is acceptable and above 0.8 is good. The classical assumption test is a statistical testing requirement that must be met first in multiple regression analysis or ordinary least square (OLS) data. The tests carried out were the normality test, multicollinearity test, and heteroscedasticity test. The normality test in this research uses the Kolmogorov-Smirnov Z method with decision making criteria, namely if the significant value is > 0.05 then the residual data is normally distributed, conversely if the significant value is < 0.05 then the residual data is not normally distributed. The way to detect whether multicollinearity is present is generally by looking at the tolerance and VIF values in the linear regression results. The guideline for determining whether a model has multicollinearity or not is if the VIF value is < 10 and has a tolerance value > 0.1 then multicollinearity does not occur, conversely if the VIF value is > 10 and has a tolerance value < 0.1 then multicollinearity occurs. The way to detect whether there is heteroscedasticity in the regression model can be by using the Glejser test method with the criterion that if the significance value is > 0.05 then there is no heteroscedasticity problem, conversely if the significance value is < 0.05 then there is a heteroscedasticity problem. Multiple linear regression analysis is used to determine the magnitude of the influence of two or more independent variables on the dependent variable, with the following formula:

$Y = \alpha + b1X1 + b2X2 + e$

Where:

Y: Student interests

a: Constant Value

b1: Regression coefficient with variable X1

b2: Regression coefficient with variable X2

X1: Price

X2: Product Reviews

e: error term

Hypothesis testing is carried out using the t-test, namely a partial test to partially test the influence of the independent variable on the dependent variable. The coefficient of determination (R2) is used to find out how big the percentage contribution of the influence of the independent variables together is on the dependent variable.

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RESULTS AND DISCUSSION

VALIDITY TEST AND REABILITY TEST

Validity Test

carried out to determine the validity of a questionnaire in research. The following are the results of the validity test from this research

Table 2. Validity Test

Variabel	Item Pertanyaan	R Hitung	R Tabel	Keterangan
X1	X1.1	0.462	0.1966	Valid
	X1.2	0.801	0.1966	Valid
	X1.3	0.750	0.1966	Valid
	X1.4	0.846	0.1966	Valid
	X1.5	0.761	0.1966	Valid
X2	X2.1	0.844	0.1966	Valid
	X2.2	0.853	0.1966	Valid
	X2.3	0.812	0.1966	Valid
	X2.4	0.788	0.1966	Valid
	X2.5	0.899	0.1966	Valid
Y	Y1	0.861	0.1966	Valid
	Y2	0.818	0.1966	Valid
	Y3	0.842	0.1966	Valid
	Y4	0.760	0.1966	Valid
	Y5	0.863	0.1966	Valid

Source: SPSS output (2023)

Based on the validity test using 100 respondents, it can be seen that the question items Price (X1), Product Reviews (X2) and Purchase Decision (Y) have a calculated r value > r table, so from these results the question items X1, X2 and Y are valid.

Reliability Test

Reliable questionnaire is a questionnaire that has a Cronbach's alpha value greater than 0.60 (>0.60). The following are the results of the reliability test in this research

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Table 3. Reliability Test

Variabel	Cronbach's alpha	Reliabel
X1	0.760	Reliabel
X2	0.895	Reliabel
Y	0.886	Reliabel

Source: SPSS output (2023)

Based on the results in the table above, the Cronbach's alpha value of all variables has a value of >0.60. Therefore, it can be said that the question item is declared reliable

Classic Assumption Test

` To continue further data analysis tests, the classical assumption test is used to ensure that the processed data has a normal distribution, there is no multicollinearity and symptoms of heteroscedasticity.

Normality Test

Functions to see whether the data under study is normally distributed or not. The following are the results of the data normality test in this study.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.13329691
Most Extreme Differences	Absolute		.047
	Positive		.027
	Negative		-.047
Test Statistic			.047
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.862
	99% Confidence Interval	Lower Bound	.853
		Upper Bound	.871

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

Source: SPSS output (2023)

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From the table above, it can be seen that the results of the normality test have a significant value of 0.20 > 0.05, so it is known that the residual value is normally distributed. This means that the normality assumption is met.

Multicollinearity Test

The multicollinearity test is carried out to review whether there are independent variables that have a correlation between other independent variables in the same module. If the VIF value is <10 then it is stated that there is no multicollinearity.

Table 5. Multicholinerites test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.055	1.115		1.843	.068		
	X1	.209	.093	.191	2.240	.027	.382	2.618
	X2	.668	.082	.697	8.173	<.001	.382	2.618

a. Dependent Variable: Y

Source: SPSS output (2023)

Based on the results shown in the table, it shows that the price (X1) and product reviews (X2) obtained a tolerance value above 0.1 and the VIF value of variable X1 was 2,618 and the VIF value of X2 was 2,618. because both variables produce a VIF value lower than 10 and getting a tolerance value above 0.1 means that there are no symptoms of multicolony.

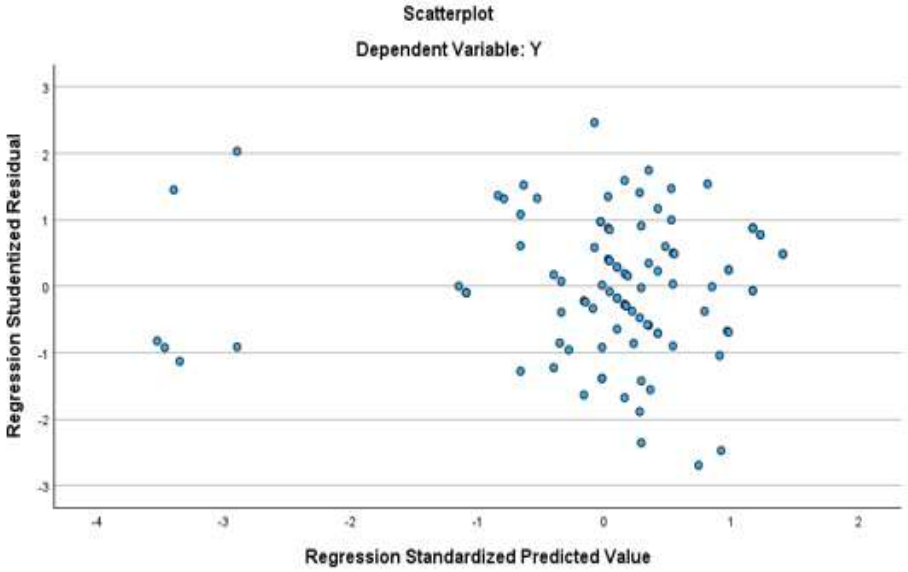
Heteroscedity Test

The heteroscedity test is carried out to see whether there are differences in the regression model from one observation to another.

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Figure 6. Heteroscedity test



Source: SPSS output (2023)

Based on the results of the heteroscedity test, it shows that the distribution of the points is not patterned. This shows that the data can be declared homoscedastic.

Multiple Linear Regression

Used to measure the influence of each dependent (free) variable on the independent (dependent) variable. Price (X1) and Product Reviews (X2) are the dependent variables, and Purchase Decision (Y) is the independent variable. The following are the results of the processed data.

Table 7. Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.055	1.115		1.843	.068		
	X1	.209	.093	.191	2.240	.027	.382	2.618
	X2	.668	.082	.697	8.173	<.001	.382	2.618

a. Dependent Variable: Y

Source: SPSS output (2023)

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From the table above, the values below are obtained:

1) Constant 2.055
2) Price = 0.209
3) Product Review = 0.668

From the results above, they are entered into a multiple linear regression equation to produce the following equation: Y = 2,055 + 0.209 (X1) + 0.668 (X2) From the results of the following regression equation it is known that the constant value of 2,055 is said to be if the value of the independent variable is considered constant then purchasing decisions can increase . X1 0.209 has a positive relationship that shows that if the price has increased, it is followed by an increase in purchasing decisions of 0.209 assuming other variables are said to be constant. X2 of 0.668 has a positive relationship which shows that if product reviews increase, this is followed by an increase in purchasing decisions of 0.668 with the assumption that other variables are said to be constant.

Hypothesis Test Results

Partial Test (t Test)

Used to see the influence of each variable X1 and Following are the results of the t test:

Table 8. T test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.055	1.115		1.843	.068		
	X1	.209	.093	.191	2.240	.027	.382	2.618
	X2	.668	.082	.697	8.173	<.001	.382	2.618

a. Dependent Variable: Y

Source: SPSS output (2023)

From the table above it can be concluded:

1. From the results of the Price t test (X1) it is explained that t count > t table 2.240 > 1.984 which has an indication that H1 is accepted. Dengam has a significant value of 0.027 < 0.05 which explains that partially price has a positive and significant effect on purchasing decisions.

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2. From the results of the Product Review t test (X2), it is explained that t count > t table 8.173 > 1.984 which indicates that H2 is accepted. Dengam has a significant value of 0.001 < 0.05 which explains that partially price has a positive and significant effect on purchasing decisions.

Simultaneous Test (f Statistical Test)

The f test is carried out to find out whether the independent variable influences the dependent variable as a whole

Table 9. F test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1223.295	2	611.648	131.685	<.001[b]
	Residual	450.545	97	4.645		
	Total	1673.840	99			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

Source: SPSS output (2023)

Based on the results, the significant value is below 0.05 and the calculated f value > f table 131.685> 3.09. which indicates that there is an influence between the Price variable (X1) and Product Reviews (X2) on the Purchase Decision variable (Y). it can be interpreted that H3 is accepted.

Determination Coefficient Test

Used to see how well the regression model can explain the dependent variable. Can be explained in the following table:

Table 10. Determination Coefficient Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855[a]	.731	.725	2.15518

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Source: SPSS output (2023)

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From the results above, it is known that the R2 (R Square) value is 0.731. From this value, the independent variable contribution can be 0.731 or 73.1%. It can be interpreted that the purchasing decision variable is influenced by the price variable and the product review variable by 73.1%, while the remaining 26.9% is explained by other variables not discussed in the research.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of the research that has been carried out, several conclusions are drawn as follows:

1. The price variable (X1) gives positive and significant results on purchasing decisions, meaning that an affordable price can support buyers' interest in making their choice.
2. The Product Review variable (X2) has a positive and significant effect on purchasing decisions. This shows that product quality is the most important thing so that buyers can give good reviews of the product, because good product reviews will influence the decisions of other buyers.
3. Simultaneously the variables Price (X1) and Product Reviews (X2) have a positive and significant relationship to Purchasing Decisions (Y).

Suggestion

Based on the results of the research above, the researcher has suggestions, namely for business people or sellers who use the Shoppe platform to pay more attention to the quality of the goods they are selling and pay attention to prices that are not relatively high in order to attract the attention of potential buyers.

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