

The Effect Of Product Quality And Price On Consumer Purchase Decisions On Shopee (case Study on Students of the Faculty of Economics and Business, Bandar Lampung University)

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Abstract

This research intends to explore and analyze the elements that affect purchasing decisions, with a focus on two independent variables: product quality (X1) and price (X2). The research uses a quantitative approach, employing a simple random sampling technique to select 90 respondents from a population of 936 students. The data is analyzed using SPSS 23, With multiple linear regression as the analytical approach, the study presents the following results: 1) Product quality has a partial impact on purchasing decisions on Shopee; 2) Price also partially affects purchasing decisions on Shopee; and 3) Both product quality and price simultaneously influence purchasing decisions on Shopee. These results are expected to inspire Shopee to maintain superior product quality and offer competitive pricing, which will help increase consumer purchasing decisions.

Keywords:Product Quality, Price, Purchasing Decisions

INTRODUCTION

The digital era has caused a very rapid change in the way of trading and consumer behavior in Indonesia. The increasing digital changes, coupled with increasing internet access, have formed an active and rapidly growing e-commerce ecosystem.. Along with the rapid growth of the internet and smartphones among the public, it is easier for the e-

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commerce industry to grow. Ease of transaction, a variety of product choices, friendly prices and time savings are the main factors that attract the attention of the wider community. In today's era of globalization, the internet has played a role as a major element that is important for everyone. With the internet, information can be obtained quickly and efficiently. The internet in Indonesia is used by 215.63 million people through a survey in 2022-2023 by the Indonesian Internet Service Providers Association (APJII). E-commerce creates a very promising market opportunity for business people. E-commerce is an internet-based business activity according to Azmi & Sudaryana (2021) in (Tika & Asikin, 2024). Shopee is an e-commerce platform that is popular with the Indonesian people and has shown significant growth since it first appeared in 2015.



Figure 1. Most visited marketplaces throughout 2023

Source: <https://editorialkalim.com/5-marketplace-paling-besar-dikunjungi-sepanjang-2023/>

According to the Kaltim editorial Amid the rapid development of online shopping, e-commerce is still the main choice for buyers in Indonesia. According to information from SimilarWeb, Shopee is in the top position in terms of the number of web visits in Indonesia for 2023. With 2.35 billion visits, Shopee outperforms its competitors and becomes a very popular E-commerce platform in Indonesia. Amidst the tight competition, Tokopedia, Lazada, Blibli, and Bukalapak also contribute to this growing industry.

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Based on Figure 1, In the top position, Shopee recorded 2.35 billion visits, followed by Tokopedia which achieved 1.25 billion visits. Lazada was in third place with 762 million visits, while Blibli received 337 million visits, and Bukalapak closed the top five with 168 million visits. According to the Kaltim editor, Shopee's success was influenced by a number of key factors. One of the most prominent things is the benefits obtained by sellers through the platform. A study by Ipsos showed that thematic campaigns had the greatest impact on sellers, with a figure reaching 66%. In addition, various shipping options received support of 57%, interactive features attracted attention by 52%, wider customer potential reached 43%, and various attractive promotions contributed significantly to 95%.

However, even though Shopee has recorded rapid growth, there are still challenges that need to be overcome, especially related to using product quality and price. Consumers often have difficulty choosing options amidst the many products offered. Although Shopee has succeeded in attracting consumer interest, including students who are an active user segment in online shopping. However, in making purchasing decisions on Shopee, students need to consider many factors, such as product quality and price.

Product quality in E-commerce has a complicated element. Unlike offline shopping where consumers can see the goods directly, online shopping requires consumer trust in the description of the goods, images, and reviews from previous buyers, and the reputation of the online store in assessing product quality. Product quality identifies the capacity a product to function properly. Expectations for the product in question must be met with that consumers feel satisfied with the services and goods they receive (Arifin, 2023). Product quality is very important for consumers when they choose goods to buy, if the product does not meet expectations it can result in dissatisfaction and reduce consumer trust in the platform. Product high quality can meet consumer expectations and create brand loyalty and trust when product purchase.

In addition to product quality, price is the basis for consumer purchasing considerations. Facts explain that now price is one of the most important elements that influence consumer purchasing choices. (Lestira et al., 2021). When buying goods, low prices can attract special attention from students. Because students have a limited budget, price becomes an important element in determining purchasing decisions on Shopee.. And also shopping online tends to have lower prices compared to shopping offline. This price sensitivity makes students more careful about customer satisfaction achieved through the products or services obtained. High price sensitivity encourages platforms like Shopee to design pricing strategies. innovative prices, flash sale programs,

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discount vouchers, and free shipping programs, which aim to provide more value to consumers.

Based on the above facts, it is interesting to examine the extent to which purchasing decisions on Shopee are influenced by product quality and price. What will be achieved is to examine these elements, either partially or simultaneously, influencing the level of purchasing decisions on Shopee. This is expected to offer a new perspective that is relevant to increasing competitiveness in meeting customer demand.

LITERATURE REVIEW

Grand Theory

Consumer Behavior becomes the Grand Theory in this study. According to Kotler & Keller in(Della Irona et al., 2022)Consumer behavior refers to the studyrelating to individuals, groups, and organizations involved in the process of determining, paying for, and using goods and services to meet their needs. According to JF Engel in(Siregar & Aslami, 2022)Consumer behavior is the activity of individuals who are directly involved in the stages of purchasing and utilizing goods and services. This includes various stages, such as decision making, preparation, and determining the actions to be taken.Behavior in e-commerce such as Shopee is influenced by product quality and price as well as other factors..

Product Quality

Kotler and Keller's (2012) views in(Vira Wilistyorini & Herry Sussanto, 2022)Product quality is the ability of an item to produce performance that is in sync or exceeds consumer expectations. Product quality plays a role in consumer purchasing decisions. Consumers look for items that can meet their needs and expectations and therefore tend to choose items that are considered to be of high quality.(Alkemega & Ramadhan, 2023). Product quality is a major theme in consumer behavior and marketing research, as it is a crucial factor in determining consumer satisfaction and loyalty.(Muh. Asriadi et al., 2022).

Product quality indicators according to Kotler (2015) in(Jalil & Safrianto, 2023)namely:

1. Performance
2. Resilience
3. Compliance with standards
4. Additional features



5. Certainty
6. Visual aspect
7. Views on quality

Price

The value of goods or services is the definition of price. When the goods or services are traded to consumers, the price will be determined. Pricing is usually determined by the seller's desire to make a profit on the products they sell. (Siahaan & Christiani, 2021). Philip Kotler (2017) in (Estikowati et al., 2022) expresses if the price is the nominal amount of money charged for a service and product, as well as the amount paid to obtain the use of the goods and services. Overall, the price describes the total value of the product presented in the form of money, which is charged to consumers to obtain the desired services and products. (Vira Wilistyorini & Herry Sussanto, 2022).

Price indicators according to Kotler and Armstrong, Principles of Marketing (2012) in (SIGIT, 2022), that is :

1. Reasonable price
2. Price alignment on product quality
3. Price alignment on benefits received
4. Price competition

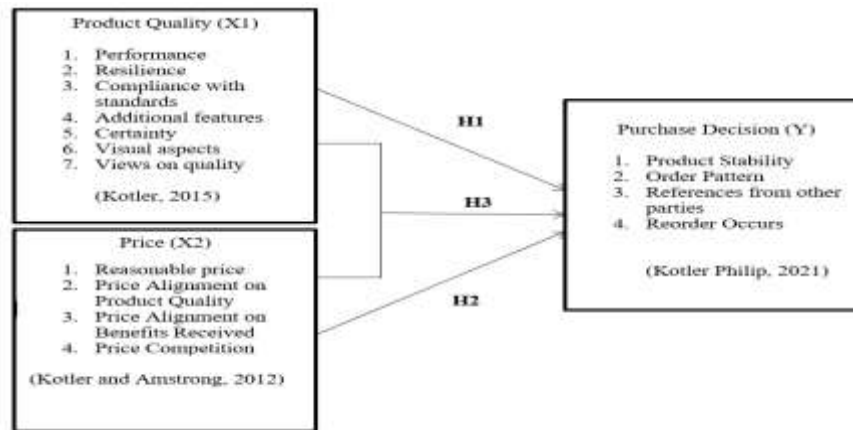
Buying decision

According to (Tjiptono, 2014: 21) in (Agesti et al., 2021) Purchasing decision is a step when consumers are aware of the need by looking for information related to a particular product or brand, then finding out how effective the purchasing alternatives are, which in turn leads to a purchasing decision. Purchasing decisions occur when consumers make purchases and are interested in their favorite brands, with two factors playing a role, namely the desire to buy and the decision to make a purchase, according to Rahmawati et. al. (2022) in (Jayanti et al., 2024).

According to Kotler Phillip (2021) in (Devi & Fadli, 2023) indicator purchasing decision making, namely:

1. Product Stability
2. Order Pattern
3. References from other parties
4. Reorder Occurs



Conceptual Framework**Hypothesis:**

H1: Product quality influences purchasing decisions on Shopee.

H2: Price influences purchasing decisions on Shopee.

H3: Product quality and price together influence purchasing decisions.

RESEARCH METHODS

Quantitative methods are implemented, according to V. Wiratna Sujarweni (2014) in (Suriani et al., 2023) express population refers to all targets and parties who have special characteristics and attributes to be studied in the analysis. The population is 936 FEB students at Bandar Lampung University. Simple random sampling is the method used in determining the sample. The sample was determined with a margin of error of 10% using the Slovin formula which resulted in 90 respondents. Data were distributed via Google Form in the form of a questionnaire with a Likert scale of 1-5. Validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, and hypothesis test (t test, F test, coefficient of determination (R^2) analysis techniques in this study with the SPSS 23 statistical tool.

RESULTS AND DISCUSSION**Validity Test**

If the calculated r value > r table, the question item is considered valid, with an r table of 0.207. Based on the results of data processing, it shows that all question items in

the questionnaire show a calculated r value $> r$ table (0.207), therefore the question items are valid as a measuring tool.

Reliability Test

A measuring instrument is considered reliable if the measurements taken show Cronbach's alpha showing a value exceeding 0.60.

Table 1. Reliability test results

Variabel	Cronbach's Alpha	Alpha	Keterangan
Kualitas Produk	0,876	0,60	Reliabel
Harga	0,866	0,60	Reliabel
Keputusan Pembelian	0,874	0,60	Reliabel

Source: SPSS23

This shows that the variable instrument in the questionnaire implemented in this study is proven to be reliable as a measuring tool because the Cronbach Alpha value is > 0.60 .

Normality Test

Decisions are taken through probability values > 0.5 , considered normally distributed.

Table 2. Normality test results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.08042372
Most Extreme Differences	Absolute	.105
	Positive	.089
	Negative	-.105
Test Statistic		.105
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS23



In the Kolmogorov-Smirnov test, the sig value is 0.200. This shows that it meets the normality assumption because the sig value of $0.200 > 0.05$.

Multicollinearity Test

This test is analyzed through a Tolerance value > 0.1 and VIF < 10 indicating that multicollinearity does not occur.

Table 3. Multicollinearity test results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5.324	2.127		2.503	.014		
Kualitas Produk	.237	.098	.244	2.420	.018	.377	2.651
Harga	.611	.101	.610	6.042	.000	.377	2.651

a. Dependent Variable: Keputusan Pembelian

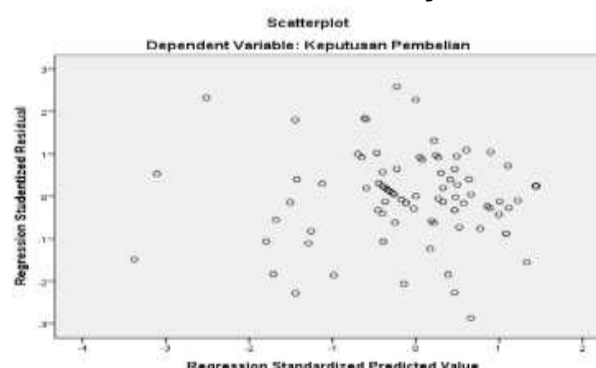
Source: SPSS23

Shows the tolerance value in the table above for each independent variable, namely 0.377, > 0.1 , and the VIF value is 2.651, < 10 . There is no multicollinearity between the independent variables.

Heteroscedasticity Test

It is concluded that there is no heteroscedasticity if the pattern looks irregular.

Table 4. Heteroscedasticity test results



Source: SPSS23

The regression model is considered free from heteroscedasticity because the points are spread irregularly.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.324	2.127		2.503	.014
	Kualitas Produk	.237	.098	.244	2.420	.018
	Harga	.611	.101	.610	6.042	.000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS23

Regression equation with formula;

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 5.324 + 0.237X_1 + 0.611X_2$$

Here is the interpretation of the equation:

1. The constant value of 5.324 indicates that the purchasing decision will remain at 5.324 even though there is no impact from product quality and price.
2. The product quality coefficient of 0.237 explains the positive influence, meaning that an increase in each one-level change in the product quality variable will result in an increase in purchasing decisions.
3. The price coefficient of 0.611 also shows a positive influence, which means that every one-level change in the price variable will result in an increase in purchasing decisions.

t-test (Partial Test)

If $t_{count} > t_{table}$ the hypothesis is accepted, and vice versa. The t_{table} value used in this test is 1.987.

Table 6. t-test (Partial Test) results

Variabel	T hitung	T tabel	Sig	Alpha
Kualitas Produk	2,420	1,987	0,018	0,05
Harga	6,042	1,987	0,000	0,05

Source: SPSS23



The product quality variable has a tcount value (2.420) > ttable (1.987) and a sig value (0.018) < 0.05. It shows that if H1 related to the product quality variable is accepted, it means that product quality influences purchasing decisions. Furthermore, the price variable explains the tcount value (6.042) > ttable (1.987) and a sig value (0.000) < 0.05. Therefore, H2 related to the price variable is also accepted, which shows that price influences purchasing decisions.

F Test (Simultaneous Test)

A variable is considered influential if the f-count value > f-table. In this simultaneous test, the f-table value used is 3.10.

Table 7. F Test (Simultaneous Test) results

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	1683.434	2	841.717	86.711
	Residual	844.522	87	9.707	
	Total	2527.956	89		

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Harga, Kualitas Produk

Source: SPSS23

It is concluded that the F count value (86.711) > f table (3.10) and the sig value (0.000) < 0.05. Thus, H3 is accepted. In conclusion, purchasing decisions are simultaneously influenced by product quality and price.

Coefficient of Determination (R Square)

Table 8. Coefficient of Determination test results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 ^a	.666	.658	3.116

a. Predictors: (Constant), Harga, Kualitas Produk

Source: SPSS23

The coefficient of determination (R^2) value is 0.666 or 66.6% of product quality and price have an impact on purchasing decisions. The remaining 33.4% is influenced by factors not discussed.



DISCUSSION

The Influence of Product Quality on Purchasing Decisions

Product quality influences purchasing decisions on Shopee. When consumers see the benefits of a reliable product that meets their needs, trust will grow to buy its products repeatedly. Shopee further sorts out stores in e-commerce so that all stores and products are of high quality and can maintain a competitive advantage.

The Influence of Price on Purchasing Decisions

Price has a more beneficial impact on purchasing decisions on Shopee. Offering honesty and low prices fosters a sense of fairness, thereby increasing consumer trust and happiness. With the right price, Shopee e-commerce can attract more consumers.

The Influence of Product Quality and Price on Purchasing Decisions

Product quality and price all work together to influence purchasing decisions. Quality items and competitive prices can foster trust and enjoyment through the durability of products on Shopee. These two variables work together to increase consumer loyalty.

CONCLUSION AND SUGGESTIONS

Conclusion

1. Purchasing decisions on Shopee are influenced by product quality.
2. Purchasing decisions on Shopee are influenced by price.
3. Simultaneously, purchasing decisions on Shopee among FEB students of Bandar Lampung University are influenced by product quality and price.

Suggestion

1. Advice for companies, it is recommended that companies continue to maintain and improve product quality at reasonable prices, so that they can attract more consumer interest.
2. Suggestions for future researchers, it is advisable to explore other variables that can affect purchasing decisions, as well as conduct studies in various market segments. In addition, research should consider diverse objects, because this study was only conducted in the University of Bandar Lampung environment.



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