

Product Purchase Decisions On Shopee The Study Examines The Impact Of Product Quality, Price, And Promotion On Product Purchase Decisions On Shopee

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Abstract

E-commerce has become a vital part of global trade activities, as platforms like Shopee offer a variety of products to consumers through various marketing strategies. This study aims to investigate the impact of product quality, price, and promotion on purchasing decisions of products on Shopee. The research method employs a quantitative approach using an online survey targeting active Shopee users in Indonesia. The sample is intentionally selected and consists of respondents who possess prior expertise in making purchases on Shopee. Data dikumpulkan melalui survei online yang mengukur pandangan konsumen terhadap mutu produk, harga, promosi, dan kebiasaan pembelian. Data analysis involves the use of regression techniques to test research hypotheses. The research findings indicate that the quality of products, price, and promotion significantly influence consumer purchasing decisions on Shopee. The primary objective of the study is to provide Shopee sellers with comprehensive insights into the key aspects they should consider when formulating a successful pricing plan for their products on the e-commerce platform.

Keywords: product quality, price, promotion, purchasing decision, Shopee, e-commerce



INTRODUCTION

This industry was established via the participation of both state-owned and private businesses (D. M. P. P. N. S. H. Nasib, 2021). This firm strives to secure its longevity by participating in both traditional and digital sales channels (HS, 2022). 'Shopee' is a renowned e-commerce platform that offers simplicity and efficiency for online purchasing and selling (Ningsih, 2020). Shopee is a well-known eCommerce site in Southeast Asia and Taiwan that provides a diverse selection of products, including trendy items and everyday essentials (Nirmalasari, 2019). Shopee's online platform considerably facilitates consumers in meeting their requirements by enabling them to immediately purchase things, make payments through transfers, and have them delivered to their specified address (Aditi et al., 2022). Shopee provides a diverse selection of items for users to conveniently browse, and these products can aid customers in making informed buying choices (Wasiman, 2021). The choice to purchase is influenced by both the quality of the goods and its price (Salsabillah, 2022).

Online retailers typically showcase their high-quality products through catalogs, which include detailed visual descriptions. However, some buyers express dissatisfaction when the items they get do not meet their expectations (Siregar, 2022). As a result, some consumers prefer to purchase at physical stores in order to personally inspect the products (Sari et al., 2023). Researchers utilize product quality characteristics in the Shopee application due to the identification of signals that some retailers selling items on the platform have a quality that does not align with the description provided for the products (Haryani et al., 2023).

Shopee customers are aware of the price of the product they are seeking and have the ability to arrange the prices in ascending order, with the understanding that the quality of the items will naturally correspond to the price (Isnaini, 2021). The cost of items available for purchase via the Shopee application is more affordable compared to the cost of items sold directly by the physical business (Farida, 2021). Shopee frequently provides daily discounts to users, however, these reductions are subject to certain limitations (Nasution, 2022). They may only be applied to a restricted number of items and are also contingent upon the availability of the goods in stock (Nurtantiono, 2022). Shopee consistently offers free shipping incentives for customers who purchase several goods (Nasfi, 2020). This advertising of free delivery incentivizes consumers to make purchasing decisions (Irwanto, 2020). However, Shopee does not engage in direct



promotion of items to individual consumers (Ramadhanty, 2021). Occasionally, buyers desire to be informed about promotions for items available on Shopee (Suryanti, 2021). Consumer enthusiasm for online buying, particularly via the Shopee application, can result in time savings (Loyens, 2020). The diverse range of options offered enhances convenience for consumers and instills a feeling of assurance during the purchasing process (Hatamifar, 2021). These features include the possibility to receive a refund in case the seller fails to provide the goods, as well as the ability to monitor orders. Once the seller dispatches the goods and provides the receipt number, consumers can make an estimation of the package's expected arrival (Pitriyani, 2021). The purchase choice made on the Shopee application offers convenience, however, the bought goods does not arrive at the consumer's destination on the same day of the transaction, but rather within a few days thereafter (Mahto, 2021).

Shopee offers a wide variety of products, including both well-known branded items and products from lesser-known businesses (Trivedi, 2020). While Shopee showcases the product's characteristics, it lacks comprehensive information on its quality, leading to consumer hesitation in making purchases (Mahto, 2021). Meanwhile, the cost of Shopee items is very affordable in comparison to other online businesses. Occasionally, Shopee offers complimentary shipping incentives to customers who purchase its items (Dubé, 2020). Shopee frequently emphasizes the promotion of its application rather than its range of products (Mahamud, 2021).

RESEARCH METHODS

The data falls under the category of quantitative data and is obtained from primary sources. The quantitative data is presented as statistical numbers with a Likert scale ranging from 1 to 5. The researchers collected the primary data by distributing surveys to Shopee consumers using Google Form. The population consists of 225 individuals who are clients of Shopee and regularly visit the Shopee website. The sample approach used is the Slovin sampling technique. According to the Slovin formula, the entire research sample may be determined.

$$n = \frac{225}{1 + \frac{225}{(0,05)^2}}$$

$$n = 225$$



$$n = \frac{1,5625}{144}$$

The study's sample consisted of 144 individuals who were users of Shopee. This study aims to offer novel perspectives on the determinants that impact shopping choices on the Shopee platform. Sellers will receive practical tips to enhance their marketing tactics on this e-commerce site. The data gathering process involved the administration of an online questionnaire specifically developed to assess respondents' impressions regarding product quality, pricing, promotions, and their purchase behavior on the Shopee platform. The data analysis employed the technique of multiple linear regression analysis.

Description:

Y: Purchase Decision

a: constant

X1: Product Quality

X2: Price

X3: Promotion

b_{1,2,3}: magnitude of regression coefficient based on each variable

e: error

Results Of Data Analysis And Research

Descriptive Statistics

This test describes the minimum, maximum, mean and std deviation data per variable studied.

Table 1. Descriptive Statistics

Descriptive Statistics					
	<u>N</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Mean</u>	<u>Std. Deviation</u>
KualitasProduk_X1	144	41.00	77.00	57.1458	7.09079
Harga_X2	144	31.00	56.00	42.2292	5.50743
Promosi_X3	144	36.00	67.00	56.1597	5.42419
KeputusanPembelian_Y	144	33.00	66.00	49.9236	6.60163
Valid N(listwise)	144				



The product quality ranges from a minimum of 41.00 to a maximum of 77.00, with a mean of 57.1458 and a standard deviation of 7.09079. The minimum price is 31.00, the maximum price is 56.00, the mean price is 42.2292, and the standard deviation is 5.50743. The promotion has a minimum value of 36.00, a maximum value of 67.00, a mean value of 56.1597, and a standard deviation of 5.42419. The purchase decision has a minimum value of 33.00, a maximum value of 66.00, a mean value of 49.9236, and a standard deviation of 6.60163.

Classical Assumption Test Results

First run the classical assumptions of normality, multicollinearity and heteroscedasticity.

Normality Test

Data normality aims to determine whether the data has a normal distribution or not. Normality is in the form of a graph, Normal P-plot Regression Standardized and Kolmogrov-Smirnov (K-S). Hypothesis:

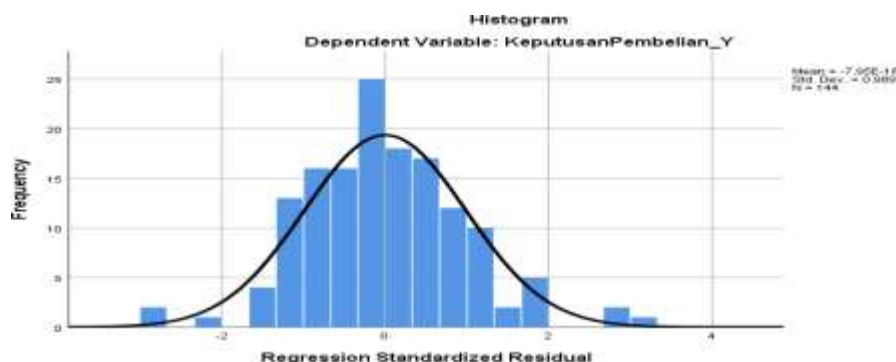


Figure 1. Histogram

Data is spread around the diagonal line by following the diagonal line proving normal. Data is spread away from the diagonal line, not following the diagonal line which proves that the data is not normal.

Multicollinearity Test

Multicollinearity as a regression test that shows whether or not a correlation is found between independent variables. Generally using the Tolerance value

requirement that does not reach or is equal to 0.10 and a VIF value that exceeds 10. The multicollinearity test is described in the table below:

Table 2. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	KualitasProduk_X1	.783	1.278
	Harga_X2	.764	1.310
	Promosi_X3	.829	1.206

Product Quality, Price and Promotion have tolerances that exceed 0.1 and VIF does not reach 10, a statement is given that no symptoms of multicollinearity are found.

Heteroscedasticity Test

Heteroscedasticity through observations in scatterplots that have no pattern is found in the X and Y axes spread randomly below the number 0. The results can be observed as follows:

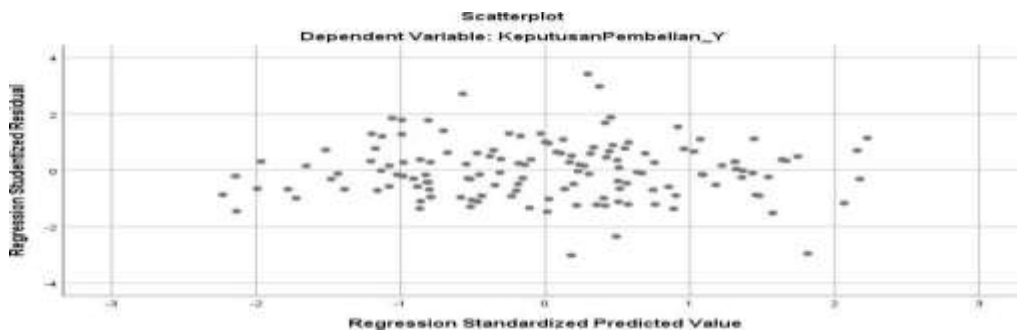


Figure 2. Scatterplot Test

The Scatterplot graph has points that are randomly distributed and have no pattern, so no heteroscedasticity is found.

Multiple Linear Regression Analysis

Multiple linear regression evaluates the impact of independent variables on dependent variables. There are also multiple regression equations that can be observed below:

Table 3. Multiple Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.193	4.059		.048	.962
	KualitasProduk_X1	.128	.055	.138	2.336	.021
	Harga_X2	.785	.071	.655	10.982	.000
	Promosi_X3	.165	.070	.135	2.366	.019

The multiple linear regression equation obtained is:

Purchase Decision = 0.193 + 0.128 Product Quality + 0.785 Price + 0.165 Promotion

1. Constant value (a) = 0.193 means that Product Quality, Price and Promotion have zero values, resulting in a fixed purchase decision of 0.193.
2. The coefficient value of the product quality variable (b1) = 0.128 has a positive value, meaning that every increase in one unit of product quality (X1) causes the purchase decision to increase by 0.128 units.
3. The coefficient value of the price variable (b2) = 0.785 has a positive value, meaning that every increase in one unit of price (X2) causes the purchase decision to increase by 0.785 units.
4. The coefficient value of the promotion variable (b3) = 0.165 has a positive value, meaning that every increase in one unit of promotion (X3) causes the purchase decision to increase by 0.165 units.



Simultaneous Hypothesis Testing (F-Test)

Based on Hantono (2017:72-73), the F-Test is used to evaluate whether the independent variables simultaneously affect the dependent variable.

Table 4. F-Test Results
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3862.735	3	1287.578	76.078	.000 ^b
	Residual	2369.425	140	16.924		
	Total	6232.160	143			

a. Dependent Variable: Keputusan Pembelian_Y

b. Predictors: (Constant), Promosi_X3, KualitasProduk_X1, Harga_X2

F table = $144-4-1 = 139$ (2.67). The Fcount value that exceeds Ftable ($76.078 > 2.67$) has a sig. 0.000 which does not reach 0.05, resulting in the H0 hypothesis being rejected and H1 being accepted, resulting in Product Quality, Price and Promotion influencing Product Purchase Decisions on Shopee.

Partial Hypothesis Testing (T-Test)

Based on Hantono (2017:74-75), the t-test is used to evaluate whether the independent variable individually affects the dependent variable. $df = n-k$, $df = 144-4 = 140$. the t-table value is $t_{5\%}$ or $t_{0.05}(140) = 1.977$.

Table 5. T-Test Results
Coefficients^a

Unstandardized Coefficients				Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	.193	4.059		.048	.962
	KualitasProduk_X1	.128	.055	.138	2.336	.021
	Harga_X2	.785	.071	.655	10.982	.000



Promosi_X3	.165	.070	.135	2.366	.019
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1. The t-value of product quality (X1) is 2.336 which has a positive effect and sig. of 0.021 ($0.021 < 0.05$). Hypothesis H0 is rejected and H1 is accepted because $t\text{-value} > t\text{-table}$ ($2.336 > 1.977$) Product Quality affects Product Purchase Decisions on Shopee.
2. The t-value of the price variable (X2) is 10.982 which has a positive effect and sig. of 0.000 (0.000 does not reach 0.05). Hypothesis H0 is rejected and H1 is accepted because $t\text{-value}$ exceeds $t\text{-table}$ ($10.982 > 1.977$) Price affects Product Purchase Decisions on Shopee.
3. The t-value of the promotion variable (X3) is 2.366 which has a positive effect and sig. of 0.019 ($0.019 < 0.05$). Hypothesis H0 is rejected and H1 is accepted because $t\text{ count} > t\text{ table}$ ($2.366 > 1.977$) Promotion influences product purchasing decisions on Shopee.

DISCUSSION

The Influence of Product Quality on Purchasing Decisions

The results of this study show that Product Quality influences Product Purchasing Decisions on Shopee. High-quality products can encourage consumers to make decisions in purchasing. The results of the study are in accordance with those carried out by (Hasibuan, 2022)(Mutiara, 2022)(Prasetya, 2022) that quality products play an important role in increasing consumer purchasing decisions where high consumers make purchasing decisions on quality products.

Product quality directly affects the perception of value felt by consumers. Consumers tend to be more inclined to choose products that offer good quality and meet their expectations, even though the price may be slightly higher (Samudro, 2020). High quality is often associated with trust and reliability (Bae, 2021). Consumers tend to prefer products that they believe will provide consistent and satisfactory performance over a long period of time (Julvitra, 2020). Consumers often see quality as an important factor in long-term purchasing decisions (Ali, 2020). They may be willing to pay more for products that are considered to be of good quality because they believe the product will last longer or provide greater benefits in the long term (Sari et al., 2023).



The Influence of Price on Purchasing Decisions

These findings prove that Price influences Product Purchasing Decisions on Shopee. When prices are high, consumers reduce their purchasing decisions. However, when prices drop, consumers increase their purchasing decisions. The results of this study are in line with (Nasib, 2021)(S. F. J. L. R. A. Nasib, 2023)(Rinanda, 2021) Selling at e-commerce prices is one of the most important components influencing consumers to make product purchasing decisions. Price is often the main factor considered by consumers when they choose to buy a product or service (Martin, 2021). Consumers will compare the price of a product with the value they perceive from the product before making a decision (Wasiman, 2021). Price can affect consumers' perception of value towards a product or service (Rivai et al., 2021). Consumers tend to compare price with the benefits they expect or the quality they think they get from the product. Lower prices can increase the perception of good value (Daulay, 2021). Price plays an important role in influencing consumers' decisions to buy products repeatedly (Nasib, 2019). If the price is perceived as reasonable or affordable, consumers tend to buy the same product again (Amelia, 2018).

The Influence of Promotion on Purchasing Decisions

The results of this study show that Promotion influences Product Purchasing Decisions on Shopee. Shopee always promotes products in its application so that consumers are encouraged to make product purchasing decisions. The results of this study are in line with research conducted by (Haryani et al., 2023)(S. F. J. L. R. A. Nasib, 2023)(S. Nasib, 2021a)the high intensity of promotions known to consumers increases purchasing decisions. Promotions such as advertising, discounts, or product demonstrations can increase consumer awareness of certain products or brands (N. S. Chaniago, 2018). The greater the consumer's awareness, the more likely they are to consider the product when making a purchase. Discounts or special offers can often encourage impulse buying, where consumers decide to buy something without prior planning (S. Nasib, 2021b). Factors such as an immediate need or a seemingly great deal can influence a quick purchase decision. Promotions can reduce the perceived risk consumers have associated with a particular product or brand (N. & S. Chaniago, 2018). Discounts or satisfaction guarantees can give consumers the confidence to try a product without fear of financial loss or a bad experience (Nurliyanti, 2022).



CONCLUSION

There are several conclusions that can be drawn in this research, namely:

1. Product Quality influences Product Purchasing Decisions on Shopee.
2. Price influences Product Purchasing Decisions on Shopee.
3. Promotion influences Product Purchasing Decisions on Shopee.
4. Product Quality, Price and Promotion influence Product Purchasing Decisions on Shopee.

Here are some suggestions, namely:

1. The company should improve the quality of its products, especially good product packaging, re-check before the product is sent to the customer, adjust the price of the product on the market and promote the product as often as possible starting from giving discounts on certain days and free shipping.
2. Management should be able to increase consumers' decision to purchase Shopee products by reminding and introducing programs that can be obtained by consumers shopping at Shopee.
3. The results of this research should be able to act as a reference for the UNPRI library, especially students who need it.

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