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The Influence of Promotion, Product Quality, and Price on Purchasing Decisions on the Shopee Marketplace

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Abstract: The purpose of this study was to determine the effect of Promotion, Product Quality and Price on Purchase Decisions on the Shopee Marketplace. This research was conducted on residents of Rt 006 Rw 009 Kalisari Village, Pasar Rebo District, East Jakarta Shopee users with a total sample of 110 respondents. The research method used is a quantitative method with a descriptive design. The research was conducted by looking for primary data, through questionnaires to respondents with sampling method with saturated sampling. Data processing in this study using SPSS ver software. 24.0. The analysis technique uses instrument tests, including validity tests, reliability tests, and classical assumption tests which include normality test, heteroscedasticity test, multicollinearity test and autocorrelation test, multiple linear regression analysis and hypothesis testing using t-test to partially test hypotheses and test- F to test the hypothesis simultaneously and test the coefficient of determination. The results showed that there was a positive and significant effect of the Promotion variable on the Purchase Decision with a value of $t \text{ count} > t \text{ table}$ of $2.103 < 1.98260$ with a significance of < 0.05 , namely $0.038 > 0.05$. There is a positive and significant effect of the Product Quality variable on the Purchase Decision with a value of $t \text{ count} > t \text{ table}$ that is $3.561 > 1.98260$ with a significance < 0.05 of $0.001 < 0.05$. There is a positive and significant influence of the price variable on purchasing decisions with a value of $t \text{ count} < t \text{ table}$ of $7.832 < 1.98260$ with a significance of > 0.05 , namely $0.000 > 0.05$. Likewise for the variables Promotion, Product Quality and Price together (simultaneously) have a positive and significant effect on Purchase Decisions, based on the results of the F test with the calculated F value $> F \text{ table}$ which is $97.822 > 2.69$ and the significance < 0.05 is $0.000 < 0.05$.

Keyword: Promotion, Product Quality, Price, & Purchase Decision

INTRODUCTION

In the era of globalization, the business world is increasingly competitive. Competitive and dynamic market conditions require every company to always pay attention to competition in its business environment. Facing an increasingly strong and tight competitive environment,

every company is required to optimize its own economic resources in order to increase the competitiveness of its products in the market, and be able to implement a series of effective marketing strategies and formulate them consistently and sustainably. The development of the globalization era is accompanied by various changes, one of which is technology. Technology cannot be separated from everyday life, and the interesting thing about technological developments is the emergence of the internet.

The internet is the realization of information and telecommunications technology, and one of its benefits is as a marketing medium. If marketing used to be traditional, now it can be done through information technology and the internet. The existence of the internet as a means or media of online information provides enormous benefits for all aspects of life. So that internet users continue to increase because human needs and activities are increasingly diverse.

The use of the internet which continues to grow every year will greatly facilitate business actors, until now internet users in Indonesia have reached 196.7 million users and it is likely that the number will continue to increase. The following is data on internet users in Indonesia based on survey results from the Indonesian Internet Service User Association (APJII).

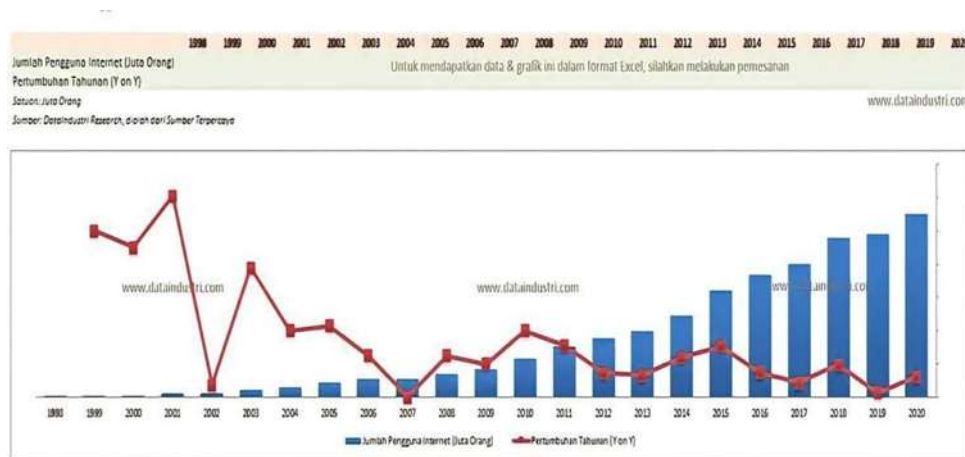


Figure 1. Survey of the Indonesian Internet Service Users Association (APJII).

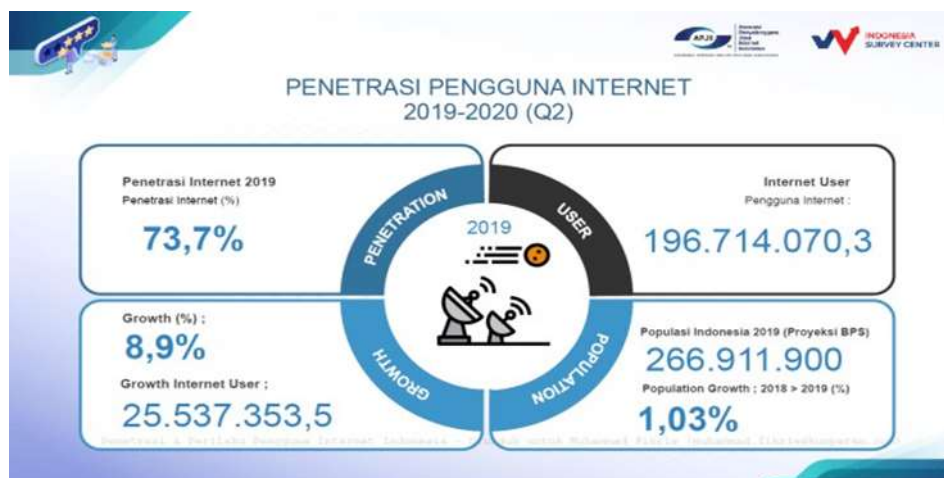


Figure 2. Internet Usage Penetration 2019-2020 (Q2)

In terms of mobile e-commerce transaction applications, some e-commerce companies include Shopee, Bukalapak, Blibli, Tokopedia, and Lazada. With the rapid development of e-commerce, in order to meet daily needs, most people often choose instant shopping methods

through e-commerce which provide various conveniences. The convenience provided to consumers is simply buying necessities via smartphone, then paying at home and waiting for the purchased goods. In addition, e-commerce also provides competitive prices, promotions, and attractive products, making consumers more confident in shopping online. The existence of e-commerce has changed consumer shopping behavior from offline, and now consumers can choose to shop online.

Table 1. E-commerce Competition in Indonesia Based on Number of Visits 2019-2021

<i>E-Commerce</i>	Q4 2019	Q4 2020	Q3 2021
Shopee	72.973.300	129.320.800	134.383.300
Tokopedia	67.900.000	114.655.600	158.136.700
Lazada	28.383.300	36.260.600	27.953.300
Buka Lapak	39.263.300	38.583.100	30.126.700
Blibli	26.863.300	22.413.100	16.326.700

Sumber: <https://iprice.co.id/insights/mapofecommerce/>

The data in Table 1 shows that the Shopee Marketplace is growing very rapidly, with no decline from 2019 to 2021. This is reinforced by the news mentioned by Indotelko.com that the Shopee site received 129.3 million visits in the fourth quarter of 2020, an increase of 56.3 million visits in the previous quarter. Shopee experienced rapid growth in the fourth quarter of 2020. Shopee also solidified its position as the online shopping destination of choice for users in Southeast Asia and Taiwan. The Shopee Marketplace also became the first e-commerce platform in the competition in 2019 and 2020, further strengthening Shopee's position as the first young Marketplace in Indonesia.

According to Kotler in Indrasari (2019) promotion is "An activity carried out by a company to communicate the benefits of its products and to convince consumers to buy". Meanwhile, according to Stanton in Sunyoto (2017) promotion is explained as "An element in a company's marketing mix that is used to inform, persuade and remind about the company's products".

According to Davis in Yamit (2018) defines quality as "A dynamic condition related to products, services, people, processes and environments that meet or exceed expectations". Next, according to Kotler and Armstrong in Musafar (2020) stated that product quality includes durability, reliability, accuracy produced, ease of operation and repair, and other valuable attributes of the product as a whole. The ability of a product to perform its functions, that ability, quality, can be the most sought after by consumers when they choose a product to use". Meanwhile, according to Nasution (2015) formulated that product quality is "A dynamic condition related to products, people or workers, processes and tasks, and environments that meet or exceed consumer expectations.

Next, according to Kotler and Armstrong in Ari (2015) stated that price is "As an amount of money requested to obtain a product or service". Meanwhile, according to Daryanto (2013) defines price as "The amount of money distributed for a product or an amount of value exchanged by customers for the benefits of having or using the product". According to the explanation of these experts, it can be concluded that price is a globally determined monetary value that must be spent by someone to obtain the desired product or service.

According to Schiffman and Kanuk in Etta (2013) stated that purchasing decisions are "The selection of an action from two or more alternative choices". While Setiadi in Etta (2013) defines that the core of purchasing decision making is "The integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them". Next, the definition of purchasing decisions according to Coney in Priansa (2017) explains that "The study of how individuals, groups and organizations in the process of choosing, securing, using and discontinuing products, services, ideas and experiences to satisfy their needs and their impact on society and consumers themselves".

This study focuses on the relationship between promotion, quality, price and purchasing decisions. Effective promotion is expected to improve quality and price, which ultimately impacts purchasing decisions. This model is in line with the findings of Sutrisno (2021) who highlighted the synergy of these variables in growing a productive organization. By integrating these factors, this model provides a comprehensive framework for understanding the dynamics of the Shopee Marketplace.

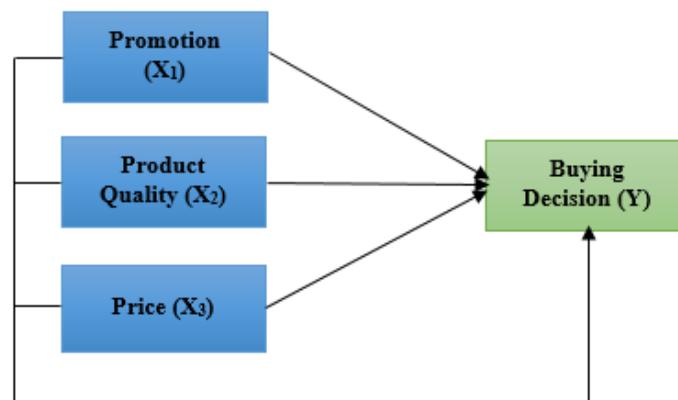


Figure 3. Conceptual Framework

Research Hypothesis

- H₁: It is suspected that there is an influence of promotion on purchasing decisions on the Shopee Marketplace.
- H₂: It is suspected that there is an influence of product quality on purchasing decisions on the Shopee Marketplace.
- H₃: It is suspected that there is an influence of price on purchasing decisions on the Shopee Marketplace.
- H₄: It is suspected that there is an influence of promotion, product quality, and price on purchasing decisions on the Shopee Marketplace.

METHOD

Research Design

This study adopts a quantitative research design, which focuses on numerical data and statistical measurements to test the proposed hypothesis. Quantitative methods, as explained by Sujarweni (2015), are very useful for examining causal relationships by collecting measurable data and using statistical tools. The quantitative approach is ideal for assessing the effects of promotions, product quality, price and purchasing decisions because these variables can be measured and analyzed quantitatively.

Research Location

This research was conducted in the neighborhood of RT 006 RW 009. Jl. Lingkarsari, Kalisari Village, Pasar Rebo District, East Jakarta.

Research Population

The population in this study were residents of RT 006 RW 009 Kalisari Village, Pasar Rebo District, East Jakarta. Based on an initial survey via WhatsApp group, a population of 110 residents was obtained as users of the Shopee application.

Sampling Techniques

Purposive sampling technique is used to select a sample from the population. Purposive sampling is appropriate when certain criteria must be met by the participants. In this study, the main criterion was the involvement of respondents in financial administration tasks. The final sample consisted of 110 respondents, which was considered sufficient for statistical analysis.

Method of collecting data

Primary data were collected through a structured questionnaire distributed to respondents. The questionnaire was designed to measure promotion, quality, price and purchasing decisions using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The use of a structured questionnaire ensures consistency in providing answers, thus facilitating reliable data analysis.

Instrument

a. Validity Test

The validity of the research instrument was tested to ensure that the instrument accurately measures the intended variables. Pearson correlation analysis was used to assess the validity of each item. As stated by Solihin and Ratmono (2020), an item is considered valid if its correlation coefficient is significant at the 5% level ($p < 0.05$).

b. Instrument Reliability Test

Reliability is tested using Cronbach's Alpha and Composite Reliability. According to Solihin and Ratmono (2013), a variable is considered reliable if Cronbach's Alpha and Composite Reliability exceed 0.70. High reliability indicates that the instrument consistently measures the variable on different items and respondents.

Data Analysis Methods

Data analysis was conducted using SPSS version 25, a statistical software widely used for quantitative research. The analysis involved several steps, including validity and reliability tests, classical assumption tests, coefficient of determination, and hypothesis tests.

Classical Assumption Test

Classical assumption tests are essential to ensure that the data meets the requirements for regression analysis. These tests include normality, multicollinearity, heteroscedasticity, and autocorrelation. Ensuring that the data meets these assumptions will increase the robustness and validity of the regression model.

a. Normalization test

The normality test is conducted to determine whether the data follows a normal distribution. As explained by Widardjono (2013), data is considered normally distributed if the Skewness and Kurtosis Critical Ratio (CR) values are in the range of -2.58 to 2.58 at a significance level of 5%.

b. Multicollinearity Test

Multicollinearity is tested using the Variance Inflation Factor (VIF). According to Ghazali (2018), multicollinearity does not exist if the VIF value is less than or equal to 5. Multicollinearity can distort the regression coefficients, so its absence ensures a more accurate estimate of the relationship between variables.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) is calculated to assess the explanatory power of the independent variables. An R^2 value close to 1 indicates that most of the variance in the dependent variable (purchase decision) can be explained by promotion, quality and price.

Hypothesis Testing

The hypothesis is tested using a t-test at a significance level of 5%. The hypothesis is accepted if the t-statistic value is greater than 1.96, which ensures that the findings are statistically significant. The t-test provides insight into whether each independent variable significantly influences purchasing decisions.

Regression Model

This study uses a multiple linear regression model to test the relationship between promotion, quality, price and purchasing decisions. The model is stated as:

$$Y = b_1.X_1 + b_2.X_2 + b_3.X_3$$

Information:

- ✓ X_1 represents Promotion
- ✓ X_2 represents Product Quality
- ✓ X_3 represents Price
- ✓ Y represents Purchase Decision
- ✓ b_1, b_2, b_3 are regression coefficients.

Interpretation of Regression Coefficients

The regression coefficients (b_1, b_2, b_3) show the magnitude and direction of the influence of each independent variable on purchasing decisions. A positive coefficient indicates a unidirectional relationship, while a negative coefficient indicates an opposite relationship.

RESULTS AND DISCUSSION

Validity Test

The validity test is used to measure the validity of the questionnaire. A questionnaire is considered valid if the questions in the questionnaire reveal something about what the questionnaire will measure. The validity test was carried out using the correlation analysis method with SPSS 24.0 software. The validity test aims to determine the validity of the questionnaire distributed to 110 participants. The results of the corrected item-total correlation for each statement item are above 0.300. The answers given by respondents for each statement item are considered valid. If the calculated r value is higher than the table r value and shows a positive result, then the indicator or question in the data is valid.

The reliability test is used to determine the reliability of the questionnaire statement items in measuring the reliability of the variables in the study. Reliability testing is only carried out on valid projects and is carried out using Cronbach Alpha technology.

Table 2. Instrument Reliability Test Variable

No	Variable	Cornbach's Alpha	Cornbach Alpha Standard	Information
1	Promotion (X_1)	0,795	0,60	Reliable
2	Product Quality (X_2)	0,841	0,60	Reliable
3	Price (X_3)	0,821	0,60	Reliable
4	Buying Decision (Y)	0,886	0,60	Reliable

Normality Test

A good regression model is a model with normal data. Normality test can be done with 3 methods of testing data (points) relatively close to the diagonal and following the diagonal direction. From here it can be said that the regression model shows a normal distribution pattern.

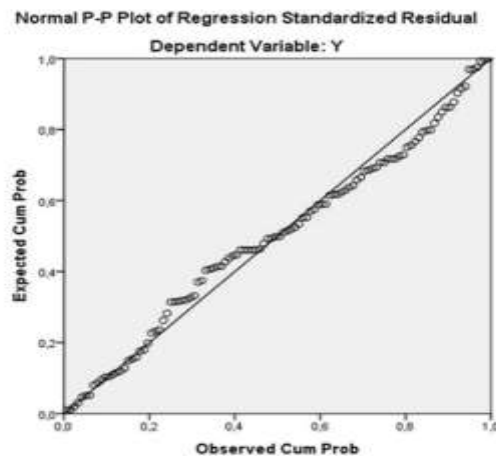


Figure 4. Normality Test Results

Heteroscedasticity Test

As seen in the image above, the data (points) show that there is no heteroscedasticity, because the data (points) do not form a certain pattern or a clear pattern.

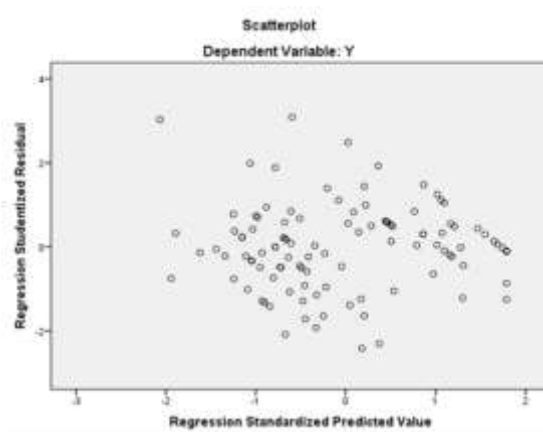


Figure 5. Heteroscedasticity Test Results

Multicollinearity Test

The tolerance value of Promotion (X_1) is 0.544 and the VIF value is 1.839. From these results, the tolerance value is $0.455 > 0.1$ and the VIF value is $1.839 < 10$. For the Product Quality variable (X_2), the tolerance value is 0.474, the VIF value is 2.111. These results indicate that the tolerance value is $0.474 > 0.1$ and the VIF value is $2.111 < 10$. For the Price variable (X_3), the tolerance value is 0.494, the VIF value is 2.025. These results indicate that the tolerance value is $0.494 > 0.1$ and the VIF value is $2.025 < 10$. Based on the results of the multicollinearity test, it can be concluded that there is no multicollinearity between the Promotion, Product Quality and Price variables.

Multiple Linear Regression Analysis.

In multiple linear regression analysis, the Purchase Decision variable (dependent variable) and the Promotion, Product Quality and Price variables (independent variables) are processed using the SPSS system, and coefficient values are obtained to display multiple linear results. The regression calculation is as follows:

Table 3. Multiple Linear Regression Equation Output

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	4,217	3,815		1,105	0,271
X1	0,213	0,101	0,143	2,103	0,038
X2	0,305	0,086	0,259	3,561	0,001
X3	0,701	0,090	0,558	7,832	0,000

Source: Primary data processed with SPSS Ver. 24.0, 2022

Partial Test (t-Test)

Partial test (t-test) is used to test the influence of each independent variable (Promotion, Product Quality and Price) on the dependent variable (Purchase Decision)

Table 4. t-Test Results Table

Model	t	Sig.
1(Constant)	1,105	0,271
X1	2,103	0,038
X2	3,561	0,001
X3	7,832	0,000

Source: Primary data processed with SPSS Ver. 24.0, 2022

Based on the t-test table above, it states:

t-count value > t-table $7.832 > 1.98260$, significance value < 0.05, namely $0.000 < 0.05$

F Test

The F test or what can be called the ANOVA test is used to see how important and influential the independent variables (Promotion, Product Quality and Price) are simultaneously on the dependent variable (Purchase Decision).

Based on the F-test table above, it states:

F calculated value > F table $97.822 > 2.69$, significance value < 0.05, namely $0.000 < 0.05$

Table 5. Simultaneous Test Results (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2084,229	3	694,743	97,822	0,000 ^b
Residual	752,826	106	7,102		
Total	2837,055	109			

Source: Primary data processed with SPSS Ver. 24.0, 2022

Determination Coefficient Test

It can be explained that the Promotion (X_1), Product Quality (X_2) and Price (X_3) variables can explain 72.7% of the Purchase Decision (Y) variable, while the remaining 27.3% is explained by external variables outside the variables in this study.

Table 6. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,857 ^a	0,735	0,727	2,665

Source: Primary data processed with SPSS Ver. 24.0, 2022

The table above shows the Adjusted R-squared value for Purchase Decision (Y) is 0.727. So the coefficient of determination of Purchase Decision (Y) is:

$$KD = r^2 \times 100\% \quad KD = 0.727 \times 100\% \quad KD = 72.7\%$$

Discussion

The Influence of Promotion on Purchasing Decisions on the Shopee Marketplace

The results of the hypothesis test (H1) show that Promotion has an effect on Purchasing Decisions. This can be seen from the results (t-test) with a calculated t value > t table, which is $2.103 > 1.98260$ and a significance value of $0.038 < 0.05$. These results indicate that the increasing Shopee Promotion will increase purchasing decisions. So this hypothesis shows that Promotion has a positive effect on Purchasing Decisions, meaning that H1 is accepted and H0 is rejected.

It can be understood that Shopee Promotion is designed to attract customers with unique, interesting, educational and informative advertisements, precisely on broadcast media facilities such as TV, radio, posters, and social media. Shopee also runs promotions in the form of discount coupons which are expected to increase Shopee sales, where Shopee provides Promotions at certain events that are large enough to attract new customers, especially for loyal customers.

The Shopee Marketplace has implemented various promotions to increase the number of transactions. Examples of January-December promotions on the Shopee marketplace are packages 1.1 and 12.12. This program offers various promotions such as Flash Sale, Goyang Hujan Emas, Cashback, Free Shipping, Discounts, Shopping Vouchers and many more. Of all the promotions carried out by Shopee, the most interesting for consumers is free shipping without a minimum purchase, flash sales, and coupons. The most popular promotions because consumers can immediately enjoy the benefits when shopping, and the method is very simple.

Flash sales themselves occur at certain times every day, with prices starting from IDR 10 and IDR 11. Although free shipping without a minimum purchase is very popular, because young people usually only buy items in small quantities, they will be very interested if you get free shipping without a minimum purchase. Shopping vouchers on the Shopee marketplace are also in great demand because consumers can enjoy direct discounts when shopping. The very easy way to get coupons is also an attraction for consumers to compete to get the coupons by exchanging their Shopee coins

The Influence of Product Quality on Purchasing Decisions on the Shopee Marketplace

The results of the hypothesis test (H2) show that Product Quality has an effect on Purchasing Decisions. This can be seen from the results (t-test) with a calculated t value > t table, which is $3.561 > 1.98260$ and a significance value of $0.001 < 0.05$. These results indicate that the increasing Product Quality offered by Shopee will increase Purchasing Decisions. So this hypothesis shows that Product Quality has a positive effect on Purchasing Decisions, meaning that H2 is accepted and H0 is rejected.

From the results of the respondents' questionnaires, it can be concluded that consumers believe that Shopee Products provide good quality and can meet consumer needs in supporting their daily trading activities. Shopee always innovates to provide consumers with the best quality products, Shopee is always equipped with various convenience facilities to make it easier for consumers to make purchase transactions anytime, anywhere. In addition, Shopee has various offers and programs to attract consumers. Providing purchasing facilities will make consumers feel satisfied in using Shopee products and increase the frequency of consumer transactions.

The Influence of Price on Purchasing Decisions on the Shopee Marketplace

The results of the hypothesis test (H3) show that Price influences Purchasing Decisions. This can be seen from the results (t-test) with a calculated t value > t table, which is $7.832 > 1.98260$ and a significance value of $0.000 < 0.05$. These results indicate that the more attractive the Price offered by Shopee, the more it will increase Purchasing Decisions. So this hypothesis shows that Price has a positive effect on Purchasing Decisions, meaning that H3 is accepted and H0 is rejected. The results obtained show that Price has a positive and significant effect partially on Purchasing Decisions. In this study, Shopee Purchasing Decisions are influenced by Price, because Shopee Price is able to compete aggressively with online and traditional competitors in the same industry, and as a determining factor in Shopee purchasing decisions. The appropriate price can be based on consumer purchasing power, which is comparable to the quality of the product offered and a reasonable price can be found that is acceptable and affordable. The more appropriate the price level given, the higher the consumer's decision to buy. Which proves that the prices set or offered by Shopee can provide a certain level of satisfaction to consumers after making a purchase.

Sellers in the Shopee marketplace must consider consumer perceptions of prices, so they need to focus on affordable prices and competition with other marketplaces. Based on the results of the interviews obtained, consumers are of the opinion that: "The prices offered by sellers in the Shopee marketplace are cheaper than the prices offered by competing marketplaces, so consumers are more interested in using the Shopee marketplace with the same type and brand of products, so the Shopee marketplace is considered more affordable by young people."

The Influence of Promotion, Product Quality and Price on Purchasing Decisions on the Shopee Marketplace

The results of the hypothesis test (H4) show that Promotion, Product Quality, and Price have an effect on Purchasing Decisions. This can be seen from the results (F test) with a calculated F value > F table, which is $97.822 > 2.69$ and a significance value of $0.000 < 0.05$, meaning that H4 is accepted and H0 is rejected.

If a marketplace has good average product quality, consumers will be happy to shop online through that marketplace. This is because not all marketplaces or online stores have product quality that matches what they offer to consumers. Therefore, consumers will be more willing to shop at the Shopee marketplace when the product quality in the Shopee marketplace can compete with similar marketplaces. This is coupled with the price of products in the Shopee marketplace which is considered cheaper than competing marketplaces, and the ongoing promotions make consumers more interested in shopping at the Shopee marketplace.

Thus, statistical testing proves that Promotion, Product Quality, and Price together have a positive and significant effect on Shopee Purchasing Decisions. In other words, the model is feasible to use. According to the results of the questionnaire from the respondents, they believe that increasing Promotion, Product Quality and Price is very important and must be continuously improved and maintained so that Purchasing Decisions always increase.

CONCLUSION

Promotion has a positive and significant effect on Purchasing Decisions (Residents of RT 006 RW 009 Kalisari, Pasar Rebo, East Jakarta). This is proven based on the results of the t-test where the calculated t value > t table, namely $2.103 > 1.98260$ with a significance value of $0.038 < 0.05$.

Product Quality has a positive and significant effect on Purchasing Decisions (Residents of RT 006 RW 009 Kalisari, Pasar Rebo, East Jakarta). This is proven based on the results of the t-test where the calculated t value > t table, namely $3.561 > 1.98260$ with a significance value of $0.001 < 0.05$.

Price has a positive and significant effect on Purchasing Decisions (Residents of RT 006 RW 009 Kalisari, Pasar Rebo, East Jakarta). This is proven based on the results of the t-test where the calculated t value > t table, namely $7.832 > 1.98260$ with a significance value of $0.000 < 0.05$. Promotion, Product Quality, and Price have a positive and significant effect on Purchasing Decisions (Residents of RT 006 RW 009 Kalisari, Pasar Rebo, East Jakarta). This is proven based on the results of the F test where the calculated F value > F table, namely $97.822 > 2.69$ with a significance level of $0.000 < 0.05$.

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