

The Influence of Product Quality, Price and Social Media Marketing on Purchasing Decisions at Shopee E-Commerce (Survey of Students at the Faculty of Economics, Bhayangkara University, Jakarta)

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ARTICLE INFO	ABSTRACT
<i>Keywords:</i> product, price, social media marketing, purchasing decision. <i>Received :</i> 23, Jan <i>Revised :</i> 30, Jan <i>Accepted:</i> 06, Feb ©2023The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International.	This research aims to investigate the influence of product quality, price, and marketing via social media on purchasing decisions on the Shopee e-commerce platform. This research focuses on students from the Faculty of Economics and Business, Bhayangkara University, Jakarta as respondents, with the aim of understanding their purchasing behavior in the context of e-commerce. This research uses a survey method by adopting a questionnaire as a tool to collect information. The respondents sampled in this research were students registered at the Faculty of Economics and Business, Bhayangkara University, Jakarta who actively made purchases via the Shopee platform. It is hoped that this research will provide an in-depth understanding of the elements that influence purchasing decisions on the Shopee e-commerce platform, especially among students within the Faculty of Economics and Business, Bhayangkara University, Jakarta. The practical implications of this research can help e-commerce platforms and businesses optimize their marketing strategies, improve product quality, and manage prices more effectively to attract consumers and influence purchasing decisions. In addition, this research also contributes to academic understanding of the dynamics of e-commerce and the factors that influence consumer behavior in a digital context.

INTRODUCTION

E-commerce has experienced rapid growth since its introduction. It encompasses various types of businesses, ranging from large online retailers to local online stores and electronic trading platforms that connect sellers with buyers. Additionally, according to Danish, Farmeena, and Ehmer (2014), e-commerce can provide benefits to users compared to direct purchasing, such as 24/7 access, more product choices, price comparisons, and better delivery processes.

Shopee is one of the e-commerce platforms that has played a key role in dominating the e-commerce market in Indonesia. The company has achieved significant success through various smart and innovative strategies. One of Shopee's primary roles is to introduce a safe and convenient online shopping concept for consumers in Indonesia. They have built a reputation as a reliable platform with secure payment mechanisms and strong customer protection. It is not surprising that Shopee can secure the top position with the highest number of visitors in Indonesia, with 237 million visits from January to September 2023 (Ahdiat, 2023). Ultimately, Shopee must engage these users in contributing to purchase decisions to generate profits.

The company has achieved significant success thanks to various smart and innovative strategies. One of Shopee's primary roles is to introduce a safe and convenient concept of online shopping for consumers in Indonesia. They have built a reputation as a trustworthy platform with secure payment mechanisms and strong customer protection. It's not surprising that Shopee can secure the top position with the highest number of visitors in Indonesia.

Based on the research, it can be observed that each of the variables, namely product quality, price, and social media marketing, has values that can be improved by Shopee. This is evident from the average scores reaching 66.7% for the 'not' option. Therefore, it is crucial to determine whether these variables can influence purchasing decisions, thereby increasing the urgency for Shopee to enhance its platform.

Based on the explanation above, it is evident that Shopee possesses product quality, pricing, and social media marketing capabilities that make it highly competitive with its rivals. Building on this information, the researcher aims to explore how the variables of product quality, price, and social media marketing contribute to Shopee's success in the form of purchasing decisions.

THEORETICAL REVIEW

Quality of the product, pricing, and social media marketing are crucial factors that significantly influence consumer purchasing decisions. Good product quality can impact consumers' perceptions of a brand, while appropriate pricing can provide value to consumers for a product or service. Furthermore, the use of social media as a marketing tool can enhance consumer awareness of a specific brand or product and influence their purchasing decisions. The following is the research framework that serves as the foundation for the researcher based on the literature review conducted by the author.

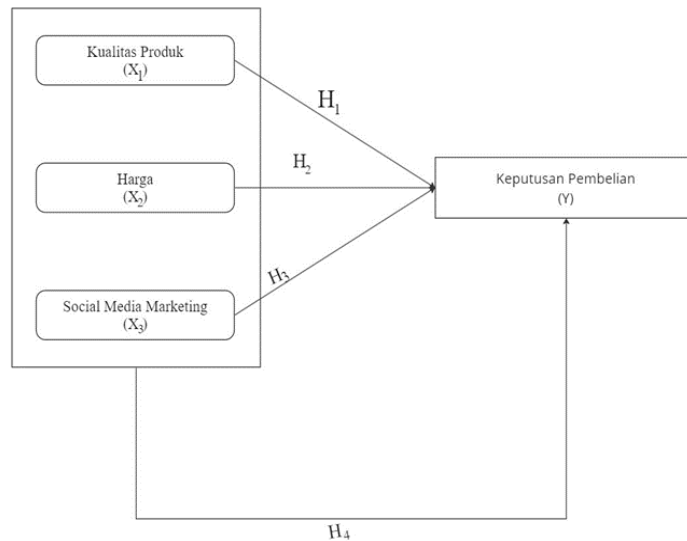


Figure 1. Conceptual Framework

Hypotheses

H₁ = It is suspected that Product Quality has an effect on Purchase Decisions.

H₂ = It is suspected that Product Price has an effect on Purchase Decisions.

H₃ = It is suspected that Social Media Marketing has an effect on Purchase Decisions.

H₄ = It is suspected that Product Quality, Price, and Social Media Marketing collectively have an effect on Purchase Decisions.

METHODOLOGY

Research design

According to Suprpto & Azizi (2020), research design involves the implementation of a series of processes to address research problems by selecting sources and types of information. In another sense, research design is interpreted as a detailed structure depicting the relationship between research variables or broadly outlining research issues until analysis is conducted by outlining each research process. The research design used is quantitative. According to Sugiyono (2019), quantitative techniques can be considered as positivistic techniques based on certain principles. Additionally, quantitative techniques can be seen as a discovery or exploration method, as they leverage several of the latest sciences and technologies that can be developed. Therefore, quantitative approaches take a numerical form.

Population and Sample

The sample for this study will be drawn based on the population. To determine the sample size, the researcher will calculate it using the formula by Hair et al. (2010). In this study, the researcher will use the figure 6 in the Hair formula. Based on the application of the Hair formula, the researcher finds a value of 96,

and then the researcher will round this value. Therefore, the researcher will take a sample of 100 from the entire population.

Data analysis method

Data analysis used in this study are: Classical Assumption Test, Multiple Linear Regression Analysis, T-Test, F-Test, and Coefficient of Determination Test.

RESULTS

Classical assumption test

The classical assumptions need to be tested to ensure that multiple linear regression can be appropriately used. After conducting multiple regression calculations using SPSS software v. 27, tests were performed to examine the classical assumptions of regression.

Normality test

Table 1. Normality Test Result

		Unstandardized Residual
N		100
Normal	Mean	.0000000
Parameters(a,b)	Std. Deviation	1.868024168
Most Extreme	Absolute	.076
Differences	Positive	.076
	Negative	-.044
Kolmogorov-Smirnov Z		.156
Asymp. Sig. (2-tailed)		.162

a. Test distribution is Normal.

b. Calculated from data.

From the calculation results, the significance value obtained is 0.162 (as seen in Table 4.9), which is greater than 0.05. Therefore, the null hypothesis (H₀) is accepted, indicating that the normality assumption is fulfilled.

Multicollinearity test

Table 2. Multicollinearity Test Result

Varaibel Bebas	Collinearity Statistics	
	Tolerance	VIF
X1	0.731	1.367
X2	0.747	1.338
X3	0.640	1.563

From the test results, it is evident that the overall tolerance values are greater than 0.1, indicating no indication of multicollinearity among the independent variables. Alternatively, the multicollinearity test can be conducted by examining the Variance Inflation Factor (VIF) for each variable, where if the VIF value exceeds 10, it can be concluded that there is no multicollinearity.

Heteroskedasticity test

Table 3. Heteroskedasticity Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.330	2.009		.164	.870
X1	-.145	.075	-.219	-1.919	.058
X2	.030	.066	.051	.447	.656
X3	.096	.048	.245	1.977	.051

a. Dependent Variable: Abs_RES

Based on the table above, it can be concluded that the residuals exhibit homoscedasticity (constant variance), or in other words, there are no signs of heteroskedasticity. With the classical assumptions of regression being met, it can be stated that the multiple linear regression model used in this study is considered appropriate. Therefore, interpretation of the conducted multiple linear regression analysis can be performed..

Multiple Linear Regression Analysis

Table 4. Multiple Liner Regression Analysis Result

Variabel	Koefisien Regresi	<u>t</u> hitung	<u>Sig.</u>
Konstanta	5,856		
X1	0,267	2,054	0,043
X2	0,655	5,783	0,000
X3	0,309	3,728	0,000
<u>F</u> hitung	40,738		
<u>R Square</u>	0,748		

The regression equation is used to determine the relationship between the independent variables and the dependent variable. The regression equation obtained based on as follows:

$$Y = 6,363 + 0,283 X1 + 0,666 X2 + 0,281 X3$$

Interpretation of the equation is as follows:

1. The constant term is 6.363, indicating that the average purchase decision is 6.363 when there are no independent variables or when the independent variables are valued at 0.

2. $b_1 = 0.283$, meaning the purchase decision will increase by 0.283 units for every one-unit increase in X_1 (Product Quality). So, if Product Quality increases by 1 unit, the Purchase Decision will increase by 0.283 units, assuming the other variables are held constant.
3. $b_2 = 0.666$, indicating the purchase decision will increase by 0.666 units for every one-unit increase in X_2 (Price). Therefore, if the Price becomes more competitive, the Purchase Decision will increase by 0.666 units, assuming the other variables are held constant.
4. $b_3 = 0.281$, meaning the Purchase Decision will increase by 0.281 units for every one-unit increase in X_3 (Social Media Marketing). So, if Social Media Marketing increases by 1 unit, the Purchase Decision will increase by 0.281 units, assuming the other variables are held constant.

Coefficient of Determination Test

Table 5. Coefficient of Determination Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 ^a	.560	.546	1.904

a. Predictors: (Constant), X_3 , X_1 , X_2

The coefficient of determination is used to assess how much the independent variables contribute to the dependent variable. From the analysis results in table above, the adjusted R-squared value is 0.546. This indicates that approximately 54.6% of the variation in the Purchase Decision variable can be explained by the variation in the independent variables, such as Product Quality (X_1), Price (X_2), and Social Media Marketing (X_3). The remaining approximately 45.4% of the variation in the Purchase Decision variable may be influenced by other factors not investigated in this study.

F-Test

Table 6. F-Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	443.034	3	147.678	40.738	.000 ^b
	Residual	348.006	96	3.625		
	Total	791.040	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X_3 , X_1 , X_2

Based on Table 4.14, it is known that the calculated F-value is 40.738, and the tabulated F-value ($\alpha = 0.05$; df regression = 3; df residual = 96) is 2.70. This indicates that the calculated F-value > tabulated F-value, i.e., $40.738 > 2.70$, or the Sig. F value (0.000) < $\alpha = 0.05$. Therefore, the regression analysis model is considered good. This means that the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. It can be concluded that the regression

model used is good for prediction. Thus, Product Quality, Price, and Social Media Marketing collectively influence Purchase Decision on the Shopee platform.

T-Test

Table 7. T-Test Result

Model	Unstandardized Coefficients ^a		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.856	3.544		1.652	.102
X1	.267	.130	.157	2.054	.043
X2	.655	.113	.454	5.783	.000
X3	.309	.083	.315	3.728	.000

a. Dependent Variable: Y

Based on the table above, the results of the partial t-tests are as follows:

The result of the partial t-test shows that the calculated t-value is 2.054, which is greater than the tabulated t-value of 1.985, with a significance value of $0.043 < 0.05$. This indicates that the Product Quality variable (X1) significantly influences the Purchase Decision (Y). Therefore, it can be concluded that hypothesis 1 (H1) is accepted, and the null hypothesis (H0) is rejected.

The result of the partial t-test shows that the calculated t-value is 5.783, which is greater than the tabulated t-value of 1.985, with a significance value of $0.000 < 0.05$. This indicates that the Price variable (X2) significantly influences the Purchase Decision (Y). Therefore, it can be concluded that hypothesis 1 (H1) is accepted, and the null hypothesis (H0) is rejected.

The result of the partial t-test shows that the calculated t-value is 3.728, which is greater than the tabulated t-value of 1.985, with a significance value of $0.000 < 0.05$. This indicates that the Social Media Marketing variable (X3) significantly influences the Purchase Decision (Y). Therefore, it can be concluded that hypothesis 1 (H1) is accepted, and the null hypothesis (H0) is rejected.

DISCUSSION

In this study, a total of 100 respondents were selected as subjects. The research instrument test included validity and reliability tests. The validity test results showed significance values greater than the tabulated r-value, indicating the validity of each variable item. Testing classical assumptions involved normality, multicollinearity, and heteroskedasticity tests. In the normality test, the Kolmogorov-Smirnov test results showed a significant value (0.162) greater than 0.05, indicating a normal distribution. The second test, multicollinearity test, showed that the tolerance values for each variable were greater than 0.1, and the VIF values were greater than 10, indicating no multicollinearity among independent variables. The third test, heteroskedasticity test, revealed that the significance values for all variables were $> \alpha$ ($\alpha = 0.05$), thus concluding that the residuals have homogenous variance (constant) or, in other words, no signs of heteroskedasticity.

1. Hypothesis 1 – Influence of Product Quality (X1) on Purchase Decision (Y): In the analysis using multiple regression, a calculated t-value of 2.054 with a significance of 0.043 was found, while the tabulated t-value was 1.985. This indicates that the Product Quality variable significantly influences the Purchase Decision. Considering the significance value of 0.043, which is smaller than the alpha significance level used (0.05), it aligns with the alternative hypothesis (H1). Therefore, it can be concluded that Product Quality has a significant impact on Purchase Decision. This aligns with Suarditini (2023), who found that product quality influences purchase decisions.
2. Hypothesis 2 – Influence of Price (X2) on Purchase Decision (Y): In the analysis using multiple regression, a calculated t-value of 5.783 with a tabulated t-value of 1.985 was found, indicating that the Price variable significantly influences the Purchase Decision. With a significance value of 0.000, smaller than the alpha significance level used (0.05), it aligns with the alternative hypothesis (H1). Therefore, it can be concluded that Price has a significant impact on Purchase Decision. This aligns with Meutia et al. (2021), who found that product price influences purchase decisions.
3. Hypothesis 3 – Influence of Social Media Marketing (X3) on Purchase Decision (Y): In the analysis using multiple regression, a calculated t-value of 3.728 with a tabulated t-value of 3.430 was found, indicating that the Social Media Marketing variable significantly influences the Purchase Decision. With a significance value of 0.000, smaller than the alpha significance level used (0.05), it aligns with the alternative hypothesis (H1). Therefore, it can be concluded that Social Media Marketing has a significant impact on Purchase Decision. This aligns with Sapitri & Rohandi (2022), who found that social media marketing influences purchase decisions.
4. Hypothesis 4 – Simultaneous Influence of Product Quality (X1), Price An F-test was conducted to test the hypothesis in the study stating that there is a significant simultaneous influence between Product Quality (X1), Price (X2), and Social Media Marketing (X3) on Purchase Decision. The test results showed an F significance value of 41.61, with F significance $< \alpha$ ($0.000 < 0.05$), in line with the alternative hypothesis (H1). Therefore, the null hypothesis (H0) is rejected, indicating a significant influence between Product Quality (X1), Price (X2), and Social Media Marketing (X3) on Purchase Decision simultaneously. This aligns with Devi (2019), who found that Product Quality, Price, and Social Media Marketing have a simultaneous influence on Purchase Decision.

CONCLUSIONS AND RECOMMENDATIONS

The aim of this research is to identify factors influencing Purchase Decisions. The independent variables tested in this study include Product Quality (X1), Price (X2), and Social Media Marketing (X3), while the dependent variable is Purchase Decision (Y), both individually and simultaneously. The results of the multiple linear regression analysis reveal the following:

1. Based on the T-test, it is revealed that Product Quality (X1) has a significant influence on Purchase Decision.
2. The T-test results also indicate that Price (X2) significantly influences Purchase Decision.
3. Social Media Marketing (X3) is also proven to have a significant influence on Purchase Decision, as found through the T-test.
4. The F-test concludes that the independent variables collectively have a significant influence on Purchase Decision. Therefore, Product Quality (X1), Price (X2), and Social Media Marketing (X3) collectively have a simultaneous influence on Purchase Decision.

Based on these conclusions, some recommendations can be proposed, which are expected to benefit the company and relevant parties. The suggested recommendations are as follows:

1. Shopee should make efforts to maintain and enhance the quality of product pricing, considering that the price variable has a dominant influence on purchase decisions. Therefore, improving the quality of pricing can contribute positively to an increase in purchase decisions.
2. Given the significance of the independent variables in this study in influencing Purchase Decisions, it is hoped that the results of this research can serve as a reference for future studies. These studies could consider adding other variables not included in this research to broaden the understanding of factors influencing Purchase Decisions.

FURTHER STUDY

The population and sample of this study were taken in the years 2023, wherein there was an election year. Therefore, the research results may differ in a normal year. Furthermore, based on the coefficient of determination test, there is 45,3% of the Purchase Decision variation influenced by other variables that is not explained in this study. Thus, this aspect can be further explored by future researchers.

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