

THE INFLUENCE OF PRICE, PROMOTION, PRODUCT QUALITY ON ONLINE SHOP PURCHASING DECISIONS AMONG STUDENTS

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ABSTRACT

The researchers decided to examine whether online shop purchasing decisions among students can be influenced by the quality, promotion, and price of the items in this paper. This study uses the SPSS application as data analysis. The researchers used 286 respondents who were students as the research population. Meanwhile, the researcher used a quantitative approach as a research method. This paper shows there is a significance of 0.000 and tcount of 5.093 which explains that the respondent's purchase decision is significantly influenced by price. On the other hand, there is a significance of 0.000 and tcount of 4.665 which explains that the Purchase Decision is significantly positively persuaded by the Promotion. Furthermore, there is a significance of 0.000 and tcount 9.159 which explains that the Purchase Decision is significantly affected by Product Quality. In Summary, the researchers concludes buying choices are persuaded by product quality, promotion, and price.

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1. INTRODUCTION

There are significant advances in technology and information in the current digitalization era, resulting in a more competitive business environment. This forces producers to think more creatively and innovatively about economic, cultural and social developments. In business competition, there are various efforts that must be made in order to survive, namely designing business strategies with the aim of strengthening and preserving client relationships. In addition, the reach between buyers is very limited. With the advent of technology, distance, time, and cost constraints can be easily avoided. To achieve the goal of increasing sales, customer reach, and company value, one of the efforts is to use electronic commerce (e-commerce) to promote and obtain many goods and services both physically and digitally.

Consumers have their own interests in accessing e-commerce in buying products online. For example, consumers can buy various skin care goods, clothing, and footwear, etc. that maintain the quality of their products through packaging that protects them throughout the distribution chain and for clients, selling online also using a pricing strategy that can be claimed as lowest price. In addition, promotional strategies are used to better sell their products to customers. Efforts are made by using various platforms to gain access to various media so that business actors can promote their goods and services in these media. Of course, Advertising all things in print and electronic media has grown widely or easily identifiable in modern times. It is hoped that by promoting things across multiple advertising channels, salespeople will be able to take advantage of previous marketing efforts. E-commerce provides many attractive elements that entice users to make a purchase. Consumer purchasing decisions are generally influenced by product trust, which is closely related to price, brand image, and product service quality. One of the strategic tactics

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to convince consumers is to make all features available, to provide clear descriptions of goods, to keep claims simple, and to provide discounts involving privacy. Customers often anticipate the offers on offer.

The goal of every business is to increase market share and attract customers as much as possible, through efforts to fulfill customer wants and needs, so that they decide to use the product or service, so that they can do this repeatedly and become loyal customers. In terms of purchasing decisions, it asserts that consumers consider various factors and reasons that contribute to their desire to acquire a particular product or service.

The Covid-19 pandemic affected people's incomes due to limited economic activities resulting in a decrease in sales, transaction volume and smooth distribution of goods during 2020. In June 2020, there was a decline in online sales of 18.2% and throughout 2020, online sales decreased by 5%, 9%. (Kompas, 2021).

2. Method

Theory of the Effect of Price on Purchase Decisions

When choosing a product, customer decisions can be influenced by the price factor. Price perception conveys important information about a product to clients. Thus, in the purchase of goods that are made repeatedly, the customer's purchase decision is determined by the price factor. Thus, the choice of brand, product type, and store is influenced by the price factor. Consumers are very rational in terms of evaluating the benefits they want (Albari & Safitri, 2018).

Theory of the Effect of Promotion on Purchase Decisions

In marketing, promotional activities are efforts made to introduce products or services to potential customers so that there is a purchase decision. Promotion is a kind of marketing communication, where the marketing activity has the aim of conveying information, inviting, and producing purchasing decisions so that the company's product sales targets can be achieved, even increased so that customers can be satisfied with the products being marketed and can become regular customers (Harwani, 2019).).

Theory of the influence of product quality on purchasing decisions

There is a classification of Excellent Quality, Very Good Quality, Medium Quality, and Poor Quality as four levels of quality that most of the products marketed have. Various parties can objectively assess these various attributes. However, the quality of the goods must be assessed by the buyer as the party most closely related to the sale of the goods from a marketing point of view. Business competition with competitors can be overcome by high product quality. Thus, high product quality can generate various benefits for companies such as increasing market share and profits so that they can overcome business competition in the modern era. (Imaningsih & Rohman, 2018).

Conceptual framework

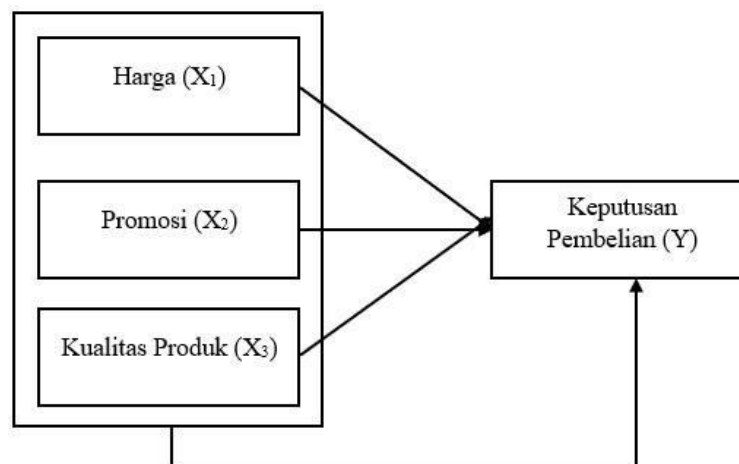


Figure I.1 Conceptual Framework

Research Hypothesis

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Researchers have established four study hypotheses, namely:

H1: Purchasing decisions of Prima Indonesia University students are influenced by product prices.

H2: Purchasing decisions of Prima Indonesia University students are influenced by Product Promotion.

H3: Purchasing decisions of Prima Indonesia University students are influenced by product quality.

H4: Purchasing decisions of Prima Indonesia University students are influenced by Product Quality, Promotion, and Price.

Research Approach

decided that quantitative methods will be used for this investigation. Quantitative research can be understood as a positivist approach; sampling procedures are usually random; data collection has a statistical/quantitative nature which aims to determine whether the specified hypothesis is valid (Sugiyono, 2012:12).

Nature and Type of Research

Quantitative descriptive is a type of study developed by researchers. Meanwhile, the formulation of this type of research includes various problems related to 1 independent variable (Sugiyono, 2012: 53 – 54).

Population and Research Sample

There are 1002 Prima Indonesia University students in the Management Study Program as the research population. However, the researchers did not use the entire population, so they only used the research sample. The sample is the respondent who is the top of the study population. Researchers used simple random sampling as a technique to determine the study sample, namely:

$$\frac{1002}{\sqrt{1 + (1002)(0,05)^2}} = 286$$

Based on the calculation above, there are 286 respondents as the research sample used by the researcher, where the researcher tested the reliability and validity of the research instrument only on 30 students outside the sample.

Data collection technique

In this stage, researchers obtain data by distributing questionnaires to research respondents where the respondents are E-commerce customers / users

Data Types and Sources

Researchers obtain two types of study data when conducting research, namely:

1. Primary data were obtained by researchers by distributing research questionnaires to research respondents.
2. Secondary data was obtained by researchers through various sources related to the topic of this study, such as journal articles, books, and so on.

2.1 Test the Validity and Reliability of Variable Instruments

Validity test

The validity test shows whether the questionnaire can carry out its duties properly, namely meeting the elements of validity or not (Ghozali, 2016). There are two interpretations used by researchers to determine whether the research instrument has passed the validity test, namely:

1. The element of validity has been achieved by each item in the questionnaire if the coefficient value of $r_{table} < r_{count}$.
2. The element of validity is not met by each item in the questionnaire if the coefficient value of $r_{table} > r_{count}$.

Reliability Test

The research instrument meets the elements of reliability and reliability so that it can be used by researchers if it has passed the reliability test (Ghozali, 2016). The term "reliability" refers to a person's consistent reactions over time. Cronbach alpha (α) and a correlation of 0.7 are considered reliable as the achievements of the research instrument so that it can be relied upon by researchers to obtain research data.

Normality test

This is explained by Ghozali (2016), stating that the normality test is used to evaluate whether the

data is normally distributed or not. Residual regression of non-standardized Kolmogorov-Smirnov test results. Kolmogorovskmirnov normality test as follows, namely:

1. The data has a normal distribution if the significance value of Asym Sig 2 tailed > 0.5.
2. The data does not have a normal distribution if the significance value of Asym Sig 2 tailed < 0.5.

Multicollinearity Test

Ghozali (2016) shows that in the multicollinearity test, researchers will use a regression model that functions to identify the relationship between the independent variables. The absence of a relationship between independent variables is a criterion for a good regression model.

To determine multivariate characteristics, tolerance values and VIF are used (Inflation Factor Variance). It makes no difference whether the tolerance value is selected in this example. If the VIF value is 10, no multicollinearity occurs.

Heteroscedasticity Test

In this stage, the researcher will test whether the regression model used is identified about the existence of a confounding variance inequality in a research observation (Ghozali, 2016).

2.2 Research Data Analysis Model

Multiple Linear Regression Analysis

Several linear regressions with equations are statistical methods to analyze research data, namely:

$$"Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e"$$

Coefficient of Determination (R²)

R² is a tool to identify the competencies possessed by a model to explain various classifications of dependent variables (Ghozali, 2020: 97).

Simultaneous Hypothesis (Test F)

Researchers will use statistical tests (Ftest) to examine the simultaneous impact obtained by the dependent variable from the independent variable.

- a. In significant $t_{count} > 0,5$ there is a coefficient value of $t_{count} < t_{table}$, so H₀ is accepted.
- b. In significant $t_{count} < 0,5$ there is a coefficient value of $t_{count} > t_{table}$, so H₀ is rejected.

Partial Hypothesis (t-test)

Ghozali (2016) explains that other variables are said to be constant if the dependent variable can be known to have the effect of one independent variable through the implementation of the t test.

3. Results and Discussion

3.1 Validity and Reliability Test

Table 1. Validity Test

Question	Price		Promosiy		yQualityPRoduky		yDecision Pbuy it	
	Pearson correlation	signifcant	Pearson correlation	signifcant	Pearson correlation	signifcant	Pearson correlation	signifcant
1.	0.748	0.000	0.837	0.000	0.826	0.000	0.810	0.000
2.	0.799	0.000	0.831	0.000	0.889	0.000	0.827	0.000
3.	0.836	0.000	0.892	0.000	0.787	0.000	0.824	0.000
4.	0.676	0.000	0.893	0.000	0.826	0.000	0.823	0.000

Source: SPSS Data Processing, 2022

It is determined that data analysis will be carried out to assess whether the research variables consisting of Price, Promotion, Quality, and Purchase Decision are substantially related to the rtable value > 0.361 and < 0.05 at the significant level < 0.05. In this test, the question items passed the validity test with rcount higher than 0.361 but less than 0.05, indicating that it was genuine and acceptable.

Table 2. Reliability Test

Nama Variabel	Cronchbach Alpha	N Of Item	Keterangan
Harga	0,761	6	Reliable
Promosi	0,885	6	Reliable
Kualitas Produk	0,852	6	Reliable
Keputusan Pembelian	0,833	6	Reliable

Source: SPSS Data Processing, 2022

The element of reliability or reliability has been achieved by the research instrument based on table 3.2, so the questionnaire to test the variables of Purchase Decision, Quality, Promotion, and Product Price can be used because the cronbach alpha value is > 0.70 percent.

Table 3. Statistical Descriptive Table
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Harga	286	5	20	12,15	3,767
Promosi	286	5	19	10,87	2,094
KualitasProduk	286	4	20	12,49	3,787
KeputusanPembelian	286	4	20	10,86	3,362
Valid N (listwise)	286				

Source: Primary Data, 2022

Based on table 3.3, there are questionnaire results from 286 research samples with the findings that the price variable has the lowest value of 5, the highest value of 20, the mean value of 12, 15, and the standard deviation of 3,767. Meanwhile, the Promotion variable has the lowest value of 5, the highest value of 19, the mean value of 10.87, and the standard deviation of 2.094. Furthermore, the Product Quality variable has the lowest value of 4, the highest value of 20, the mean value of 12.49, and the standard deviation of 3.787. On the other hand, the Purchasing Decision variable has the lowest value of 4, the highest value of 20, the mean value of 10.86, and the standard deviation of 3.362.

3.2 Classic Assumption Test Results

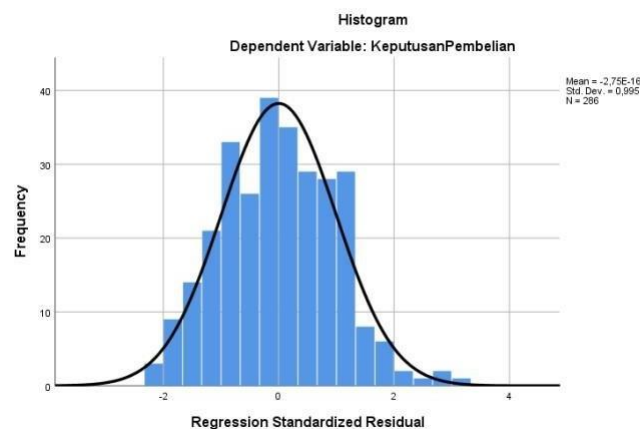


Figure 2. Histogram Test

Source: SPSS Data Processing, 2022

Figure 2 shows that the histogram test results have a bell-shaped curve, indicating that the data is normally distributed.

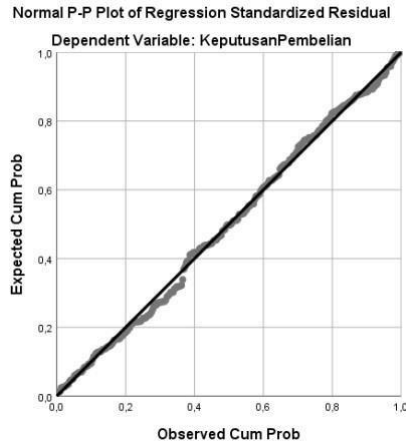


Figure 2 P-Plot Normal Graph

According to the diagram above, there are results when the normal plot displays a normal distribution pattern that adheres to the assumption of normality for the data from the regression model, as shown in the test result image where the data follows a diagonal line.

Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		286
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,13023407
Most Extreme Differences	Absolute	,042
	Positive	,042
	Negative	-,028
Test Statistic		,042
Asymp. Sig. (2-tailed)		,200 ^{c,d}

Source : Primary Data, 2022

According to table III.2 the result of the Kolmogorov-Smirnov test is 0.200, and the significant value exceeds 0.05, indicating that the variables are normally distributed normally, as shown in the table above.

Table 5. Multicollinearity Test
Coefficients^a

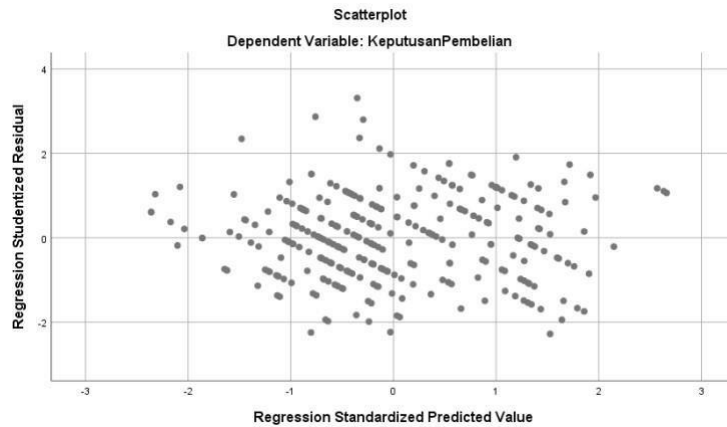
Model		Collinearity Statistics	
		Tolerance	Tolerance
1	(Constant)		
	Harga	,527	1,896
	Promosi	,898	1,113
	KualitasProduk	,506	1,977

As shown in Figure III.3, the VIF values for price, promotion, and product quality are all less than or equal to 10, indicating that there is no multicollinearity in the independent variables in the model.

In this stage, the researcher will evaluate if the regression model has residual variability (Ghozali, 2016). Meanwhile, heteroscedasticity was found in this study using a regression approach called the glejser test.

Figure 3 Scatterplot Test Results

Figure 3. Heteroscedasticity Test



Source: Primary Data, 2022

Figure 3 This symbol indicates that there is no repeating pattern below or above zero. In other words, heteroscedasticity does not exist.

Table 6. Glejser Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,997	,416		2,395	,017
	Harga	,021	,027	,064	,788	,432
	Promosi	,001	,037	,001	,022	,982
	KualitasProduk	,037	,027	,112	1,357	,176

Source: SPSS Data Processing, 2022

There are findings according to table 3.6 if there is a significance value in each variable > 0.05 which serves as the basis for the choice of heteroscedasticity test through the glejser test. This study does not contain heteroscedasticity which is proven that the level of significance > 0.05.

3.3 Multiple Linear Regression Analysis Research Model

To assess the relationship between the independent and dependent variables, several statistical techniques, such as linear models, are used.

Table 7 Test Results of Multiple Linear Regression Model

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.644	.721		-.893	.373
	Harga	.236	.046	.265	5,093	.000
	Promosi	.298	.064	.186	4,665	.000
	KualitasProduk	.431	.047	.486	9,159	.000

Source : Primary Data, 2022 Interpretation

table 7 with Purchase Decision Decision = $-0.644 + 0.236 \text{ Price} + 0.298 \text{ Promotion} + 0.431 \text{ Product Quality}$ Thus, the researcher concludes that there are four meanings in the table above, namely:

1. There is -0.644 as the regression constant value, meaning that the Purchase Decision has a coefficient of -0.644 units derived from the accumulated regression coefficients of Quality, Promotion, and Product Price.
2. Price regression coefficient is positive 0.236, meaning that every increase in price increases purchasing decisions. Similarly, how the Purchase Decision gets the influence of the Price variable.
3. The increase in Purchase Decisions is in line with the Promotion variable as evidenced by the Promotion regression coefficient which is 0.298 positive. Thus, the Purchase Decision is positively influenced by the Promotion.
4. The increase in Purchase Decisions is in line with the Product Quality variable as evidenced by the Promotion regression coefficient which is 0.516 positive. Thus, Purchase Decisions get a positive influence by Product Quality.

Coefficient of Determination (R²)

A low R² value indicates that the range of possible modifications of the independent variable is limited. The independent variable can describe the data and information needed about the change in the dependent variable when the value approaches it.

Table 8. Coefficient of Determination Test Results (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 ^a	.598	.594	2,142

Source: processed spss data, 2022

The table shows the results that R Square is 0.598 indicating that the Purchase Decision variable is explained by 59.8 percent by the variables of Quality, Promotion, and Product Price. Meanwhile, this study could not identify other independent factors which amounted to 40.2 percent, where the other variables can explain the Purchase Decision variable.

Simultaneous Hypothesis Testing (F)

Table 9. F . test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1927,822	3	642,607	140,118	.000 ^b
	Residual	1293,301	282	4,586		
	Total	3221,122	285			

Source: Processed SPSS 2021 data

According to the data test findings, there are results that the simultaneous test finds that the f . value the table above is 2.63 and the significant level is less than 0.00, which is less than 0.05, corresponding to the value of 140.118. If f_{count} is more than f_{table} and the significance threshold is less than 0.05, then the Purchase Decision is simultaneously influenced by Quality, Promotion, and Price where there is a conclusion that H_a is accepted and H_o is rejected.

Table 10 T . Test

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-,644	,721		-,893	,373
	Harga	,236	,046	,265	5,093	,000
	Promosi	,298	,064	,186	4,665	,000
	KualitasProduk	,431	,047	,486	9,159	,000

Source: Primary Data, 2021

1. Price variable has a value of t_{count} of 5.093 with t_{table} reaching 1.9683 and a significance value of 0.000 where there is a conclusion if the first hypothesis can be accepted.
2. Thus, the Purchase Decision is influenced by the Price.
3. Promotion variable has a value of t_{count} of 5.665 with t_{table} reaching 1.9683 and a significance value of 0.000 < 0.05 where there is a conclusion if the second hypothesis can be accepted. Thus, the Purchase Decision is influenced by the Promotion.
4. Product variable has a value of t_{count} of 9.159 with t_{table} reaching 1.9683 and a significance value of 0.000 < 0.05 where there is a conclusion if the third hypothesis can be accepted. Thus, Purchase Decisions are influenced by Product Quality.

3.4 Discussion of Research Results

Influence of Price on Purchase Decision

The findings from the analysis test indicate when the Purchase Decision has a significant influence on the price. These findings are in line with the studies developed (Lomboan et al., 2020) and (Sopiyan, 2019). In the partial test results, students of the Faculty of Economics, Prima Indonesia University, make purchases using the online shopping site Shop. The statement shows when the customer's Purchase Decision has an impact on the Price variable. The lower the price, the more likely it is that students from the Faculty of Economics at Prima Indonesia University will buy online. It's not just the low price that's attractive. On the other hand, if the price is too high, the number of individuals buying goods online from Prima Indonesia University students will decrease. Price is the most influential element in people's online purchasing choices. The most accurate approach to pricing anything is to compare it to the cost of buying it from an online retailer.

Effect of Promotion on Purchase Decision

The findings from the analysis test show when the Purchase Decision has a significant influence from the Promotion. These findings are in line with the study developed by (Solihin, 2020), and (Prilano et al., 2020). The findings of the partial test show that the more promotions, the more favorable the buying choice. Attractive promotions attract a large number of consumers to buy goods. Since attractive advertising influences consumer purchasing decisions, this strategy can result in loyal customers who are attracted by sales promotions.

Effect of Product Quality on Purchase Decisions

The findings from the analysis test indicate when the Purchase Decision has a significant effect on Product Quality. These findings are in line with the studies developed by (Aurelia et al., 2022) and (Wardhana, 2022) which explain that customer purchasing decisions are determined by a variable called Product Quality. Consumers love to shop online because the goods they buy are of high quality and come in a wide variety of designs. Based on the indicators used, it can be concluded that if consumers like the design of the goods offered by online retailers, they will buy at online retailers because the products can be tailored to consumer specifications.

4 Conclusion

Researchers have concluded the findings of the study in this study, namely: Online Shop Purchase Decisions Among Students are simultaneously influenced by Product Quality, Promotion, and Price. Online Shop Purchase Decisions Among Students are partially influenced by Product Quality, Promotion, and Price. The relationship between Product Quality, Promotion, and Price can explain the customer's Purchase Decision based on the coefficient of determination which reaches 92.8%. Meanwhile, there is an explanation that is not contained in the independent variable in this study with an achievement of 7.2%.

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