

THE EFFECT OF PROMOTION, BRAND IMAGE AND CONSUMER PERCEPTION ON PURCHASE DECISIONS AT SHOPEE

Erick Ronaldo Hutapea¹, Triana Ananda Rustam²
Fakultas Ilmu Sosial dan Humaniora, Universitas Putera Batam^{1,2}

ARTICLE INFO

Keywords:

Promotion,
Brand Image,
Consumer Perception,
Purchase Decision.

ABSTRACT

The purchase decision in purchasing a product on the Shopee e-commerce that is currently happening is still high. However, behind the development of the Shopee application which still continues to exist, it does not mean that this online buying and selling site is not without a number of problems experienced by Shopee consumers which will have an impact on consumer decisions to make purchases on Shopee e-commerce. This study aims to determine the effect of promotion, brand image, and consumer perceptions on purchasing decisions at Shopee. The design of this study uses research design and quantitative research methods. Data collection techniques by distributing questionnaires to 384 respondents, namely Shoppe users with special characteristics that are in accordance with the objectives of this study. The results of this study indicate that promotion, brand image, and consumer perceptions partially and simultaneously have a significant effect on purchasing decisions. The results of the test for the coefficient of determination show that promotion, brand image, and consumer perceptions have a significant effect on purchasing decisions by 60.6 percent, while the rest are influenced by other variables not examined in this study.

E-mail:
Pb170910269@upb.ac.id

Copyright © 2023 Economic Journal. All rights reserved.
is Licensed under a Creative Commons Attribution-NonCommercial 4.0
International License (CC BY-NC 4.0)

1. INTRODUCTION

Thanks to the development of technology and information, buying and selling activities can also be carried out in a network or e-commerce which provides many solutions to the most important problem in the form of mobility [1]. The development of e-commerce is very good with unlimited potential. In this development, advancing people's way of buying and selling transactions online, e-commerce is developing which carries out various ways to attract consumer attention by paying attention to various factors such as promotion, brand image and consumer perceptions in order to produce purchasing decisions [2].

Providing the right promotion is one of the factors that influence purchasing decisions. For this reason, companies must be able to determine what kind of promotions must be carried out precisely to get consumers [3]. The purpose of the promotion is to attract consumer interest in the products offered by the company by relying on good product quality and the prices offered by the company can be affordable by the public [4]. Good marketing is not accidental, it is the result of careful execution and planning. Marketing practices are constantly being improved and updated throughout the industry to increase the chances of success [5].

Brand image is also a factor that can be considered by consumers to determine purchasing decisions. Brand image can be considered with the existence of a quality product offer by the company [6]. A strong brand image can certainly assist customers in reducing the quality evaluation risk in their involvement with purchasing decisions [7]. If the involvement of the purchase decision is high, then the customer becomes loyal to a brand based on extensive experience and knowledge about the product. If the involvement of the purchase decision is low, then the brand plays a role in facilitating product recognition [8].

Another factor that is considered by consumers in making purchasing decisions is consumer perception. Because a perception that has been formed by consumers can encourage these consumers to choose and carry out the purchasing decision-making process [9]. When consumers want to decide to buy a product, they actually have certain reasons and some are without reason. A person's actions are actually influenced by his perception of the situation at that time [10]. But the perception of each individual is

The Effect Of Promotion, Brand Image And Consumer Perception On Purchase Decisions At Shopee.

Erick Ronaldo Hutapea, et.al

1178

different, even though they are in the same situation. This happens because of the surrounding environmental conditions and the conditions of each individual [11].

Purchasing decision is the stage of the decision process where the consumer actually buys a product. With the meaning of consumers who have actually purchased the product [12]. Purchase decisions can also be based on advertisements or promotions offered [13]. Most customers will decide to make a purchase because they are interested in the advertisements or promotions being offered, but sometimes customers will also be interested because of the many people who make purchases at that place, as well as the many good perceptions and views to decide on a purchase [14].

Consumers make several e-commerce choices in shopping online, of course, because of the main causes and factors. Broadly speaking, things that influence consumer purchasing decisions for their daily needs can be influenced by several factors such as promotions, brand image and consumer perceptions. The purchase decision in purchasing a product on the Shopee e-commerce that is currently happening is still high [15]. However, behind the development of the Shopee application which still continues to exist, it does not mean that this online buying and selling site is not without a number of problems experienced by Shopee consumers which will have an impact on consumer decisions to make purchases on Shopee e-commerce .

2. METHOD

The method in this researches is quantitative. This research includes several tests by distributing questionnaires with the aim of testing the effected of the dependents variable on the independents variable. The sample are Shoppe users with special characteristics that are in accordance with the objectives of this study. The researcher decided to apply the non-probability sampling technique, namely purposive sampling, where the researcher determined the sampling by establishing special characteristics that were in accordance with the objectives of this study. In line with calculations by applying the Cochran formula and determining special characteristics, the number of samples in this study was 384 respondents.

3. RESULT AND DISCUSSION

Table 1. Validity Test Results

Variable	Item	R Statistic	R Table	Description
Promotion (X1)	X1.1	0,734	0,100	Valid
	X1.2	0,627		
	X1.3	0,560		
	X1.4	0,734		
	X1.5	0,627		
	X1.6	0,560		
	X1.7	0,508		
	X1.8	0,752		
Brand Image (X2)	X2.1	0,473	0,100	Valid
	X2.2	0,717		
	X2.3	0,561		
	X2.4	0,456		
	X2.5	0,717		
	X2.6	0,590		
Consumer Perception (X3)	X3.1	0,646	0,100	Valid
	X3.2	0,565		
	X3.3	0,514		
	X3.4	0,445		
	X3.5	0,525		
	X3.6	0,457		
Purchase Decision (Y)	X3.7	0,506	0,100	Valid
	X3.8	0,693		
	Y.1	0,741	0,100	Valid
	Y.2	0,654		

Y.3	0,743
Y.4	0,480
Y.5	0,569
Y.6	0,494

It was found the overall statement for each variable was that $r_{count} > r_{table}$ (0.100), it was conclude that all of the question items were classified as valid.

Table 2. Reliability Test Results

Reliability Statistics	Cronbach's Alpha	N of Items
Promotion	0,792	8
Brand Image	0,617	6
Consumer Perception	0,661	8
Purchase Decision	0,665	6

In accordance with the test results above, it was concluded that each variable obtained a Cronbach Alpha values exceeding 0.60, so it could be stated that all variables in this studies were reliable.

Table 3. Normality Test Results

		Unstndrdzd Res
N		384
Normal Parameters ^{a,b}	Me	.0000000
	Std. Dev	1.79389861
Most Extreme Diffrences	Absolute	.036
	Positive	.032
	Negative	-.036
Test Statistic		.036
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Based on the table above, the Kolmogorov Smirnov test that was carried out found a percentage above 5% or 0.05, so the data is normally distributed because of the Asymp results. Sig is 0.200 > 0.05.

Table 4. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error
1	0,781 ^a	0,609	0,606	1,801

It was found that work promotion, brand image, and consumer perception affect purchase decision by 60.6 % which can be seen from Adjusted R Square, while the rest are affected by other variables not examined in this study.

Table 5. T Test Results

Model	T	Sig.
1 (Constant)	2,610	,009
Promotion	11,159	,000
Brand Image	9,231	,000
Consumer Perception	15,891	,000

Based the table above, Promotion (X1) with t count 11,159 > t table 1,966 (df = n-k = 384-4 = 380) and a significance of 0.00 < 0.05 concluded partially that promotion has a positive and significant effect on purchase decision. Brand Image (X2) with t count 9,231 > t table 1,966 and a significance of 0.00 < 0.05 concluded partially that brand image has a positive and significant effect on purchase decision. Consumer perception (X3) with t count 15,891 > t table 1,966 and a significance of 0.00 < 0.05 concluded that partially consumer perception has a positive and significant effect on purchase decision.

Table 6. F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1922,392	3	640,797	197,565	,000 ^b
Residual	1232,522	380	3,243		
Total	3154,914	383			

Obtained F count 197,565 > F table 2,63 with a significance of 0.000 <0.05. It is concluded that simultaneously promotion, brand image, and consumer perception have a positive and significant effect on purchase decision.

4. CONCLUSION

Based on the results of the analysis and elaboration that have been discussed, it is concluded that (1) Promotion has a positive and significant effect on purchasing decisions at Shopee. (2) Brand image has a positive and significant effect on purchasing decisions at Shopee. (3) Consumer perceptions have a positive and significant effect on purchasing decisions at Shopee. And (4) Promotion, Brand Image, and Consumer Perception simultaneously have a positive and significant effect on purchasing decisions at Shopee.

REFERENCES

- [1] L. D. Safitri, F. Fatimah, and Y. G. Wibowo, "ANALISIS PENGARUH PROMOSI, CITRA MEREK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN E-COMMERCE SHOPEE PADA MAHASISWA FAKULTAS EKONOMI UNIVERSITAS MUHAMMADIYAH JEMBER," *J. Ekon. dan Bisnis*, vol. 1, pp. 189–196, 2022.
- [2] W. Mailindra and M. Amali, "Pengaruh Persepsi Konsumen terhadap Keputusan Pembelian Ulang pada Indomaret Kecamatan Sungai Bahar," *Ekon. J. Econ. Bus.*, vol. 2, no. 2, p. 235, 2018, doi: 10.33087/ekonomis.v2i2.47.
- [3] M. Magdalena and N. U. Sari, "Pengaruh Citra Merek , Harga , Dan Promosi Terhadap Keputusan Pembelian Mobil Honda Brio Di Kota Padang," *J. Pundi*, vol. 03, no. 02, pp. 123–136, 2019, doi: 10.31575/jp.v3v2.146.
- [4] R. Syamsidar and E. Soliha, "Kualitas Produk, Persepsi Harga, Citra Merek dan Promosi terhadap Proses Keputusan Pembelian (Studi Pada Banaran 9 Coffee and Tea di Gemawang, Kabupaten Semarang)," *J. Bisnis dan Ekon.* <https://www.unisbank.ac.id/ojs/>, vol. 26, no. 2, pp. 146–154, 2019.
- [5] P. Montolalu and M. C. Raintung, "ANALISIS PENGARUH STRATEGI PROMOSI, CITRA MEREK DAN PERSEPSI TERHADAP KEPUTUSAN NASABAH PENGGUNA TABUNGAN EMAS PADA PT.PEGADAIAN (PERSERO) KANWIL V MANADO," *J. EMBA*, vol. 6, no. 3, pp. 1808–1817, 2018.
- [6] T. A. Rustam, "Pengaruh Kualitas Produk, Citra Merk dan Promosi terhadap Keputusan Pembelian Spare part pada Bengkel Aneka Motor Kabupaten Padang Pariaman," *Owner*, vol. 3, no. 2, p. 320, 2019, doi: 10.33395/owner.v3i2.159.
- [7] S. Fadhila, D. Lie, A. Wijaya, and F. Halim, "Pengaruh Sikap Konsumen Dan Persepsi Konsumen Terhadap Keputusan Pembelian Pada Mini Market Mawar Balimbingan," *SULTANIST J. Manaj. dan Keuang.*, vol. 8, no. 1, pp. 53–60, 2020, doi: 10.37403/sultanist.v8i1.177.
- [8] A. Lia and H. Hakiem, "Pengaruh Persepsi Konsumen , Labelisasi Halal dan Citra Merek Terhadap Keputusan Pembelian Produk Herbal Skincare SR12," *J. Kaji. Ekon. dan Bsisnis Terap.*, vol. 5, no. 2, pp. 263–273, 2022.
- [9] Yoeliastuti, E. Darlin, and E. Sugiyanto, "PENGARUH CITRA MEREK, HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN MELALUI APLIKASI PENJUALAN ONLINE SHOPEE," *J. LENTERA BISNIS*, vol. 10, pp. 212–223, 2021, doi: 10.34127/jrlab.v10i2.425.
- [10] Y. Indriany, S. Hastuti, and D. I. P.V, "ANALISIS CITRA MEREK DAN SIKAP KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN PADA APLIKASI MAKANAN ONLINE (Studi Kasus Pelanggan Aplikasi Go Food, Grab Food, Shopee Food) Oleh," *J. LENTERA BISNIS*, vol. 11, pp. 205–218, 2022, doi: 10.34127/jrlab.v11i2.539.
- [11] E. Yuliawan, "Analisis Pengaruh Faktor Kepercayaan, Kemudahan Dan Kualias Layanan Terhadap Keputusan Pembelian Pada Online Shop Zalora Indonesia (Studi Pada Mahasiswa Program Studi Manajemen STIE Mikroskil Medan)," *Optim. J. Ekon. dan Kewirausahaan*, vol. 12, no. 1, pp. 34–49, 2018, doi: 10.33558/optimal.v12i1.1016.
- [12] H. N. Fatimah and A. Nurtantiono, "Pengaruh Citra Merek , Promosi , Harga , dan Kualitas Pelayanan Terhadap Keputusan Pembelian (Pengguna Aplikasi Shopee) The Influence of Brand Image , Promotion , Price , and Service Quality on Purchase Decisions (Shopee Application Users)," vol. 09, pp. 106–113, 2022.
- [13] C. A. Pramuditha, "Pengaruh Kualitas Produk , Harga , Promosi , Citra Merek Terhadap Keputusan Pembelian Handphone Xiaomi Di Kota Palembang," vol. 3, no. 1, pp. 1–13, 2021.
- [14] A. N. Alatas and D. S. Hidayatullah, "Pengaruh Perceived Risk Dan Ease of Use Terhadap *The Effect Of Promotion, Brand Image And Consumer Perception On Purchase Decisions At Shopee.*

- Kepercayaan Dan Keputusan Pembelian (Studi Kasus Pengguna Situs Belanja Online Bukalapak,”
e-Proceeding Manag., vol. 6, no. 2, pp. 2668–2677, 2019.
- [15] A. Napik, N. Qomariah, and B. Santosa, “AND IMAGE RELATIONSHIP, PRICE PERCEPTION,
PRODUCT QUALITY, AND PROMOTION ON BLACKBERRY PURCHASE DECISIONS,” *J. Penelit.*
IPTEKS, vol. 3, no. 1, pp. 73–85, 2018.