THE EFFECT OF PERCEIVED PRICE, PROMOTION, PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER PURCHASE INTENTIONS LAZADA MARKETPLACE IN DEPOK

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ARTICLEINFO	ABSTRACT
Keywords: Perception Of Price, Promotion, Product Quality, Service Quality, Marketplace, Purchase Intention	In today's modern era, acceleration and innovation in technology are pushing the world economy forward, so many new startups have sprung up that have come up with ideas to raise the level of the economy, such as online shops, e-commerce, and others. Lazada is a marketplace that is in demand by various groups for online transactions by often offering promotional programs at lower prices with free shipping and good service. This study aims to determine the effect of perceived price, promotion, product quality, and service quality in the Lazada marketplace on consumer purchasing decisions in Depok. This study uses a quantitative descriptive method by distributing questionnaires through Google Forms with purposive sampling, namely Lazada users as a consumer online shopping platform in Depok. In analyzing the data, this study used SPSS 26 to calculate the results of the Multiple Linear Regression variable test, t-test, F test, and determination analysis. The results of this study indicate that based on the t-test, price perceptions have a positive and insignificant effect on purchasing decisions, and based on the t-test, promotion and product quality have a positive and significant effect on purchasing decisions. Based on the results of the F test, perceptions of price, promotion, product quality, and service quality significantly affect consumers' purchasing decisions in Depok. Based on the results of multiple regression analysis, the effect of perceived price, promotion, product quality, and service quality on purchasing decisions is only 73.5%. The remaining 26.5% is influenced by other variables not examined in this study.
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1. INTRODUCTION

In the current era of globalization, there has been an increase in digital-based business activities[1][2]. Supported by increasingly sophisticated technology and infrastructure, the digital economy has simplified, accelerated, and changed economic actors' supply and demand patterns regarding marketing, purchasing, product distribution, payment systems, etc[3].

As time goes by, digital business has developed quite rapidly, supported by the development of increasingly broad internet network infrastructure, ease of access, and the emergence of cheap delivery service start-ups, making it easier for people to transact online. Even in the future, Indonesia itself has quite a significant potential for the development of this digital economy because the number of internet users continues to increase. The digital economy is a sign of development and economic growth in the future, with transactions using Internet services as a medium of communication and cooperation between entrepreneurs and individuals. Product buying and selling transactions can be carried out with a finger using electronic networks anytime and anywhere[4].

E-commerce is a container that connects companies or individuals, sellers, and buyers to carry out electronic transactions such as buying and selling goods or services and exchanging information via the internet, television, www, or other computer networks [5][6][7]. Lazada is one of the largest marketplaces for e-commerce in Indonesia, which provides a variety of daily needs ranging from food, fashion, clothing, shoes, cosmetics, accessories, household appliances, vehicle spare parts, and various daily needs online at various prices. So the needs of consumers to meet shopping needs are very diverse according to their needs. In this regard, several factors influence consumers to make a purchase decision. These factors include the perception of price, Promotion, product quality, and service quality, which are usually very attractive to consumers.

According to Pride & Ferrell [8], perception is a process of selecting, organizing, and interpreting input information, the sensations received through sight, taste, hearing, smell, and touch, to produce meaning. According to Philip [9]., perception not only depends on physical stimulation but also stimuli related to the surrounding environment and the circumstances of the individual concerned. According to Kotler and Keller [10], price is one element of the marketing mix that generates revenue; other elements generate costs. Price is the easiest element in a marketing program for customized features products, channels, and even communications takes much time.

Campbell on, Cockril, and Goode[11] state that price perception is a factor in psychology from various perspectives and an important influence on consumer reactions to prices. That's why the perception of price is the reason someone makes a decision to buy. According to Lee and Lawson Body [12] suggest that price perception is a consumer's judgment and the associated emotional form of whether the price offered by the seller and prices compared to other parties are reasonable, acceptable, or justifiable. Therefore, the first thing that interests or attracts consumers is how much value consumers spend to get the product offered. According to Kotler [13] several indicators of price perception include:
1. Affordability of product prices
2. Conformity of price with quality
3. Price competitiveness
4. Price suitability with benefits.

Promotion is " activities that communicate the merits of the product and persuade target customers to buy it." This means that Promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product [14]. According to Tjiptono [15] the understanding of Promotion is as follows: "Promotion is one of the determining factors for the success of a marketing program to provide information about the existence of a product." Meanwhile, according Hermawan [16] stated that"Promotion is one of the priority components of marketing activities that inform consumers that the company is launching a new product that tempts consumers to carry out purchasing activities.

According to Kotler and Armstrong [17] "A product as anything that can be offered to a market for attention, acquisition, use or consumptionthat might satisfy a want or need," which means that a product is anything that is offered to the market for attention, acquisition, use or consumption can satisfy a want or need. A quality product must be able to meet the expectations and desires of every consumer. To understand and know the expectations and desires of consumers, service providers can measure it through the quality attributes carried by each product, both products in the form of goods and products in the form of services. According to Assauri [18] product quality is something that needs to get the company's immediate attention, considering that the quality of a product is closely related to the problem of consumer satisfaction, which is the goal of marketing activities carried out by the company. According to Feigenbaum [19] states that product quality is the whole combination of product characteristics from marketing, engineering, manufacturing, and maintenance that make the product used to meet customer expectations. So consumers will be very concerned about the quality of the product they decide to buy.

Product quality indicators, according to Kotler [20] are:
1. Product features to add basic functions related to product choices and development.
2. The performance that the customer considers in buying the item.
3. Accuracy or conformity that reflects the degree of accuracy between the product design characteristics and the standard quality characteristics that have been set
4. Durability related to how long a product can be used
5. Reliability means that an item functions successfully every time it is used for a certain period of time6. Style, including the appearance of the product and consumers toward the product.
6. Design that will affect the appearance and function of the product against consumer desires.

Kotler defines "quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs"[13] .

Service quality is a form of consumer assessment of the level of service received with the expected level of service. If the service received or perceived is as expected, then the quality of service is perceived as good, and satisfying the satisfaction that has been formed can encourage consumers to make repeat purchases and look forward to being loyal customers [16].

According to Goesth and Davis [21] defining, service quality is a condition dynamic related to service products, people, processes, and environment that can meet and or exceed consumer expectations. According to Abdullah and Tantri[22], service quality is the overall characteristics and characteristics of an item or product service that bear on its ability to satisfy stated or implied needs.

Quality of service provided by the company to be able to meet the expectations of its consumers. Kotler stated that service is any action or activity offered by one party to another, which is basically intangible and does not result in any ownership. Based on Lewis & Booms [23] suggests that "service quality is a measure of how well the level of service provided is able to match customer expectations." Another opinion regarding service quality, according to Karlina, Rosanto, & Saputra [24], provides a definition that "service quality focuses on efforts to meet consumer needs and desires as well as the accuracy of delivery to offset consumer expectations."

Based on the above understanding of quality and service, it can be concluded that service quality is a treatment or activity between a company and its customers that determines loyalty to customer satisfaction with the company's products, whether physical or services. According to Parasuraman et al [25] Research revealed that there are 22 determinants of service quality which are summarized into five dominant factors commonly known as SERVQUAL, namely tangibles, reliability, responsiveness, assurance, and empathy. Where these 5 factors can be explained as follows:

1. Reliability, namely the ability to provide the promised service reliably and accurately, as well as the ability to be trusted. In a broad sense, reliability means the company delivers on promises about faultless supply, problem-solving, and pricing.
2. Responsivenessnamely the ability to help customers provide services quickly. This dimension emphasizes attentiveness and promptness when dealing with customer requests, statements, and complaints. There is clarity that is wise, detailed, and directing in order to be able to address the performance mechanism procedures that apply in the organization so that the form of service gets a good response.
3. Assurance, namely the ability of employees to inspire confidence and trust. This dimension is essential in services that require a reasonably high level of trust.
4. Empathynamely care and personal attention to customers. Empathy in service is more attention that must be given seriously and sympathetically to customer needs.
5. TangiblesThis dimension is in the form of physical appearance. This dimension describes the physical form and services that consumers will receive.

Experts in explaining service quality widely use the five dimensions of quality above. Based on these dimensions, consumers assess the quality of company services by comparing the services obtained and the services expected.

Purchase intention is a stimulus or urge that arises in a person to buy a product, be it goods or services, to fulfill their wants or needs with careful consideration before purchasing. Buying interest can also arise from an attractive advertisement, a tempting promotion, and needs that must be purchased immediately. Purchase intention can be interpreted as a form of consumer behavior that desires to obtain or buy a product based on its use, value, and experience. Kotler and Keller [13] stated, "Consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming and even wanting a product.". According to Setiadi [26], buying interest is formed from consumer attitudes toward products consisting of consumer trust in brands and brand evaluations, so from these two stages, an interest in buying arises. Consumer buying interest, according to Sukmawati and Suryono, is the stage where consumers form brand choices among several brands that are incorporated in the choice set, then in the end, make purchases on an alternative that they like the most or the process that consumers go through to buy an item or service based on various considerations.

The stages of consumer buying interest can be understood through the AIDA model described by Kotler and Keller [27] as follows:

1. Attention
   This stage is the initial stage of prospective customers in assessing a product, be it goods or services, according to their needs; besides that, prospective customers also study the products offered.
2. Interested
   At this stage, potential customers are interested in buying the product offered after getting the product or service offered
3. Desire
   Prospective customers begin to think about and discuss the products offered because the desire to buy begins to arise. In this stage, consumers begin to be interested in the products offered, marked by the emergence of intense interest from potential customers to buy and try the products offered.
4. Actions
   At this stage, potential customers have the stability to buy or use the products offered.

According to Ferdinand in research[28], buying interest can be identified through the following dimensions:
1. Transactional interest, namely the tendency of someone to buy a product.
2. Referential interest, namely the tendency of someone to refer the product to others.
3. Preferential interest describes the behavior of someone with a primary preference for the product. This preference can only be changed if something happens to the preferred product.
4. Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the favorable properties of the product.

Apart from e-commerce, there is also a marketplace, which is a place where sellers and buyers meet in an online network. One of the often-used marketplaces is Shopee, Tokopedia, Bukalapak, Lazada, etc. The emergence of various marketplaces is a consideration for consumers where they will carry out transactions such as shopping, paying bills, buying accommodation tickets, buying food and drinks, even saving gold, and paying zakat.

Lazada is one of the largest marketplaces for e-commerce in Indonesia which provides a variety of daily needs ranging from food, fashion, clothing, shoes, cosmetics, accessories, household appliances, vehicle spare parts, and various daily needs online with different prices. So the needs of consumers to meet shopping needs are very diverse according to their needs. In this regard, several factors influence consumers to make a purchase decision. These factors include the perception of price, Promotion, product quality, and service quality, which are usually very attractive to consumers.

With the increasingly competitive business in e-commerce or marketplaces, sellers at Lazada are trying to attract potential consumers or customers by offering various promotional discounts, variable pricing, and improving product quality and service quality, for example, free shipping promotions or same-day services. By fulfilling consumers' needs (needs) and desires (wants) with the proper delivery method, it can encourage consumer buying interest and become loyal customers.

Perceptions of price, Promotion, product quality, and service quality influence consumer buying interest, including offering lower prices than competitors, holding flash sales, offering various attractive promos, website or application quality, and product diversity and well-known brands. With the perception of price, Promotion, product quality, and service quality provided, consumers can decide which platform to use for shopping.

2. METHOD
The research method is a scientific method carried out to obtain data with a specific purpose and use, characterized as systematic, rational, and empirical. The approach used in this research is a quantitative descriptive approach. At the same time, the method used is the method of observation, questionnaires, documentation, and literature. Consumers in the Lazada marketplace are used as the object of this research.

Population is the total number of individuals or groups you want to study in the research area. In this study, the population is all people in Depok who have shopped using the Lazada marketplace. While the number of samples was 190 people, the sampling technique used was a purposive sampling technique, where the respondents who filled out the questionnaire were the only respondents who had used Lazada as an online shopping platform.

According to Hair et al [29], the sample size should be 100 or larger. As a general rule, the minimum sample size is at least five times the number of items to be analyzed, and a sample size is more acceptable if it has a ratio of 10:1. In this study, there were 19 question items. Hence, the required sample size was a minimum of 19 x 10 = 190 samples.

The data analysis technique used is:
1. Descriptive analysis. This analysis describes the research's characteristics related to the research object, which consists of the place, the conditions of the respondents, and the items distributed in each variable. After all the data has been collected, it is continued processing and presenting the data in table form, then discussing the processed data in a descriptive form.
2. Regression Analysis. According to Sugiyono, the regression equation formula can be used to estimate how much the value of the dependent variable (organizational culture) is when the value of the independent variable (employee performance) is manipulated (changed).

3. RESULT AND DISCUSSION
Multiple Regression Test

In this study, after the data was declared valid and reliable through validity and reliability tests, the multiple linear regression test, which aims to determine how much influence the independent variables (Variables X1, X2, X3, and X4) have, namely price perception, promotion, product quality and service quality on the dependent variable (Y), namely consumer buying interest in the Lazada marketplace in Depok. The analysis was carried out with the help of the SPSS Statistics 26 for Windows program.

Table 1. Regression Results

Coefficients

Model		Unstandardized Coefficients	
		B	std. Error
1	Constanta	33,879	5,096
	Price Perception_ X1	,787	,141
	Promotion_X2	,725	, 111
	Product Quality_X3	,319	, 127
	Quality of Service_X4	,328	,146

Dependent Variable, Purchase Intention (Y)

Table 1 shows that the regression coefficient for variable X1 is 0.787, meaning that if the other independent variables have a fixed value and X1 increases by 1%, Y will increase by 0.787. It can be concluded that there is a relationship between perceived price and buying interest. The regression coefficient of the X2 variable is 0.725, which means that if the other independent variables have a fixed value and X2 increases by 1%, then Y increases by 0.725. There is a positive relationship between promotion and buying interest. The regression coefficient of the X3 variable is 0.319, meaning that if the other independent variables have a fixed value and X3 increases by 1%, then Y increases by 0.319. There is a positive relationship between product quality and purchase intention. Meanwhile, the regression coefficient for the variable X4 is 0.328, meaning that if the other independent variables have a fixed value and X4 increases by 1%, Y increases by 0.

t test

The t-test (partial test) is used to determine individually the influence of the independent variables (X1, X2, X3, and X4) in the form of price perceptions, promotions, product quality, and service quality, partially whether they have a significant effect or not on the dependent variable (Y), namely interest by consumers on the Lazada marketplace in Depok.

Table 2. Test Results t

Model		Q	Sig
1	Constant	6,575	,000
	Price Perception_ X1	3.158	,136
	Promotion_X2	3,165	,335
	Product Quality_X3	1.215	,717
	Quality of Service_X4	1,243	,319

a. Dependent Variable, Interest_Buy (Y)

Based on the table above, it can be seen that the calculated t value for variable X1 (price perception) is 3.158 > t table 1.675 with a sig value of 0.136 > 0.05, meaning that price perception has a partial and significant positive effect on purchase intention. So it is concluded that H0 is rejected and H1 is accepted. The calculated t value for the Promotion variable (X2) is 3.165 > from t table 1.675 with a sig value of 0.335 > 0.05, meaning that promotion has a partial and significant positive effect on purchase intention. It can be concluded that H0 is rejected and H2 is accepted. The calculated t value for the Product Quality variable (X3) is 1.215 < from t table 1.675 with a sig value of 0.717 > 0.05. This means that the product quality variable has a positive effect partially but not significantly on the purchase intention variable. Based on these criteria, the decision is H0 is accepted. The calculated t value for the Service Quality variable (X3) is 1.243 < from t table 1.675 with a sig value of 0.319 > 0.05. This means that the service quality variable has a positive effect partially but not significantly on the variable of purchase intention. Based on these criteria, the decision is H0 is accepted.
F test

The F test is used to simultaneously determine the effect of the independent variables (X1, X2, X3 and X4), namely price perception, promotion, product quality and service quality, the dependent variable (Y), namely consumer buying interest in the Lazada marketplace in Depok.

Table 3. F test

ANOVAa

Model		Sum of Squares	Df	Mean of Square	F	Sig
1	Regression	77,990	15	23,994	3,498	,025b
	residual	441,205	175	6,678		
	Total	519,195	190			

Based on the table above, it is known that the F count is 3.498 > the F table value is 2.51 and the significance value is 0.025 <0.05, and can be interpreted that H0 is rejected. So it can be concluded that simultaneously perceptions of price (X1), promotion (X2), product quality and service quality (X3) have a positive and significant effect on consumer buying interest on the Lazada marketplace in Depok.

Determination Test

Testing the coefficient of determination is used to determine the ability of the independent variable to explain the variation of the dependent variable. The results of testing the coefficient of determination can be seen in table 4.

Table 4. Test Results for the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.376a	.735	.98	2,751

a. Predictors: (Constant), Perception_Price_X1, Promotion_X2, Quality_Produk_X3, Quality_Service_X4
b. Dependent Variable: Interest_Buy

Based on the table above, it is known that the value of R square (R2) is 0.376, which can be used to determine how much influence the variables X1, X2, X3, and X4 (perceived price, promotion, product quality, and service quality) have on the variable Y (purchase intention) combined on consumer buying interest in the Lazada marketplace in Depok by calculating the coefficient of determination (KD). These calculations show that the combined influence of perceived price, promotion, product quality, and service quality on consumer buying interest in the Lazada marketplace in Depok is 73.5%. In comparison, the remaining 26.5% is influenced by other factors.

4. CONCLUSION

Based on the results of the above research, based t-test, multiple regression coefficients, F test, and coefficient test the determination, it can be concluded that there is a positive and significant influence on the variables perceived price, promotion, product quality, and service quality on buying interest on consumer buying interest on the Lazada marketplace in Depok, where it is known that the R square value is 0.735 or 73.5%, meaning that buying interest is influenced by perceptions of price, promotion, product quality, and service quality on buying interest in consumers on the Lazada marketplace in Depok by The remaining 73.5% 26.5% is influenced by other factors not included in this study, including product quality, customer satisfaction, brand preference, perceived value, and others.

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