

THE EFFECT OF PRICE AND FREE SHIPPING TAGLINE ON PURCHASE DECISION AT E-COMMERCE SHOPEE (STUDY ON ALUMNI OF SMAN 13 BANDUNG)

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ARTICLE INFO

Keywords:
Price, Free Shipping Tagline

ABSTRACT

This research was conducted on Shopee users at SMAN 13 Bandung alumni. The purpose of this research is to find out how much the price and free tagline contribute to purchasing decisions, either partially or simultaneously at Shopee. The research method that will be carried out in this research is descriptive method and associative method. In this study, the unit of analysis is the individual, namely the alumnus of Shopee SMAN 13 Bandung. The sample in this study were 125 respondents. Sampling using judgment sampling. The analytical method used is multiple linear regression analysis, in addition to testing the validity and reliability of the research instrument. Based on the results of the study indicate that there is a partial or simultaneous influence of price and tagline variables on purchasing decisions. The implication of this research is that Shopee can maintain price variations to compete with other e-commerce and realize the free shipping tagline so that consumers decide to buy at Shopee e-commerce.

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1. INTRODUCTION

The development of technology at this time shows a very rapid increase. In this case, the competition in the industrial world is getting tougher. Various kinds of improvements in the field of technology increase very fast progress where all daily activities that are carried out can all be done easily and quickly just by accessing the internet. Internet users in Indonesia alone reach 73.7% of the total population. According to the Directorate General of Population and Civil Registration (Dukcapil) of the Ministry of Home Affairs, the total population of Indonesia has reached 273.87 million as of December 31, 2021 (Ministry of Home Affairs, 2021). This means that there are around 201.8 million people who have internet access in Indonesia. in early 2022.

In addition to price, in competing in both print and electronic media, companies will usually compete in creating attractive taglines. According to (Schenck, 2015) *tagline* is an advertisement or slogan or motto in the form of a phrase resembling a brand to have a quick positioning and brand of the product being advertised. *tagline* is in the form of an expression

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sentence that aims to be easily remembered by consumers. A *tagline* will improve a consumer's purchase decision. *The tagline* to be effective must have criteria, namely solid, easy to remember, and has its own uniqueness. *tagline* is part of the ad that aims to make the ad easy for consumers to remember. Advertisements that are shown on television (*TV Commerce/TVC*) have a very limited time duration in counting just a few seconds, so this is where the role of the tagline becomes so important. The *tagline* is expected to be able to improve the attitude of buying decisions in consumers. According to (Tjiptono, 2014) purchasing decisions are a process where consumers recognize the problem, seek information about a particular product or brand and how well each alternative can solve the problem, then leads to a purchase decision.

One of the *taglines* that allow Shopee to become a market place The biggest in Indonesia is "Shopee Free Shipping". This free shipping program from Shopee is very interesting for its users, so many Shopee users try to shop and also sell on Shopee.

2. METHOD

The research methods used in this research are descriptive methods and associative methods. According to Bambang S.Soedibjo (2013:7) descriptive method is a research to find out the independent value variables either one or more without making comparisons with other variables. While the associative method is used to determine the effect or also the relationship between two or more variables.

3. RELUST AND DISCUSSION

Distribution of Frequency and Weighting Price Variables (X1)

Frequency distribution and weighting of each indicator on the price variable, the data is known as follows:

Table 1. Research Category

Total Score	Category
125 - 225	Very Bad
225 - 325	Not Good
325 - 425	Fairly Good
425 - 525	Good
525 - 625	Very Good

Source: Processed by Researchers, 2022

a) Classical Assumption

Test Normality

Test The normality test aims to test whether the variables in the regression model are determined and both variables have a normal distribution or not.

Normal P-P Plot of Regression Standardized Residual

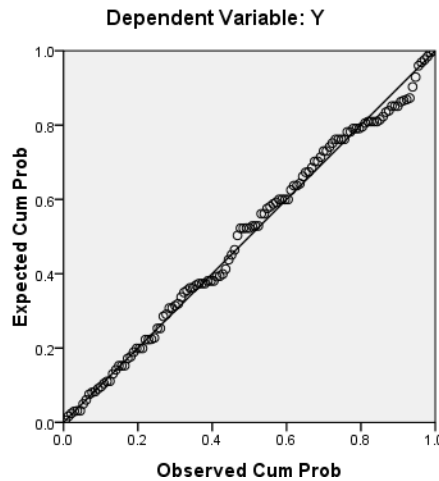


Figure 1. Normality Test Using Probability Plot Method
Source: Data Processed SPSS, 2022

Based on the normality test that can be seen in the image above, on *plot* it can be said that the data distribution is close to normal because there are no significant deviations from the normal line curve. The regression model is said to meet the assumption of normality if the data spreads around the diagonal line and follows the direction of the diagonal line. So it can be said that all variables in this study have a normal distribution of data.

Multicollinearity

Test The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. A good regression model should not have a correlation between the independent variable

Table 2. Multicollinearity Test Using Tolerance Variance Inflation Factor (VIF) Method

Coefficients ^a					
	Unstandar dized Coefficien ts	Standard ized Coefficie nts			Colline arity Statist ics

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Model	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1 (Constant)	9,664	2,020		4,784	.000		
Price	.771	.103	.580	7,471	.000	.317	
Tagline	.593	.139	.332	4,277	.000	.317	

. Dependent Variable: Purchase Decision (Y)

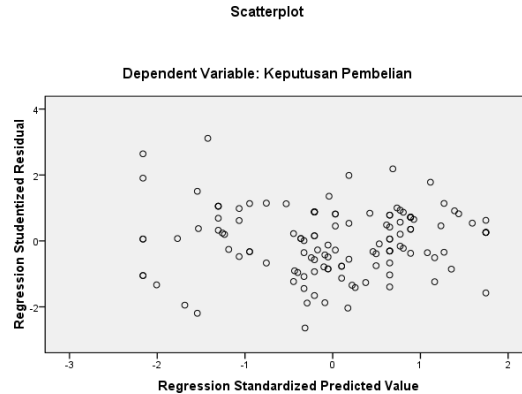
Based on the results of the multicollinearity test which can be seen in table 9 shows that the tolerance value of 0.317 is greater than 0.1 and the VIF value of 3.151 is less than 10. So it can be said that in This research does not occur multicollinearity between independent variables (independent).

Heteroscedasticity Test

Based on the heteroscedasticity test which can be seen in the figure below, the scatterplot diagram does not show a clear and regular pattern, and the points spread above and below the number 0 on the Y axis. The regression model is feasible to use to predict prices, tagline and purchasing decisions based on the entered variables.

Figure 2. Heteroscedasticity Test Using Scatterplot Method

Source: Data Processed SPSS, 2022



Test This autocorrelation test uses the Durbin Watson test. The results of the autocorrelation test can be seen in the following table:

In table 14 above, the tcount for the price is 7,471 and the tagline is 2,277. at the degrees of freedom $df = Nk-1 = 122$, then the ttable is 1.979. Then it can be said that $ttable > tcount$.

Results Based on the above calculations, it can be explained that:

1. Based on the results of calculations, the results obtained for the variable Price (X1) are 7,471, this means $tcount (7,471) > ttable (1,979)$. it can be said that H_0 is rejected and it has been accepted by other parties that the price partially affects the purchase decision on e-commerce shopee.

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2. the results based on the above calculation, the tcount obtained for Tagline (X2) is 4.227, this means tcount (4,227) >ttable (1,979). it can be said that H0 is rejected and it has been accepted by other parties that the Tagline is partially against the Purchase Decision on e-commerce shopee.

The conclusion drawn based on hypothesis testing is that the price and tagline variables have a partial or significant effect on purchasing decisions. After knowing whether or not there is an influence of each independence, namely Price (X1) and Tagline (X2) on Purchase Decisions (Y) on e-commerce shopee.

The relative contribution (relative contribution) is the contribution that is only taken into account by the variables that depend on the existing variables and other variables that are taken into account and the sum of all independent variables is 100%. While the effective contribution is the effectiveness of the contribution of each independent variable to the determinant variable (Yusri, 2013: 281).

Based on the above calculation, it can be seen that the effective contribution (SE) of the Price variable (X1) to the Purchase Decision is 49.7%. Meanwhile, the effective contribution (SE) of the Tagline variable (X2) to the Purchase Decision is 26.9%. Thus, it can be said that the price variable (X1) has the most dominant influence on the purchasing decision variable (Y) compared to the tagline (X2). For the total SE obtained a value of 76.6% or the same as the coefficient of determination (Rsquare) regression analysis of 76.6%.

4. CONCLUSION

Based on the results of research and discussions that have been carried out by researchers "The Influence of Price and Free Taglines on Purchase Decisions at Shopee e-commerce (Study on Alumni of SMAN 13 Bandung), it can be said as follows:

1. Price variable is included in the "Good" category . This is based on the results of the frequency distribution and weighting that have been described, the total actual dimensions obtained by the average weighted value of 514. This can be compared with the weighting criteria included in the interval 425 - 525, namely the "Good" category. Which means that the respondents have provided information that the price has a good influence on purchasing decisions.
2. Tagline variables are included in the "Good" category. This is based on the results of the frequency distribution and weighting that have been explained, the total actual dimensions obtained by the average weight value of 505. This can be compared with the weight criteria included in the interval 425 - 525, namely the "Good" category. Which means that the respondents have provided information that the Tagline has a good influence on the Purchase Decision.
3. Purchase Decision on Shopee's E-commerce is in the "Good" category. This is based on the results of the frequency distribution and weighting that have been described, the total actual dimensions obtained by the average weighted value of 514. This can be compared with the weighting criteria included in the interval 425 - 525, namely the "Good" category. Which means that the respondents feel that the purchase decision at shopee is good.
4. Price has a positive and significant effect on Purchase Decisions on ShopeeE-commerce
5. Taglines have a positive and significant effect on Purchase Decisions on Shopee E-commerce
6. Price and Taglines have a significant effect on Purchase Decisions on ShopeeE-commerce

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Suggestions

Based on the conclusions that have been made stated and descriptions of prices in previous chapters, the researchers suggest the following:

1. From the results of the descriptive analysis of the variable Price dimension Conformity with the benefits of the indicators of the costs incurred to buy and the products offered in accordance with the benefits and the suitability of the price shopee has good benefits compared to e-commerce that scores below average. For this reason, it is recommended that sellers at Shopee sell products that are in accordance with the benefits and also pay attention to competition with other e-commerce so that consumers decide to make a purchase.
2. It is recommended that Shopee provide more free shipping vouchers in purchases to match what has been promoted through the tagline.
3. In the Purchase Decision variable, to check the complaints of buyers on products sold by sellers to sell them so that the products sold are in accordance with their uses and quality with what is offered in the product description.
4. It is recommended that shopee coordinate with the expedition party as a distributor of products for consumers in order to improve the services provided such as sending goods according to the estimated delivery time and reaching the hands of consumers in good condition

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