

THE INFLUENCE OF PRICE PERCEPTIONS, DIGITAL PROMOTIONS, AND SERVICE QUALITY ON SALES LEVELS OF SOUTH WHEEL BUILDING MATERIALS AT TOKOPEDIA

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ABSTRACT

The aim of this research is to analyze the influence of price perceptions, digital promotions, and service quality on sales levels of Roda Selatan building materials on Tokopedia. The population of this research is customers of Roda Selatan building materials on Tokopedia. Sampling was carried out by purposive sampling consisting of 100 respondents. The technique used is inferential analysis with multiple linear regression and using the Statistical Product and Service Solution (SPSS) version 25.0 program. The results of multiple linear regression analysis show that the Price Perception variable (X1) has an influence of 0.395 or 39.5%, the Digital Promotion variable (X2) has an influence of 0.287 or 28.7%, and the Service Quality variable (X3) has an influence of 0.315 or 31.5% on Sales Level. Thus, it can be concluded that the variables of price perception, digital promotion, and service quality influence sales levels together.

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1. INTRODUCTION

As the era of economic globalization develops, competition in the business world is getting tighter, nowadays consumers are smarter in choosing what they need, what's more, shopping is easier because of increasingly advanced technological developments, there are many places for companies to sell their products. Consumers can easily decide what purchases they need because the information listed at the place where they shop is described clearly and in complete detail with product images, the reason for this will have an impact on the increasing number of online shop members.

The increasing number of internet users means that the value of internet transactions has increased the value of e-commerce in Indonesia, which in 2018 reached 77.766 trillion. This figure soared 151% compared to the previous year which reached IDR 30,942 trillion. This states that business through e-commerce is increasingly prospective. The very rapid growth of the e-commerce business is due to the habits of customers who are starting to depend on e-commerce sites to buy various products, especially those that are difficult to find in physical stores and because the number of internet users continues to increase every year.

Table 1 Online Buying and Selling Sites 2020

BRAND	TBI 2021	
Shopee.co.id	41.8%	TOP
Tokopedia.com	16.7%	TOP
Lazada.co.id	15.2%	TOP
Bukalapak.com	9.5%	
Blibli.com	8.1%	

Source: topbrand-award.com

Table 1 shows that Tokopedia is in 2nd position on online buying and selling sites in Indonesia. Tokopedia is an electronic commerce or can be called an online shop. Tokopedia is considered to open up great opportunities for entrepreneurs from large to small entrepreneurs to open stalls on Tokopedia. Moreover, currently Tokopedia is the online shop that gets the most monthly visitors or web visitors in Indonesia. Total Tokopedia visitors reached 147,790,000 monthly averages. Referring to data collected by iPrice, in the second quarter (Q2) 2021.

Currently, many companies are switching to using Tokopedia from their offline stores, for example

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a building materials company called Roda Selatan. Roda Selatan uses Tokopedia to expand its business. For some people, sending building materials to areas that are far from the reach of shops is difficult and requires a lot of time, but because of the ease of shopping with Tokopedia, the company will easily introduce shops with a wider reach. However, a problem occurred which showed that Roda Selatan experienced fluctuating sales in 2020. The following is a display of Roda Selatan's sales data for 2020:

Table 2 South Wheel Sales Data 2020

Month	Units	Rupiah
January	30	Rp. 12,624,179
February	48	Rp. 4,218,571
March	78	Rp. 4,119,988
April	60	Rp. 4,792,015
May	145	Rp. 9,625,594
June	526	Rp. 31,282,634
July	362	Rp. 64,322,536
August	407	Rp. 90,952,570
September	215	Rp. 94,044,562
October	374	Rp. 78,453,915
November	568	Rp. 129,767,763
December	815	Rp. 163,645,654

Source: Tokopedia South Roda Seller Sales Data

Table 2 shows that Roda Selatan's sales experienced ups and downs, for example in January Roda Selatan received revenue of IDR 12,624,179, then experienced a decline in February of IDR 4,218,571 and March of IDR 4,119,988, and experienced an increase again. In April and so on and decreased again in October. In their own sales, they experienced ups and downs due to competitors from other Tokopedia building materials sellers.

The creation of sales is due to the procedure of exchanging goods and services at a nominal value between the seller and the buyer. The sales level stage where the number of product units sold is the company's real sales in a certain period. In order to increase sales levels, there are various factors that are significant for customer satisfaction and the desire to repurchase a product, one of which is price perception. Lee and Lawson Body (2011:532) explain "price perception is a consumer's judgment and an emotional form of obsession regarding whether the price offered by the seller and the price compared with other parties is reasonable, acceptable or justified." (Lee, Illia, and Lawson- Body 2011)

The second factor is using digital promotions. In the world of marketing, promotion always coexists, in this technological era, marketing trends have shifted from conventional marketing to online marketing. According to (Triwardhani 2020) Online Marketing is considered more effective because it can save time and save costs, online marketing is also considered easier to implement. Promotions will not be complete if they are not accompanied by good service.

And the third factor is service quality, with good service quality, consumers will be happy to give good feedback, and the opportunity will be created for consumers to recommend it to others. Based on the results of research conducted at the Roda Selatan Building Materials Store, there are problems that arise in unstable sales levels caused by Alternative Evaluation. The large choice of product types that are similar to the company causes consumers to make a lot of considerations when making purchasing decisions which will have an impact on sales levels. The following is because of Post-Purchase Behavior, Consumers experience dissatisfaction after purchasing products sold on Tokopedia so they think twice about repurchasing the product.

2. METHOD

The object used in this research is the level of sales of Roda Selatan building materials which is influenced by price perceptions, digital promotions and service quality. The data sources used in this research are primary data, namely data from the original source or first source and from data obtained directly from respondents by distributing questionnaires which will be filled out by respondents from customers of Roda Selatan building materials on Tokopedia for the 2022 period. Population of the study This is a buyer or consumer from Tokopedia Roda Selatan Benhil. The population of this study were buyers or consumers from Tokopedia Roda Selatan Benhil. In determining the number of samples in this study the Slovin formula was used with a result of 100 samples.

Data collection is in the form of a direct and open questionnaire. In this research, the variables used

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by researchers consist of 4 variables. These variables are price perception, digital promotion, service quality which is used as an independent variable and sales level is used as a related variable. The data analysis used in this research is analysis using quantitative methods, namely multiple linear regression analysis, namely descriptive methods. To test the hypothesis, multiple linear regression analysis is used by researchers because the researcher intends to test how the condition of the dependent variable rises and falls when two or more independent variables are manipulated as predictors. The F test is a marketing relevance test used to determine the extent to which independent variables jointly influence the dependent variable. The coefficient of determination (R²) is used to measure how well the independent variable explains the dependent variable. This research uses the SPSS statistical application. The t test is an isolated partial regression coefficient test used to determine whether the independent variable (X) influences the dependent variable individually.

3. RESULT AND DISCUSION

Before moving on to discussing data analysis, it is a good idea to first get a general idea of the place to be researched. It is hoped that following this general description will add clarity to the discussion of the problems in this research. The following is a brief description of the condition of the South Roda seller.

Description of Research Object

Roda Selatan is a building materials shop, started in the 1970s, starting from a small shop with a size of 30 m² in the Dukuh Atas area with the name 'Toko Tin', which means selling cans made from zinc sheets. Then at the end of 1970, we moved to BENDUNGAN HILIR and changed our name to "Roda Selatan". And added many product variants such as plywood and concrete nails. Roda Selatan received several awards for successfully selling and promoting well-known products, such as Jayaboard by USG Boral, Gyproc, Elephant Board, Dulux ICI paints, Nippon Paint, Mortar Utama, Semen Gresik etc.

With more than 30 years of experience in the building materials sector, Roda Selatan has distributed building materials products to well-known material shops and contractors in the Jabodetabek area. To keep up with developments that are increasingly advancing day by day, Roda Selatan opened its shop in electronic marketing, for example Tokopedia. "Building Material Solutions" is the foundation for Roda Selatan in making business management strategies and policies, therefore Roda Selatan will continue to adding high-quality products and new outlets to make it easier to access the needs of the Indonesian people.

Description of Respondents Based on Gender

To find out the identity of the respondents, this research will explain the gender taken from a sample of 100 consumers who bought building materials from the Roda Selatan seller on Tokopedia, namely as follows:

Table 1 Distribution of respondents by gender

Gender	Amount	Percentage
Man	72	72%
Woman	28	28%
Total	100	100%

Source: Processed primary data, 2022

Based on table 1 above, it can be seen that the number of respondents was 100 people, consisting of 72 people or 72% were men and 28 people or 28% were women. This shows that the majority of consumers who make transactions with Roda Selatan Tokopedia sellers are men because men generally dominate the purchase of building materials, while women rarely take care of needs related to hard work such as construction.

Description of Respondents Based on Age

In this study, it was found that the youngest age was 17 years and under, while the oldest age obtained was 30 years and over from 100 respondents. Knowing the percentage of respondents based on age, the results obtained are as in table 2 below:

Table 2 Distribution of Respondents Based on Respondent Age

No	Age	Amount	Percentage (%)
1	<17	2	2%
2	18 – 25	39	39%
3	26 – 30	35	35%

No	Age	Amount	Percentage (%)
4	> 30	24	24%
	Amount	100	100%

Source: Processed Primary Data, 2022

Based on table 4.2, it can be seen that the majority of respondents aged 18 - 25 years were 39 people with a percentage of 39%, followed by 26 - 30 years old with 35 people with a percentage of 35%, then >30 years old with 24 people with a percentage of 24%. , and the lowest was at age <17 as many as 2 people with a percentage of 2%.

Description of Respondents Based on Income

A person's income certainly has an important role in satisfying their needs which are related to the level of sales that will be made. Respondents based on income are presented in the following table:

Table 3 Characteristics of Respondents Based on Income

Income / Month	Frequency	Percentage
0 - IDR 1,000,000	19	19%
IDR 1,000,000-IDR 2,000,000	7	7%
IDR 2,000,000-IDR 3,000,000	17	17%
IDR 3,000,000-IDR 4,000,000	30	30%
>Rp 4,000,000	27	27%
Total	100 People	100%

Source: Processed Primary Data, 2021

The table shows that the monthly income of some respondents is 0 to IDR 1,000,000, namely 19 people or 19%. Then the respondents whose monthly income was between IDR 1,000,000 to IDR 2,000,000 were 7 people or 7%. Furthermore, monthly income between IDR 2,000,000 to IDR 3,000,000 is 17 people or 17%. Then the income between IDR 3,000,000 to IDR 4,000,000 is 30 people or 30%. And finally, income of more than IDR 4,000,000 is 27 people or 27%. Most respondents were respondents who earned between IDR 3,000,000 and IDR 4,000,000. This indicates that the average respondent's income is medium, which influences their financial ability to purchase building materials on Tokopedia South Wheel.

Data analysis

Description of Research Variables

Based on the results of responses from 100 respondents regarding Price Perception, Digital Promotion, and Service Quality, the researcher will describe in detail the answers from respondents who are grouped into one score category using a Likert scale range.

Table 4. Lire Scale

Statement	Scale
Strongly Agree (SS)	5
Agree (S)	4
Undecided (RR)	3
Disagree (TS)	2
Strongly Disagree (SS)	1

Source: Sugiyono (2017:94)

Based on the research results, it can be seen the response of each indicator from the variables Price Perception (X1), Digital Promotion (X2), Service Quality (X3) to Sales Level (Y). Data analysis in research using statistical calculation methods and SPSS version 25 program tools, with the following results:

Descriptive Analysis of Price Perception (X1)

The average value of each indicator in the independent variable price perception (X1) can be seen in table 5 as follows:

Table 5 Total Price Perception Average Score (X1)

Question	Mean
Price Acceptance	
The price offered by Roda Selatan on Tokopedia is appropriate with the benefits customers want	4.31
Price Evaluation	
Wheel South have price competing with competitors of other building materials on Tokopedia	4.35

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Question	Mean
Perceived Worth	
The price offered by Roda Selatan is in accordance with the quality of the products offered on Tokopedia	4.29
Total Average Score	12.95
Average Price Perception Score (X1)	4.31

Source: Data processed from questionnaire results, processed in 2022.

Based on table 4.5, it shows that of the 100 respondents studied, the total average score for Price Perception (X1) in general is 4.31. This shows that for every indicator of the Price Perception variable that is stated to the respondent, the answer obtained is at least an agreement. Of the 3 highest answers is the Price Evaluation indicator with the statement that Roda Selatan on Tokopedia is correct in having competitive prices with other building material competitors on Tokopedia with a score of 4.35. while the lowest answer is the Perceived Worth indicator with a score of 4.29.

Descriptive Analysis of Digital Promotion (X2)

The average value of each indicator in the independent variable Digital Promotion (X2) can be seen in table 6 as follows:

Table 6 Total Digital Promotion Average Score (X2)

Question	Mean
Interactivity(interactivity)	4.35
Program rewards follow seller Wheel South Tokopedia is very interesting for you	
Accessibility(Accessibility)	4.26
Roda Selatan uses Tokopedia's TopAds service so that it attracts your interest in visiting Tokopedia sellers, Roda Selatan and buy the products offered	
Entertainment(Entertainment)	4.27
Discounts and shop vouchers are given Roda Selatan attracts your interest in buying products on Tokopedia Roda Selatan	
Informativeness(Informative)	4.25
Roda Selatan sends ongoing promo notifications via the Tokopedia chat column to increase your interest in buying products which is offered	
Total Average Score	17.13
Average Digital Promotion Score	4.2825

Source: Data processed from questionnaire results, processed in 2022

Based on table 4.6, it shows that of the 100 respondents studied, the total mean score or average for Digital Promotion (X2) in general is 4.2825. This shows that for every indicator of the Digital Promotion variable that was asked to respondents, the answer was at least agree, of the four answers the highest was the Interactivity indicator.with the statement that the Roda Selatan Tokopedia follow seller reward program is very interesting for you with a score of 4.35. Meanwhile, the lowest answer is on indicators Informativeness (Informative)with the statement that Roda Selatan sends ongoing promo notifications via the Tokopedia chat column to increase your interest in buying the products offered with a score of 4.25.

Descriptive Analysis of Service Quality (X3)

The average value of the indicators in the independent variable Service Quality (X3) can be seen in table 7 as follows:

Table 7 Total average Service Quality (X3)

Statement	Mean
Reliability	4.4
Admin seller Tokopedia Roda Selatan provides Fast service/response in accordance with customer expectations	
Empathy	4.32
Admin seller Tokopedia Roda Selatan provides service friendly moment communicate with customer	
Responsiveness	4.38
Products sent by Tokopedia seller Roda Selatan according to customer orders	
Guarantee (Assurance)	4.37
Delivery of ordered packages according to estimates Tokopedia courier/on time	
Total Score Mean	17.47
Average Mean Service Quality (X3)	4.3675

Source: Data processed from questionnaire results, processed in 2022

Based on table 4.7, it shows that out of 100 respondents researched, the total mean score for Service Quality (X3) in general was 4.3675. This shows that for every indicator of the Service Quality variable that was asked to respondents, an answer was obtained that was at least agreeable, of the four answers the highest was the Reliability indicator with the statement that the Tokopedia Roda Selatan Admin seller provided fast service/response in accordance with customer expectations with a score of 4.4. Meanwhile, the lowest answer is the Empathy indicator with the statement from the Tokopedia South Roda admin seller providing friendly service when communicating with customers with a score of 4.32.

Descriptive Analysis of Sales Level (Y)

The average value of each indicator in the dependent variable Sales Level (Y) can be seen in table 8 as follows:

Statement	Mean
Market Conditions	4.4
South Wheel displays the characteristics of material products that building quality thus increasing the level of sales	
Seller's condition and capabilities	4.36
Displaying clear product images complete with clear descriptions increases purchasing interest customers to Roda Selatan	
Capital	4.26
Tokopedia Roda Selatan products are always in stock available and always up to date	
Company Organizational Conditions	4.23
I feel satisfied with the prices offered, promotions, and quality of service and influence to sales levels.	
Capital	4.24
I will repurchase the required materials building at Tokopedia Roda Selatan	
Total Score Mean	21.49
Average Score Mean Sales Level (Y)	4,298

Source: Data processed from questionnaire results, processed in 2022

Based on table 4.8, it shows that out of the 100 respondents studied, The total mean score for Sales Level (Y) in general is 4,298. This shows that for every indicator of the Sales Level variable that was asked to respondents, an answer was obtained that was at least agreeable, of the five answers the highest was Market Condition with Roda Selatan's statement shows the characteristics of quality building material products with a score of 4.4. Meanwhile, the lowest answer is an indicator of the condition of the

company's organization with the statement that I am satisfied with the prices offered, promotions and service quality of Roda Selatan with a score of 4.23.

Research Analysis Results

Instrument Test

Validity test

The validity and reliability tests that will be carried out in this research will use a sample of 100 respondents. The validity test was carried out with the aim of testing whether the questionnaire items proposed as instruments in this research were suitable for use. The calculation is by comparing the calculated r with the r table. If the calculated r has a value greater than the r table where the correlation coefficient is more than 0.1966 then all of these statements are declared valid so they can be used in this research.

Price Perception (X1)

Below are the results of the validity test calculation which consists of 3 (three) statement items for the Price Perception variable (X1) using the SPSS 25 program as a tool to help calculate a sample of 100 respondents, so that the following results are obtained:

Table 9 Price Perception Validity Test Results (X1)

Questionnaire	r Count	r Table	Information
Item 1 X1	0.828	0.1966	Valid
Item 2 X2	0.735	0.1966	Valid
Item 3 X3	0.830	0.1966	Valid

Source: Primary Data SPSS 25 Output Item-Total Statistics, processed 2022

Based on table 4.9 above, it can be seen that all items The proposed kersioner has a corrected item total correlation value that is greater than the r table value in the N-100th sample, namely 0.1966 which means that the overall r count $>$ r table. From the output of the validity test, the largest coefficient value for the Price Perception instrument (X1) is found in the third statement, namely 0.830, while the smallest value is found in the second statement with a value of 0.735. From the overall output results of the proposed validity test using the SPSS 25 program as a calculation tool for the Price Perception variable (X1), it is declared valid so that all statement items from the Price Perception variable (X1) can be used for the next stage.

Digital Promotion Variables (X2)

Below are the results of the validity test calculation which consists of 4 (four) statements for the Digital Promotion variable (X2) using SPSS 25 as a tool to help calculate a sample of 100 respondents, so that the following results are obtained:

Table 10 Digital Promotion Validity Test Results (X2)

Questionnaire	R Count	R Table	Information
Item 1_X2	0.676	0.1966	Valid
Item 2_X2	0.702	0.1966	Valid
Item 3_X2	0.727	0.1966	Valid
Item 4_X2	0.791	0.1966	Valid

Source: Primary Data SPSS 25 Output Item-Total Statistics. Processed 2022

Based on the results of table 4.10 above, it can be seen that all items The proposed questionnaire has a Corrected Item Total Correlation value that is greater than the r table value in the N-100th sample, namely 0.1966, which means that the overall r count $>$ r table. From the output of the Validity Test, the largest coefficient value for the Digital Promotion instrument (X2) was found in the fourth statement, namely 0.791, while the smallest value was found in the first statement with a value of 0.676. From the overall output results of the proposed validity test using the SPSS 25 program as a calculation tool for the Digital Promotion variable (X2), it is declared valid so that all statement items from the Digital Promotion variable (X2) can be used for the next stage.

Service Quality Variable (X3)

Below are the results of the validity test calculation which consists of: 4 (four) Service Quality statements (X2) using the SPSS 25 program as a tool to calculate a sample of 100 respondents, so that the following results were obtained:

Table 11 Service Quality Validity Test Results (X3)

Questionnaire	r Count	r Table	Information
Item 1_X3	0.687	0.1966	Valid
Item 2_X3	0.687	0.1966	Valid
Item 3_X3	0.716	0.1966	Valid
Item 4_X4	0.702	0.1966	Valid

Source: Primary Data SPSS 25 Output Item-Total Statistics. Processed 2022

Based on the results of table 4.11 above, it can be seen that all the questionnaire items submitted have a Corrected Item Total Correlation value that is greater than the r table value in the N 100th sample, namely 0.1966, which means that the overall r count > r table. From the output of the validity test, the largest coefficient value for the Service Quality instrument (X3) was found in the third statement with a value of 0.716, while the smallest value was found in the first and second statements with a value of 0.687. From the overall output results of the proposed validity test using the SPSS 25 program as a calculation tool for the Service Quality variable (X3) it is declared valid so that all statement items from the Quality variable Service (X3) can be used for the next stage.

Sales Level Variable (Y)

Below are the results of the validity test calculation which consists of 5 (five) statement items for the variable Sales Level (Y) using the SPSS 25 program as a tool to help calculate a sample of 100 respondents, so that the following results are obtained:

Table 12 Sales Level Validity Test Results (Y)

Questionnaire	r Count	r Table	Information
Item 1_Y	0.512	0.1966	Valid
Item 2_Y	0.303	0.1966	Valid
Item 3_Y	0.497	0.1966	Valid
Item 4_Y	0.518	0.1966	Valid
Item 5_Y	0.796	0.1966	Valid

Source: Primary Data SPSS 25 Output Item-Total Statistics. Processed 2022

Based on the results of table 4.12 above, it can be seen that all The proposed questionnaire items have a Corrected Item Total Correlation value that is greater than the r table value in the N-100th sample, namely 0.1966, which means that the overall r count > r table. From the validity test output, there is the largest coefficient value of the Sales Level instrument (Y) is found in the fifth statement, namely 0.796, while the smallest value is found in the second statement with a value of 0.303. From the overall output results of the proposed validity test using SPSS 25 as a calculation tool for the Sales Level (Y) variable, it is declared valid so that all statement items from the Sales Level (Y) variable can be used for the next stage.

Reliability Test

Reliability test is a test used to determine the consistency of the measuring instrument, whether the measuring instrument can be relied on for further use. After the validity test is declared valid, a reliability test is then carried out using the Cronbach's Alpha formula. Where an instrument can be said to be reliable if it has a reliability coefficient or alpha of more than 0.6. The results of the reliability test are presented in the table below:

Table 13 Reliability Test Results of Instrument Variables Price Perception (X1), Digital Promotion (X2), Service Quality (X3) and Sales Level (Y)

No	Variable	Reliability	Alpha	Information
1	Price Perception (X1)	0.716	0.6	Reliable
2	Digital Promotion (X2)	0.699	0.6	Reliable
3	Service Quality (X3)	0.649	0.6	Reliable
4	Sales Rate (Y)	0.755	0.6	Reliable

Source: Primary Data SPSS 25. Output Reliability. Processed 2022

From the results of data processing carried out with the SPSS 25 program as a calculation tool, in table 4.13 above it can be said that the totality of the questionnaire items for each variable is Price Perception (X1), Digital Promotion (X2), Service Quality (X3), and Sales Level (Y) in this study is reliable as shown by the Cronbach's alpha value for all variables which have a good value, namely above 0.6. So it can be interpreted that all the values of this research variable are said to be good and acceptable, as seen from the Reliability Statistics output, namely the Cronbach's alpha value of all variables above the good level.

1. Classic assumption test

In this research, the classical assumption test was carried out with four tests including normality, multicollinearity test, heteroscedasticity test, and autocorrelation test with a sample size of 100 respondents.

2. Normality test

One Sample Kolmogorov-Smirnov Test, or Normality Test is used to determine whether the population distribution conforms to a theoretical distribution (normal, Poisson or uniform). The aim is to test whether the dependent variable and independent variables in the regression model have a normal distribution. Distribution data can be said to be normal if the level of significance value is $>\alpha = 0.05$ and otherwise $<\alpha = 0.05$ then it is said to be abnormal. In table 4.14 below, a table of the results of the Normality Test in this research is presented.

Table 14 Normality Test Output
One-Sample Kolmogorov-Smirnov Test
Unstandardized Residual

		N	100
Normal Parameters, b	Mean		.0000000
	Std.		1.02590687
Most Extreme Differences	Deviation Absolute		,072
	Positive		,040
	Negative		-.072
Statistical Tests			,072
Asymp. Sig. (2-tailed)			,200c,d

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

Source: Primary Data SPSS 25. Output Reliability. Processed 2022

The results from table 4.14 above show that the Asymp Sig value. (2-tailed) is 0.200. Which means that the regression model in this study of the dependent and independent variables has a normal sample distribution based on the significant value $>\alpha = 0.05$. So it can be said that the distribution of Sales Level results originating from Price Perception, Digital Promotion, and Service Quality is normally distributed at the significance level $\alpha = 0.05$.

Multicollinearity Test

The multicollinearity test is used to determine whether or not there are deviations from the classic assumption of multicollinearity, namely the existence of a linear relationship or variance inflation value (VIF). If the Tolerance value is > 0.1 or $VIF < 10$, it can be said that there is no multicollinearity in the model studied. To find out whether multicollinearity occurs, see table 15 below:

Table 15 Multicollinearity Test Output

Model	Unstandardized Coefficients	B	Std. Error	Standardized Coefficients	t	Sig.	Collinearity Statistics	
							Tolerance	VIF
1	(Constant)	2,091	1,291		1,620	.109		
	Perception Price	,547	.106	,395	5,148	,000	,499	2,005
	Promotion Digital	,320	,086	,287	3,712	,000	,494	2,025
	Quality Service	,391	,082	,315	4,746	,000	,670	1,493

a. Dependent Variable: Sales Level

Source: SPSS 25 output. Coefficient, Linear regression. Processed 2022

Based on table 4.15 (Coefficient) it can be seen that the variance inflation factor (VIF) for each independent variable has the following values:

- The VIF value for the Price Perception variable (X1) is $2.005 < 10$ and the tolerance value is $0.499 > 0.10$
- VIF value for the Promotion variable Digital (X2) is $2.025 < 10$ and tolerance value is $0.494 > 0.10$
- The VIF value for service quality (X3) is $1.493 < 10$ and the tolerance value is 0.670 .

Thus, it can be concluded that the regression equation model does not have multicollinearity and can be used in this research.

Heteroscedasticity Test

In the Heteroscedasticity Regression Test, a good regression test is one where heteroscedasticity does not occur. This test aims to test whether a regression model has unequal variance from one observation to another. A good regression model is one that is homoscedastic, or without heteroscedasticity. In this study, researchers used the Heteroscedasticity Test with the Glajser test where the test results can be seen in table 16 below:

Table 16 Glejser Test Output Coefficients a

Model		Unstandardized Coefficients		Std. Error	Standardized Coefficients	t	Sig.
		B			Beta		
1	(Constant)	,201		,814		,246	,806
	Price Perception	,042		,067	,089	,620	,537
	Digital Promotion	,000		,054	,000	-.003	,998
	Service quality	,003		,052	,007	,060	,953

a. Dependent Variable: ABRESID

Source: SPSS 25 output. Coefficient, Linear regression. Processed 2022.

Table 4.16 above explains that the results of each independent variable, namely Price Perception (X1), Digital Promotion (X2), and Service Quality (X3), using the Glajser model, obtained significant results of more than 0.05, which means that the data in this study did not occur. heteroscedasticity problem so that this research can be continued.

Autocorrelation Test

Autocorrelation is a condition where there is a strong correlation between observers between one observation and other observations arranged according to a time series. This shows that the autocorrelation test checking whether there is a relationship between error interference in the previous period in the linear regression model. A good regression equation is an equation that does not have correlation. If autocorrelation occurs, the equation is not suitable for production. When determining whether there is an autocorrelation problem, use the Durbin-Watson (DW) test. Where the results of the autocorrelation test can be seen in table 17 below:

Table 17 Autocorrelation Test Output Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.847a	,718	,709	1,042	1,948

a. Predictors: (Constant), Service Quality, Price Perception, Digital Promotion

b. Dependent Variable: Sales Level

Source: Primary Data SPSS 25. Output Reliability. Processed 2022

Based on table 4.17 above, it can be explained that the Durbin- Watson is 1,948. Where the K value or number of independent variables is 3 and the N value or number of respondent data = 100. So we get the dL value = 1.6131 and the dU value = 1.7364 then the 4-dU value = 2.2636. If you enter the criteria, you get the results $dU < DW < 4-dU$ ($1.7264 < 1.948 < 2.263$), which means that the regression model obtained does not have autocorrelation.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a form of analysis that discusses the magnitude of the influence of the independent variable (X) on the dependent variable (Y). Where the independent variables are Price Perception (X1), Digital Promotion (X2), Service Quality (X3) and the dependent variable is Sales Level (Y). In calculating the regression coefficients in this study, the SPSS 25 program was used. The output results 18 are presented as follows:

Table 18 Regression Coefficient Results Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,091	1,291		1,620	.109
	Price Perception	,547	.106	,395	5,148	,000
	Digital Promotion	,320	,086	,287	3,712	,000
	Quality Service	,391	,082	,315	4,746	,000

e. Dependent Variable: Sales Level

Source: SPSS Output 25. Coefficient, linear regression. Processed 2022

Based on table 4.18, it is known that the multiple linear regression equation known in the Standardized Coefficient column is as follows:

$$Y = 0.395 + 0.287 + 0.315$$

The interpretation of the results of this equation is as follows:

- The Price Perception regression coefficient (X1) of 0.395 has a positive value, which means that the more the price offered matches the perceived benefits, the higher the influence on sales levels.
- The Digital Promotion regression coefficient (X2) of 0.287 has a positive value, which means that the more promotions offered, the higher the influence on sales levels.
- The Service Quality Coefficient (X3) of 0.315 has a positive value, which means that the better the quality of service provided, the more influence it will have on the level of sales.

Model Feasibility Test

F Test (Model Feasibility)

To test the significance of the influence of the independent variables, namely Price Perception, Digital Promotion, and Service Quality on the dependent variable namely the Sales Level, the ANOVA test (F Test) is used. The test results using a significance level of 0.05 are as follows:

Table 19 Model Feasibility Test Output (F Test)

ANOVA a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	264,794	3	88,265	81,322	,000b
Residual	104.196	96	1,085		
Total	368,990	99			

a. Dependent Variable: Sales Level

b. Predictors: (Constant), Service Quality, Price Perception, Digital Promotion

Source: SPSS 25 output. ANOVA. Processed 2022.

As shown in the ANOVA table data output above, it can be explained that the calculated F is 81.322 with a sig value of 0.000. Based on the results of calculations assisted by the SPSS 25 program, it can be assessed that Sig = (0.000) which is smaller than the alpha or error limit level obtained, namely 5% ($\alpha = 0.05$). The meaning of the Sig value in the Anova table, the model is said to be significant because it is below the specified alpha value limit of $0.000 < 0.05$.

So there is a meaningful conclusion in this research, in other words: H1 is accepted, meaning that the independent variables consisting of price perception, digital promotion and service quality together have an influence, are said to be significant and feasible based on the Sig value obtained, that all independent variables can explain any changes in the value of the dependent variable because they have a significant influence on sales levels.

Coefficient of Determination (R2)

The coefficient of determination (R2) is used to influence how much the independent variable developed in the research is able to explain the dependent variable.

Table 20 Determination Coefficient Output (R2)

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.847a	.718	.709	1,042	

a Predictors: (Constant), Service Quality, Price Perception, Digital Promotion

Source: SPSS 25 Output. Processed 2022

In Table 4.20 it can be seen that the coefficient of determination (R2) is 0.718. This means that the

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relationship between the independent variable and the dependent variable is 71.8%, which means that 71.8% of the variation in sales level is influenced by price perceptions, digital promotions and service quality, while 28.2% is explained by other factors outside the model. regression analyzed in this study.

t test (Research Hypothesis Test)

This test is only used to determine the significance of the influence of the independent variable partially or individually on the dependent variable. This influence can be estimated with the significance and t values obtained. To find out whether Price Perception (X1), Digital Promotion (X2), Service Quality (X3) have a significant effect on Sales Level (Y). The test uses a significance level of 0.05 with the following criteria:

- If t_{count} and $sig < \alpha = 0.05$ then H_0 is rejected and H_a is accepted, meaning that price perception, digital promotion and service quality have a positive and significant effect on sales levels.
- If t_{count} and $sig > \alpha = 0.05$ then H_0 is accepted and H_a is rejected, Price Perception, Digital Promotion and Service Quality do not have a positive and significant effect on Sales Level.

Table 21 t test Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,091	1,291		1,620	.109
	Price Perception	,547	.106	,395	5,148	,000
	Digital Promotion	,320	,086	,287	3,712	,000
	Service quality	,391	,082	,315	4,746	,000

a. Dependent Variable: Sales Level

Source: SPSS Output 25. Coefficient. Processed 2022.

Based on table 4.21, it can be seen that the explanation of the hypothesis in this research is:

- The Influence of Price Perceptions on Sales Levels**
Based on table 4.21, it can be seen that the influence of the price perception variable on the level of sales as seen from the t value is 5.148 and is significant at 0.000 ($0.000 < \alpha = 0.05$), so H_0 is rejected and H_a is accepted, so we can conclude that price perception has a positive and significant effect. to Sales Level.
- The Effect of Digital Promotion on Sales Levels**
From table 4.21 above, it can be seen that from the t value of 3.712 and the significance of 0.000 ($0.000 < \alpha = 0.05$), H_0 is rejected and H_a is accepted, so it can be concluded that Digital Promotion has a positive and significant effect on sales levels.
- The Influence of Service Quality on Sales Levels**
Based on table 4.21 above, it can be seen that the influence of Service Quality on Sales Level as seen from the t value is 4,746 and is significant 0.000 ($0.000 < \alpha = 0.05$), so H_0 is rejected and H_a is accepted, so it can be concluded that Service Quality has a positive and significant effect to Sales Level.

Discussion

This research was conducted by using 3 independent variables, namely Price Perception (X1), Digital Promotion (X2), and Service Quality (X3) on the sales level (Y) of South Wheel Building Materials on Tokopedia, with the results as follows:

The Influence of Price Perceptions on Sales Levels

Based on the research results, it was found that price perception consisting of the Price Acceptance, Price Evaluation and Perceived Worth indicators had a positive and significant effect on sales levels. This is shown by the t test, where t_{count} is greater than t_{table} which shows that H_0 is rejected and H_a is accepted, which means there is an influence between the Price Perception variable (X1) and the Sales Level variable (Y), meaning that if the price perception variable increases then the sales level variable will also experience an increase.

"Basically, consumers judge the price of a product not only based on the nominal value of the price but also on their perception of the price. Companies must set prices appropriately in order to be successful in marketing goods or services" (Setyarko 2016). According to Samsul Ramli (2014), price perception is the relative value of a product. This value is not a definite indicator that shows the amount

of resources needed to produce the product. The results of hypothesis testing show that the test proposed in this research is accepted, which means that the better the price perception, the more sales levels will increase. This research is supported by previous research journals conducted by Ramli, Rimayang Anggun Laras Prastianty, and Rudi Yanto Batara Silalahi 2020 which showed that price perceptions had a positive and significant effect on sales levels.

The Effect of Digital Promotion on Sales Levels

Based on the research results, it was found that the results of digital promotions consisting of indicators of Interactivity, Accessibility, Entertainment and Informativeness had a positive and significant effect on sales levels. This is shown by the t test, where tcount is greater than the table which shows that H_0 is rejected and H_a is accepted, which means that there is an influence between the Digital Promotion variable (X_2) and the Sales Level variable (Y), meaning that if the Digital Promotion variable experiences an increase in the period of the Sales Level variable as well will experience an increase.

According to (Rahmaji, Sulistyani, and Raharjo 2020) "Digital Promotion is a general term for targeted, measurable and interactive product or service marketing activities or using digital technology to achieve and provide a direction of change for customers and retain them. The main aim of this activity is to promote a brand, build preference and increase sales through various digital marketing techniques." Consumers will be interested in the promotions offered, because special prices will be given to consumers, thereby increasing consumer interest in buying the products being sold. The results of hypothesis testing show that what is shown in this research is accepted, which means that the more digital promotions carried out, the greater the results of the sales level. The results of this research journal are supported by previous research conducted by Khotimah, Khusnul, and Cita Irawati 2019 which showed that the results of digital promotions had a positive and significant effect on sales levels.

The Influence of Service Quality on Sales Levels

Based on the research results, it was found that service quality consists of indicators of Reliability, Empathy, Responsiveness, Guarantee (Insurance). Positive and significant influence on sales levels. This is shown by the t test, where tcount is greater than ttable which shows that H_0 is rejected and H_a is accepted, which means there is an influence between the Service Quality variable (X_3) and the Sales Level variable (Y), which means that if the service quality variable experiences an increase then the level variable Sales will also increase.

Service quality is an element that is interconnected with quality which can influence performance in fulfilling customer desires and can build long-term and mutually beneficial cooperation (Arianto and Kurniawan 2021). Consumers will assess and pay attention to the quality of service provided by the company, in this way consumers will form a good image of the company through previous transaction experiences. The results of hypothesis testing show that the tests shown in this research are accepted, which means that the better the quality of service, the greater the level of sales. The results of this research are supported by previous research journals conducted by Winny Ricky (2019), which showed that service quality had a positive and significant effect on sales levels.

4. CONCLUSION

Based on research results and explanations from previous chapters and discussions followed by supporting theories and concepts related to this research entitled The Influence of Price Perception, Digital Promotion, and Service Quality on Sales Levels of South Wheel Building Materials on Tokopedia. So it can be concluded as follows: Price perception has a positive and significant effect on the level of sales of Roda Selatan building materials on Tokopedia. The better the price perception variable is carried out, the more sales of Roda Selatan building materials will be on Tokopedia. Digital promotions have a positive and significant effect on the level of sales of Roda Selatan building materials on Tokopedia. The more promotions given, the more potential buyers will be interested in buying Roda Selatan building materials on Tokopedia so that they can increase sales. Service quality has a positive and significant effect on the level of sales of Roda Selatan building materials on Tokopedia. The better the quality of service provided, the more comfortable customers will feel about the quality of service provided by Roda Selatan on Tokopedia. Based on the analysis carried out in the research and the results of the conclusions that have been stated previously, the researcher tries to convey several suggestions that may be useful for future researchers, namely: The results of the descriptive analysis of respondents regarding the price perception variable, it was found that indicators of price suitability with product quality received a response at least. Therefore, it is recommended for Roda Selatan to be able to adjust product quality to the prices that customers expect. The results of the descriptive analysis of respondents regarding the

digital promotion variable showed that the information indicator about product promotion received the fewest responses. Therefore, it is recommended that Roda Selatan improve and increase information about promotions in order to attract many new customers because of promotions. The results of the descriptive analysis of respondents regarding the service quality variable show that the friendliness indicator with consumers received the least response. Therefore, it is recommended that Roda Selatan at Tokopedia can improve the quality of service by understanding each consumer's needs so that they can get more attention from consumers.

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