

The Influence of Product Quality, Promotion, Trust, Convenience and Price on Purchasing Decisions with Brand Image as an Intervening Variable



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ABSTRACT: Today's advanced age has the potential to change people's lives. Throughout these modern times, several technical developments have taken place, among which are software and data innovations. E-commerce has become a part of the potential market as the number of online consumers increases over time. The growth of online stores in Indonesia through social networking sites seems to be very rapid and has been widely recognized by the public. The findings of Shopee's analysis further show that most of Shopee's customers are young people. According to the Mark Plus study, several elements encourage teenagers to favor internet purchases, including many promotions, low prices, a variety of consumer-related products, faster delivery service, and also various alternative courier companies. This study uses quantitative research methods by conducting observation of the influence of several existing variables. It can be stated that variables X and Y have an influence of 70.1% on variable Z based on the R Square (R²) value of 0.701. Then, 29.9% is influenced by other factors not examined in this study. The E1 value can be calculated using the formula $e1 \sqrt{1-0.701}$ 0.5468. The t test results show that H1, H2, H8, H11 are rejected because of the Sig value. 0,05. The t test results show that H3 is rejected because the Sig value is 0.05. 4. The t test results show H4, H5, H7, H9, H10, and 12 are accepted because of the Sig value. 0,05. 6. The F test results show H6 and H13 are accepted because of the Sig value. 0,05.

KEYWORDS: product quality, purchase decision, shopee marketplace, brand image

I. INTRODUCTION

Nowadays, the advanced era has the potential to change human life. Throughout this modern era, several technical developments have occurred, including software and data innovations. The combination of these new communication technologies has resulted in breakthroughs in the field of information systems, which will only develop with the internet. The online world is a kind of online media that functions as a limitless information channel, allowing everyone to access a lot of data. One of the advantages that has emerged in this era is the ability to buy quickly (Anagari 2021).

Online platforms provide unlimited information and a very wide reach in today's digital era. According to the Indonesian Internet Service Providers Association, online consumers in this country have increased by 143.26 million, which in percentage terms is 54.7% of the total population. Indonesians mainly use the web to shop online. Online buyers for commercial purposes are known as e-commerce or Electronic Commerce (Ilmiyah and Krishernawan 2020). According to BI (Bank Indonesia) statistics, the number of purchasing and selling activities in e-commerce has increased about threefold during Covid-19. Starting with 80 million transactions in 2019, the number increased to 140 million transactions in August 2020. According to iPrice statistics, the three e-commerce sites with the most visits in 2019 were Bukalapak, Tokopedia, and Shopee. Based on Playstore and Appstore rankings, Shopee is ranked 1 above Tokopedia, even though Tokopedia has been around longer than the Shoopee platform (Dwijantoro, Dwi, and Syarief 2022).

Regarding internet retailers, trust is one of the main aspects used by buyers to decide whether to shop together at a sign on shopee. Customers will not visit to buy from a stand if they cannot recognize it. However, if customers have strong trust in a drugstore, they will always return to the store to make another purchase.

Components that increase a person's online payment in the parameters of the efficiency of the shopee platform. Respondents believe in the convenience of shopping on the shopee platform, making it easy to find the items they need and buy them using

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different payment methods. Including cash on delivery (COD) or paying via transfer. The study used an intermediary component, brand recognition, which represents a favorable view of a company and commodity and is considered one of the most significant antecedents of purchase choice. It is very important for e-commerce brands in the Shopee marketplace because it will be a major driver in increasing or decreasing motivation and choice to return and purchase. The better the reputation or appearance of the manufacturer, the more likely it will impact the choices made by consumers, namely individuals who need something. This brand equity is an important identifier that drives consumers to arrive at purchase intentions in various circumstances.

Scholars want to conduct a study on the Shopee marketplace. Given that we live in this electronic era, many customers make purchases via the internet, especially with the Shopee platform. In addition to making things easier, buyers are indeed helped by several characteristics that help people to be comfortable because after buying, including the ability to withdraw their cash if the seller does not actually send the product they have compensated for or the possibility of tracking the purchased goods through software features because when the vendor has sent it and successfully entered the shipping transaction id, so that buyers can anticipate the package they will get. Further Shopee analysis findings show that most Shopee customers are young people. According to a MarkPlus study, several elements encourage teenagers to like shopping online, including lots of promotions, cheap prices, a variety of consumer-related products, faster goods service, and various courier company alternatives.

2. LITERATURE REVIEW

Purchase Decision Indicators, Durability of merchandise, Customers determine whether to buy a commodity or not after considering various factors received from various sources of information that help strategic planning. Meanwhile, if the buyer wants to spend his money, the buyer will first choose between registrations, whether commodities or resources. Purchase decision tendencies, Routine is a methodology for producing credible products, including buying the same commodity, and it is part of consumption behavior, that every time the buyer has made a strategy to arrive at the choice of merchandise products. Buy products as quickly as possible. When buying a product, buyers often make choices first before continuing the purchasing process. Customers make purchasing decisions based on basic choice heuristic provisions.

The authors read related research publications to obtain secondary data and conduct research. The study conducted (Nasution, Limbong, and Ramadhan 2020) consisting of 100 participants, entitled The Importance of Product Quality, Corporate Identity, Credibility, Simplicity, and Cost to Purchase Choices on Shopee E-Commerce (Research on Final Year Students of the Faculty of Finance, Department of Administrative Sciences, Labuhan Batu University). The study was conducted (Rifaldi, Lopian, and Agus 2019) Pt. Fortuna Inti Alam, entitled The Influence of Company Reputation and Product Quality on Customer Satisfaction of Fortorang Ground Coffee, and the number of respondents was 100 people. The study conducted (Rifaldi et al. 2019) with the theme The Influence of Brand Image and Product Quality on Customer Experience of Fortorang Ground Coffee at PT Fortuna Inti Alam involving 100 participants. The study researched (Tilaar, Lopian, and Roring 2019) with the theme of the impact of certainty and interest in purchasing Online Shoppe Users on Gmim Zaitun Mahakeret Members with a total of 60 respondents. The study conducted (Lampengan, Massie, and Roring 2019) entitled The Influence of Motivation, Trust and Consumer Attitudes on the Purchase Interest of Zalora Online Shop Users on Students of the Faculty of Economics and Business, Unsrat Manado, using 100 respondents. The study researched (Powa et al. 2019) with the title The Influence of Product Quality, Price and Word of Mouth on Consumer Purchase Interest in Mobile Phones on Feb Unsrat Students with total respondents were 97 people. Research conducted by (Wicaksono and Soebiantoro 2020) entitled The Influence of Product Quality and Brand Image on Purchase Decisions for Adidas Brand Shoes in Surabaya with a total of 75 respondents. Research conducted by (Mbetete and Tanamal 2020) entitled Effect of Easiness, Service Quality, Price, Trust of Quality of Information, and Brand Image of Consumer Purchase Decision on Shopee Online Purchase with a total of 96 respondents. Research conducted by (Abdul Rahman Azis, Asdar, and Munir 2021) entitled The Effect Of Trust And Price On Purchase Decisions Through Brand Image As Intervening Variables (Case Study Of Shopee Users In Makassar City) with a total of 100 respondents.

3. RESEARCH METHOD

This study uses quantitative methodology, which basically implies that the data collected is in the form of numbers and examined using analysis. In this investigation, the questionnaire technique is used. A survey is a type of investigation that collects knowledge about a particular place by using a survey in addition to other information gathering tools. The purpose of this method is to collect data related to the research problem from a group of people who are considered to represent the population at large (Sanusi 2019).

The selection method used in this study is non-probability selection using accidental selection, which focuses on opportunities, and anyone who meets the researcher accidentally or possibly can be used as a representative if the person can provide the

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necessary information (Sugiyono 2019:131). Individual variables can be defined as variables that influence making parameter estimates or producing fluctuations in predictor variables. In this study, the estimated coefficients include customer satisfaction (X1), advertising (X2), trust (X3), accessibility (X4), and price (X5).

In this study, details were collected through a series of questions. The researcher distributed a questionnaire consisting of a pre-prepared survey (questionnaire) until finally it was distributed with an assessment made later using a 5-point Likert measure in the form of a checklist to check the understanding and answers of study participants regarding a variable (Sugiyono, 2019: 146). This method is useful in determining the influence of three or more parameters, one dependent parameter and two other independent parameters. The variables in this study are as follows: Product Quality (X1), Promotion (X2), Trust (X3), Convenience (X4), Price (X5), Purchase Decision (Y) and Brand Image (Z). The findings of the descriptive analysis in this study are presented in the table 1

Table 1 Descriptive Analysis

Variabel	N	Minimum	Maximum	Mean	Std. Deviation
X1	30	12	29	24.15	3.586
X2	30	11	24	19.84	3.030
X3	30	5	15	12.01	2.265
X4	30	7	19	16.20	2.544
X5	30	8	20	15.97	2.805
Y	30	8	25	19.88	3.170
Z	30	5	15	11.98	2.184

Source: Primary Data Processing, 2024

There is no visible pattern in testing the Y and Z variables, and the points on the Y axis are spread above and below the number 0, indicating that there is no heteroscedasticity. Based on the table above, the instruments of the X, Y, and Z variables have varying reliability values, indicating that these variables can be used as measuring instruments in this study.

A numerical factor designed to indicate how well the system you are developing can understand the actual environment. The coefficient here is characterized as the amount or fraction of the variation in the dependent parameter felt by the non-dependent variable.

Meanwhile, the equation $e1 = \sqrt{1-0.140} = 0.9273$ can be used to obtain the value of e1. The value of the coefficient of determination analysis in this study can be measured by the following table:

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Table 2 R2 Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	.701	.695	1.207

Source: Primary Data Processing, 2024

It can be stated that variables X and Y have an influence of 70.1% on variable Z based on the R Square (R2) value of 0.701. Then, 29.9% is influenced by other factors not examined in this study. The E1 value can be calculated using the formula $e1 = \sqrt{1 - 0.701}$ = 0.5468.

The Influence of Product Quality on Purchasing Decisions. Brand image is the capacity of the manufacturer to complete its tasks, which include durability, dependability, precision, price, operation and replacement, and several other important features. The results of the work can be labeled excellence if they meet the needs and assumptions of prospective clients at the beginning. If customer satisfaction meets customer demand, purchasing behavior will be affected.

The Influence of Promotion on Purchasing Decisions. Advertising is a type of digital marketing where merchants educate, convince, and educate potential customers about something in the hope of changing customer perceptions or eliciting reactions. The value obtained will influence customer purchasing choices by providing messages and details. In accordance with the study conducted (Iqbal et al. 2022) there is a beneficial relationship between advertising and investment intentions.

The Influence of Trust on Purchasing Decisions. Customers form a society where they learn patterns from everything they have bought or experienced. When customers associate a product with an established brand, even though they are satisfied and their needs are met, they will prefer that company over an international company that they have never experienced. In line with research (Nasution et al. 2020) Purchasing decisions are greatly influenced by trust.

The Influence of Ease on Purchasing Decisions. The ease-of-use element is important for online shoppers when buying goods from online stores. The extent to which someone feels that using a technology will be easy to describe as easy. Consumers assume that using technology is simple and does not require much effort on their part.

The Influence of Price on Purchasing Decisions. Price is defined as the amount of payment that must be given to producers to obtain the goods or services they want. A reasonable and unique price can encourage customers to use it as a decision aspect when making transaction choices. According to the study carried out (Gultom, 2019), price affordability has a beneficial and important impact on purchasing preferences.

The Influence of Product Quality on Product Quality through Brand Image. The superiority of a product is how well the product can carry out its role, including excellence, precision, longevity, reliability, and additional attributes that can be felt by the buyer. Increasing the level of workmanship of the best goods will increase the value of the goods recognized in the minds of buyers. Because buyers choose goods according to the advantages provided to meet their demands. Product durability is an important aspect in the client's purchasing choices.

The Influence of Product Promotion on Product Quality through Brand Image. Advertising is a method for clients to find the existence of a brand. Companies must be adept at convincing clients that the things they produce can help them through advertising. Through advertising, it will be possible to convince customers that even a commodity deserves a unique trademark.

The Influence of Product Trust on Product Quality through Brand Image. Such a company's reputation influences customer loyalty; if a company does have a positive perception, individuals tend to trust it. Although consumers have become wiser and much more selective in terms of trusting companies, companies strive to develop a good perception of their companies. Many variables, including quality, principles, and character, can be used to assess a company's image.

The Influence of Product Convenience on Product Quality through Brand Image. Marketing strategies attempt to generate positive opinions of the company by emphasizing good aspects, which can affect customers' moods and emotions, as well as their perceptions in choosing goods.

The Influence of Price on Product Quality through Brand Image. A quality brand identity can be used to measure direct and indirect economics. Corporate image serves as an indicator of public opinion about a company that is obtained by using previous knowledge and interaction with the business. Name and reputation are related to emotions about a company in terms of belief and choice.

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4. ANALYSIS AND DISCUSSION

The problem in this study is emphasized to determine the Influence of Product Quality, Promotion, Trust, Convenience and Price on Purchasing Decisions in the Shopee Marketplace with Brand Image as an Intervening Variable. Respondents in this study were Batam City Students who used the Shopee marketplace to shop online. Then the sampling technique used was the hair method. The author uses the Hair Formula because the population size is not yet clearly known, so that a sample of 1 question for 10 Respondents is obtained.

The number of questionnaires that have been distributed with Google Form is 300 questionnaires with the arrangement that respondents who get the questionnaire must fill in all the answers so that the questionnaire can be collected, so that all respondents have answered the questionnaire questions that are distributed according to the rules that have been loaded containing data on the gender of respondents to provide a comprehensive picture of the analysis of the number and percentage based on gender:

Based on gender, namely women with a total of 156 people and a percentage of 52% and men with a total of 144 people with a percentage of 48%. So, the results of the table show that most of the users of the Shopee marketplace are female. Information about the age of respondents so that the analysis of the number and percentage based on age is complete: The results based on age are 18-21 years old totaling 87 people or 29%, then 22-25 years old with a total of 140 people or 47% and age > 25 years totaling 73 people with a percentage of 24%. So, the table results show that most of the Shopee marketplace users are 22-25 years old.

5. CONCLUSION AND SUGGESTIONS

The following conclusions are obtained from the results of data processing and discussion of the study results that variables X and Y have an influence of 70.1% on variable Z based on the R Square (R²) value of 0.701. Then, 29.9% is influenced by other factors not examined in this study. The E1 value can be calculated using the formula $e1 = \sqrt{1-0.701}$ 0.5468. The t-test results show that H1, H2, H8, H11 are rejected because the Sig. value is 0.05. 3. The t-test results show that H3 is rejected because the Sig. value is 0.05. 4. The t-test results show that H4, H5, H7, H9, H10, and 12 are accepted because the Sig. value is 0.05. 6. The F-test results show that H6 and H13 are accepted because the Sig. value is 0.05.

Recommendations that can be conveyed in this study to be considered by further researchers are Anticipated further studies that will be competent to identify additional considerations that may have beneficial results from consumer purchasing choices to offer an overview, knowledge about and additional diverse results from studies on elements that contribute to getting choices other than those that have been used previously. Additional intervening factors other than the company's reputation used in the current investigation are anticipated to be included in further research. This is intended so that further research can use study participants from different academic backgrounds, including the general population or others. Descriptive analysis is used to characterize the research data contained in the max, min, mean, and std deviation values of the variables studied.

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