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**The Influence of Price, Product Quality, and Promotion on Purchase  
Decisions in E-commerce Shopee with Trust as a Moderating Variable**

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**A B S T R A C T**

*A consumer must make a final decision on the purchase of a good or service after giving various factors some thought. The objective of this study was to ascertain, among students at the Faculty of Economics and Business, University of Muhammadiyah Surakarta, the influence of price, product quality, and promotion on purchasing decisions at an online store with trust as a moderating variable. A lot of statistics are needed for the quantitative research methodology. The internal population was made up of pupils from Muhammadiyah University in Surakarta's Faculty of Economics and Business. With up to 98 respondents, convenience sampling was the sample strategy utilized. A questionnaire is utilized as the data collection tool. The SPSS version 25 program was used to process the instrument tests, classical assumption tests, multiple linear regression analysis tests, *t* (partial) tests, *F* tests, coefficients of determination, and MRA tests. The *t*-test results demonstrate that pricing influences purchases in a favorable and significant way. The marketing has a good and considerable impact on purchasing decisions. Product quality has a strong and positive influence on purchasing decisions. According to the findings of the MRA test, trust cannot offset the influences of price, product quality, and advertising on consumers' decisions to buy.*

**Keywords:** *Buyer's decision; price; product quality; promotion; trust*

**INTRODUCTION**

A person's buying behavior towards a product has different preferences. In this case, various information and references are needed about a product so that it reaches the decision making

stage. When making a purchase, people consider many options and select a product from a wide range of options. The final choice a consumer makes when deciding whether or not to purchase a good or service is based on a number of factors. Several factors, such as service quality, cost, product quality, promotional offers, product reviews, product variety, trust, and convenience, might affect a person's decision to purchase anything. Price, product quality, promotion, and trust are the four variables used in this study to examine how customer purchasing decisions are affected by these variables.

When conducting sales, price is a crucial factor that buyers take into account when making judgments about what to buy. Because it has an impact on producer earnings, price is a crucial element of a product. The sole variable component of the marketing mix is price, which can alter at any time. When consumers buy a product, the main factor of concern is the price. Consumers will usually tend to choose products at more affordable prices with good quality (Safitri et al., 2022).

Prior to making a purchasing decision, product quality is also taken into account. Product quality, namely a product's advantages in executing its role. Expectations must be met by the product in question for customers to be happy with the goods or services they receive. Quality products have more opportunities to be glimpsed by potential customers until these potential customers finally decide to buy the product.

Promotion is important in marketing all products to attract the attention of consumers. Promotion is used to spread knowledge about the goods or services provided and persuade customers to purchase them (Safitri et al., 2022). The smoothness of promotional activities is influenced by the clear objectives of the promotional activities to be carried out. If the promotion objective is inappropriate or excessive, it can reduce consumer interest in buying. Promotional means must also be considered properly because whether or not a promotion is attractive will affect the success of a marketing activity.

Trust can also influence purchasing decisions. Trust is individual behavior, which expects someone to provide positive benefits (Khamdan, 2019). Trust is another alternative when consumer knowledge about a product is low. To build consumer attachment to a product and have involvement and have a strong influence on consumers requires consumer trust. When consumers have high trust in products and services, consumers will decide to buy these goods or products.

There are many different types of e-commerce that can be discovered readily according to customer needs in Indonesia, including Shopee, Tokopedia, Bukalapak, Tokopedia, Blibli, and Lazada. This gives Indonesia as an example of a country that tends to buy and sell through e-commerce. E-commerce, also known as business-to-business (B2B) and business-to-customer (B2C) transactions, is an electronic industry that focuses on business exchanges using the internet as a medium for the exchange of goods and services between institutions (Sumaa et al, 2021).

One of the Indonesian e-commerce companies with the most clients is Shopee. Shopee provides various kinds of product information that are marketed according to consumer needs through online transactions that can be accessed via smartphones. Shopee has several

facilities offered that make consumers interested in buying and selling transactions on this e-commerce. Consumers prefer to do online transactions at Shopee because they can save time and travel costs to shop for something they need. Consumers before making a purchase, most of them will consider both in terms of product quality, price, and promotions offered at Shopee.

Several studies on purchasing decisions have been carried out by many researchers. Nevertheless, the conclusions still show different results. Among them, research conducted by Agustiani and Jaya (2021) found that product quality and promotions do not affect purchasing decisions at Shopee. Output Heni et al research's from 2020 also revealed that promotions have little influence on Shopee site customers' online purchase choices. This, however, is inversely correlated with the findings of Dwikantoro et al research's (2021), it demonstrated that factors such as price, product quality, and promotion positively and significantly influence consumers' purchasing decisions on the Shopee marketplace.

This study, a replication of Agustina and Jaya's research from 2021, examines "the effect of product quality and promotions on purchasing decisions at Shopee.co.id." This study's findings have piqued the researcher's interest in conducting it again, but this time include price as an independent variable and trust as a moderating factor. The researcher will carry out research under the heading "The Influence of Price, Product Quality, and Promotion on Purchase Decisions in E-Commerce Sopee with Trust as a Moderating Variable".

## **RESEARCH METHODS**

### **Type of Research**

The approach used is research using quantitative methods. The collecting of data, its interpretation, and the presentation of the findings all require a lot of numbers in quantitative research (Panjaitan, 2017).

### **Population and Sample**

Students from Muhammadiyah University of Surakarta's Faculty of Economics and Business made up the study's sample population. The Slovin method was used to establish the sample size for this investigation, which included 98 participants.

### **Sampling Method**

Convenience sampling is the technique employed. Convenience sampling is a sampling method that takes such into account (Marofah and Ulfa, 2021). Someone was chosen as a sample because they happened to be around and consented to give the researcher the information they required.

### **Method of Collecting Data**

A questionnaire was utilized as the data collection tool. Distributing questionnaires with statements to respondents is how questionnaires are used as a data collection strategy. Using a Likert scale that spans from 1 to 5, respondents are asked to score how much they agree or disagree with a number of items.

## **Operational Variables**

This study makes use of three independent variables, one dependent variable, and one moderating variable. Independent variables are those that influence or may theoretically influence other variables (Hardani et al., 2020). Price, product quality, and promotion are the independent factors in this investigation. The dependent variable is a variable that, structurally speaking in terms of science, is affected by modifications in other variables (Hardani et al., 2020). The choice to make a purchase is the study's dependent variable. The correlation between the independent and dependent variables can be increased or decreased by moderating factors (Hardani et al., 2020). Trust is the moderating factor in this investigation.

## **Data analysis method**

The validity, reliability, normality, heteroscedasticity, multicollinearity, multiple regression analysis, coefficient of determination, f test, t-test, and MRA tests are all used in this work.

## **RESULTS & DISCUSSION**

### **RESULTS**

#### **Buying decision**

Making purchases involves weighing the pros and disadvantages of the available options and selecting one or more necessary alternatives depending on a number of factors (Bancin, 2021). The purchasing decision is a final action that can be taken by consumers as a form of response to consumer needs through a series of evaluation processes and several existing alternatives. Choosing between two or more options is a requirement for making a consumer purchase decision; in other words, options must be available to the person making the choice (Indrasari, 2019). In contrast, it is not a decision if the consumer is left with no other options and is compelled to make a given purchase.

#### **Price**

The cost of a good or service is the total of all the benefits that consumers believe come with using or owning it. The single component of the marketing mix that generates income is price. One of the marketing tactics that may be changed the most is price (Satriadi, 2021).

#### **Product Quality**

Product's ability to satisfy explicit or implicit customer wants determines the quality of that product (Nasutian et al., 2020). Product quality is a description of how well a specific brand or product can perform the specified functions. Regardless of whether a product is a good or a service, its physical state, nature, and function depend on a quality level that is adapted to robustness, dependability, and ease of use, appropriateness, repair, and other elements created to satisfy the consumer (Aurelia et al., 2022).

#### **Promotion**

The process of influencing a consumer's decision to buy or utilize a good or service involves educating and persuading them. As part of the marketing mix, promotion tries to communicate products or services to consumers in order to sustain demand and ultimately

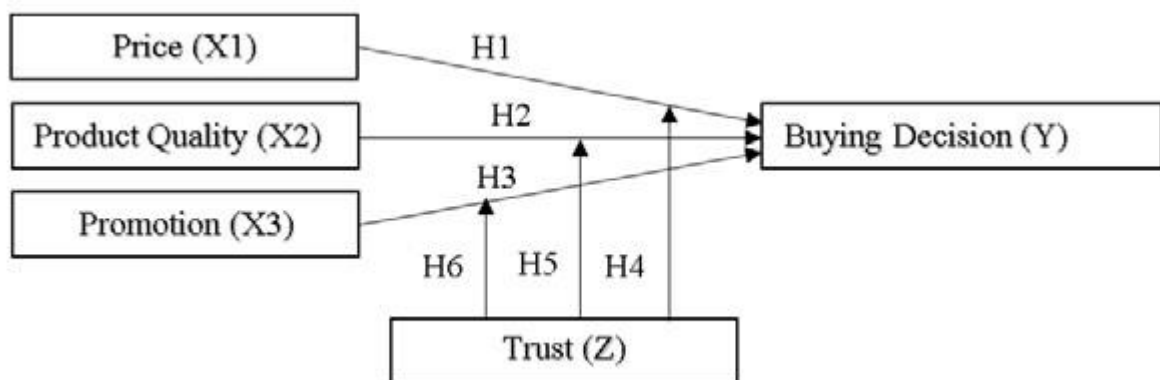
convert them into customers. Promotion is a communication strategy used by the provider of the good or service to reach out to the public with the intention of promoting the good or service, the business, and the brand. able to encourage the community to use the service or product and can be known by the community In addition to being one of the ways offered by the market to inform and persuade customers to purchase and utilize the goods or products that are promoted (Satriadi et al., 2021).

### Trust

Trust is a personal action in which a person anticipates favorable benefits from another person. Trust exists because the person in whom it is placed can profit from it and carry out the wishes of the person in whom it is placed. Trust then serves as the cornerstone for mutual cooperation. It takes work to earn other people’s trust. A set of actions between the one granting the trust and the person receiving it help to build trust. The experience of two people who have previously worked together or collaborated in an endeavor or organization gives rise to trust. Both parties were left with positive impressions as a result of this event, leading to their mutual trust and lack of betrayal, which may have jeopardized their commitment (Khamdan, 2019).

### Research Framework

The framework of thought or also known as the research framework is a form of the research process from important factors. The researcher describes the research framework as shown below:



### Research Hypothesis Built

- H1: Price has a positive and significant effect on purchasing decisions in e-commerce shopee
- H2: Product quality has a positive and significant effect on purchasing decisions in e-commerce shopee
- H3: Promotion has a positive and significant effect on purchasing decisions in e-commerce shopee
- H4: Trust can positively moderate the effect of price on purchasing decisions in e-commerce shopee

H5: Trust can positively moderate the effect of product quality on purchasing decisions in e-commerce shopee

H6: Trust can positively moderate the effect of promosi on purchasing decisions in e-commerce shopee.

### Validity test

Researchers employ a validity test to determine the reliability of a research questionnaire. When the questions in a research questionnaire can demonstrate and reveal the phenomenon being measured, the questionnaire is said to be valid (Ghozali, 2016).

**Table 1.** Recapitulation of Validity Test Results

Number	Items	$\alpha$	Sig	Description
1	X1.1	0,05	0,00	Valid
	X1.2	0,05	0,00	Valid
	X1.3	0,05	0,00	Valid
	X1.4	0,05	0,00	Valid
	X1.5	0,05	0,00	Valid
2	X2.1	0,05	0,00	Valid
	X2.2	0,05	0,00	Valid
	X2.3	0,05	0,00	Valid
	X2.4	0,05	0,00	Valid
	X2.5	0,05	0,00	Valid
3	X3.1	0,05	0,00	Valid
	X3.2	0,05	0,00	Valid
	X3.3	0,05	0,00	Valid
	X3.4	0,05	0,00	Valid
	X3.5	0,05	0,00	Valid
4	Y.1	0,05	0,00	Valid
	Y.2	0,05	0,00	Valid
	Y.3	0,05	0,00	Valid
	Y.4	0,05	0,00	Valid
	Y.5	0,05	0,00	Valid
5	Z.1	0,05	0,00	Valid

Z.2	0,05	0,00	Valid
Z.3	0,05	0,00	Valid
Z.4	0,05	0,00	Valid
Z.5	0,05	0,00	Valid

Source: Primary data processed with SPSS 25, 2022

The significant value for each statement item on this study variable is 0.00, which is less than the threshold value of 0.05, based on the data in the above table. Each statement item is true based on the study’s trust variable.

### Reliability Test

The reliability test evaluates the degree of dependability of variable indicators employed as measuring tools in research surveys (Ghozali, 2016). The Cronbach alpha value can be used to assess the dependability of the data. If the Cronbach Alpha value is more than 0.60, the data can be regarded as credible.

**Table 2.** Recapitulation of Reliability Test Results

Reliability Statistics		
Variable	Cronbach’s Alpha	N of Items
Price (X1)	,776	5
Product Quality (X2)	,728	5
Promotion (X3)	,691	5
Buying Decision (Y)	,691	5
Trust (Z)	,662	5

Source: Primary data processed with SPSS 25, 2022

The reliability test results in the table above demonstrate that all of the variables have Cronbach’s Alpha values over 0.60. It is possible to draw the conclusion that all of the variable statement items in the study are accurate.

### Normality test

The normality test is used to check the distribution of the residual or confounding variables in the regression model. Using the Kolmogorov-Sminorv, the normalcy test was conducted in this experiment. The Kolmogorv-Sminorv (K-S) test can be used to determine normalcy by displaying the level of significance. The distribution is considered to be normal if sig > 0.05; otherwise, it is non-normal (Ghozali, 2016).

**Table 3.** Normality Test Results

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,56378904
Most Extreme Differences	Absolute	,081
	Positive	,047
	Negative	-,081
Test Statistic		,081
Asymp. Sig. (2-tailed)		,112 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Primary data processed with SPSS 25, 2022

The significant value for the Smirnov-Kolmogrov Normalcy Test is  $0.112 > 0.05$ , as can be seen from the findings above. The residual values of the linear regression can be said to have a normal distribution as a result.

### **Multicollinearity Test**

To determine whether the regression model identified a correlation between independent (independent) variables, the multicollinearity test is utilized (Ghozali, 2016). The tolerance value and VIF can both be used to identify this test. The regression model has no multicollinearity if either the tolerance value or the VIF value is less than 10.

**Table 4.** Multicollinearity Test Results



**Coefficients<sup>a</sup>**

Model	Unstandardized		Standardized		Collinearity Statistics			
	Coefficients		Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1 (Constant)	9,084	1,540			5,899	,000		
Price	,185	,084	,224		2,193	,031	,557	1,796
Product Quality	,286	,094	,339		3,041	,003	,466	2,147
Promotion	,177	,086	,214		2,053	,043	,533	1,875

Dependent Variable: Buying Decision

Source: Primary data processed with SPSS 25, 2022

According to the findings of the multicollinearity test described above, the price variable has a VIF value of  $1.796 < 10.0$  and a tolerance value of  $0.557 > 0.10$ . The tolerance limit for the product quality variable is  $0.466 > 0.10$ , and the VIF value is  $2.147 < 10.0$ . The promotion variable's tolerance value is  $0.533 > 0.10$ , while the VIF value is  $1.875 < 10.0$ . As a result, it can be said that there is no multicollinearity in the study regression model because all of the variables in equation 1 have tolerance values more than 0.10 and VIF values lower than 10.

**Heteroscedasticity Test**

The heteroscedasticity test examines the residuals from the regression model to check for variance inequality between the residuals from various data. The Glejser test was utilized in this study to determine the presence or absence of heteroscedasticity (Ghozali, 2016). According to the Glejser test requirements, heteroscedasticity is not present if  $\text{sig} > 0.05$ . There is heteroscedasticity if  $\text{sig} < 0.05$ .

**Table 5.** Heteroscedasticity Test Results**Coefficients<sup>a</sup>**

Model	Unstandardized		Standardized		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	5,292	,865			6,121	,000
Price	-,037	,047	-,098		-,793	,430
Product Quality	-,102	,053	-,260		-1,927	,057
Promotion	-,057	,048	-,150		-1,186	,239

Dependent Variable: ABS\_RES

Source: Primary data processed with SPSS 25, 2022

The price variable has a significance value of 0.430 > 0.05, as can be seen from the heteroscedasticity test findings in the table above. A significance value of 0.057 > 0.05 has been assigned to the variable for product quality. The significance level for the promotion variable is 0.239 > 0.05. As a result, it may be said that the study’s regression model did not demonstrate heteroscedasticity.

**Multiple Linear Regression Analysis Test**

Regression analysis looks at the relationship between the dependent (bound) variable and one or more independent (free) variables in order to estimate or predict population averages or the values of the dependent variable based on the dependent variable’s known value (Sugiyono, 2014).

**Table 6.** Multiple Linear Regression Analysis Test Results  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	9,084	1,540		5,899	,000
	Price	,185	,084	,224	2,193	,031
	Product Quality	,286	,094	,339	3,041	,003
	Promotion	,177	,086	,214	2,053	,043

a. Dependent Variable: Buying Decision

Source: Primary data processed with SPSS 25, 2022

The regression equation can be obtained as follows using the outcomes of the multiple regression tests carried out in this study:

$$KPN = 9.084 + 0.185 H + 0.286 KP + 0.177 P + e$$

The following are the test results based on the aforementioned equation:

- a. 9.084 constant value (α) indicates that the level of purchase decisions that take place when the variables for price, product quality, and promotion are all 0 is 9.084.
- b. Which is positive at 0.185, indicates that price (H) increases will result in more people making purchases. On the other hand, if the price drops, fewer people will decide to buy.
- c. With a positive value of 0.286, the product quality regression coefficient (KP) indicates that as product quality rises, so will the number of purchases made. On the other hand, if the product’s quality declines, fewer people will decide to buy it.

- d. If the promotion increases, it will result in an increase in the purchase decision since the promotion regression coefficient (P) is positive by 0.177. On the other hand, if the price drops, fewer people will decide to buy.

**Determination Coefficient Test**

By examining the coefficient of determination ( $R^2$ ) in the summary model, the coefficient of determination test is used to establish the cumulative influence of the independent components on the dependent variable. The value of the coefficient of determination lies between 0 and 1 ( $0 < R^2 < 1$ ). Higher  $R^2$  values suggest that the effect of the independent variables on the dependent variable is accelerating at the same time (Ghozali, 2016).

**Table 7.** Test Results for the Coefficient of Determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,675 <sup>a</sup>	,456	,439	1,58855

a. Predictors: (Constant), Promotion, Price, Product Quality

b. Dependent Variable: Buying decision

Source: Primary data processed with SPSS 25, 2022

The test results for the coefficient of determination ( $R^2$ ) in the table above indicate that the R square value of 0.456 represents the coefficient of determination. In other words, factors such as price, product quality, and advertising have a 45.6% influence on a buyer’s choice. Other factors that were not considered in this study have an impact on the remaining 54.4%.

**Simultaneous Regression Test (f-test)**

The f test can be used to evaluate the viability of the research model. The combined (concurrent) effect of the independent factors on the dependent variable is evaluated using the f test (Ferdinand, 2014). If the significance value is less than 0.05, the f test is performed to assess if an independent variable simultaneously affects the dependent variable. It can be concluded that the independent variable has no effect on the dependent variable if the significance threshold is higher than 0.05.

**Table 8.** Simultaneous Regression Test Results (f-test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	198,925	3	66,308	26,277	,000 <sup>b</sup>
	Residual	237,207	94	2,523		
	Total	436,133	97			

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), Promotion, Price, Product Quality

Source: Primary data processed with SPSS 25, 2022

The results in the table above show that the significant value for the simultaneous regression test (f-test) is  $0.000 < 0.005$ . This suggests that a variety of factors, including price, product quality, and promotions, influence consumers' decisions to make purchases.

**Partial Test (t-test)**

The constants of each independent variable are examined using the t-test to see if they are significant and whether they have any effect on the dependent variable (Ferdinand, 2014). Calculating the t-test the independent variable is thought to have a partial effect on the dependent variable if the significance value is less than 0.05. The independent variable is said to have no partial effect on the dependent variable if the significance value is greater than 0.05.

**Table 9.** Partial Test Results (t-test)  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	9,084	1,540		5,899	,000
Price	,185	,084	,224	2,193	,031
Product Quality	,286	,094	,339	3,041	,003
Promotion	,177	,086	,214	2,053	,043

a. Dependent Variable: Buying Decision

Source: Primary data processed with SPSS 25, 2022

The following conclusion can be drawn from the partial test (t-test) findings in the table above:

a. H1: Price affect purchasing decisions in e-commerce shopee

The price has a significant value of  $0.031 < 0.05$ , according to the t-test findings displayed in the table above. Meaning, H1 has received approval. It is possible to draw the conclusion that pricing influences purchases in a favorable and significant way.

b. H2: Product quality affects purchasing decisions in e-commerce shopee

The significance level of  $0.003 < 0.05$  for product quality may be seen in the t-test findings in the table above. Therefore, H2 is recognised. In light of this, it can be said that product quality has a large and positive influence on purchases.

c. H3: Promotion affects purchasing decisions in e-commerce shopee

It is evident from the t-test outcomes in the table above that promotion has a significant value of  $0.043 < 0.05$ . Meaning, H1 has received approval. It is possible to draw the conclusion that advertisement influences purchases in a favorable and significant way.

### Moderated Regression Analysis (MRA) Test

A multiple linear regression test known as the MRA test incorporates interaction components (multiplication of two or more independent variables) (Sekaran, 2017). The link between the dependent variable, independent variable, and moderating variable can be examined using this test. The moderating variable significantly influences the link between the dependent variable and the independent variable, as may be inferred from the study's significance value of less than 0.05. Additionally, it is evident from the changes in Adjusted  $R^2$ . The moderating variable is strengthening the impact of the independent variable on the dependent variable if the revised  $R^2$  value rises.

**Table 10.** First Moderated Regression Analysis (MRA) Test Results

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-16,260	15,436		-1,053	,295
	Price	,772	,995	,935	,776	,440
	Product Quality	,603	1,151	,715	,523	,602
	Promotion	,318	1,085	,384	,293	,770
	Trust	1,311	,745	1,370	1,760	,082
	X1Z	-,030	,048	-1,325	-,629	,531
	X2Z	-,016	,056	-,710	-,289	,773
	X3Z	-,007	,053	-,321	-,140	,889

a. Dependent Variable: Buying Decision

Source: Primary data processed with SPSS 25, 2022

The findings of the aforementioned moderation test lead to the following conclusion:

- a. H4: In e-commerce shopee, the influence of price on purchasing decisions might be moderated by trust.

Since moderation 1 has a significance value of  $0.531 > 0.05$ , it can be shown from the coefficients table above that this is significant. H4 is therefore disapproved. As a result, it is said that trust is powerless to offset the influence of price on purchasing decisions.

- b. H5: In e-commerce shopee, the influence of product quality on purchasing decisions not might be moderated by trust.

A significant value of  $0.773 > 0.05$  can be found for moderation 2 in the coefficients table above. H5 is thus approved. As a result, it is said that trust is powerless to offset the influence of product quality on consumer choices.

- c. H6: In e-commerce shopee, the influence of promotion on purchasing decisions might be moderated by trust.

A significant value of  $0.889 > 0.05$  can be found for moderation 3 in the coefficients table above. H6 is therefore disregarded. It follows that trust cannot offset the influence of promotion on consumers' purchasing decisions.

**Table 11.** Second Moderated Regression Analysis (MRA) Test Results

Adjusted R <sup>2</sup> Value		Information
Equation 2	0,439	0,408
		Decrease

Source: Primary data processed with SPSS 25, 2022

By looking at the results of the Moderated Regression Analysis (MRA) test and the adjusted R<sup>2</sup> values in the table above. The decreased adjusted R<sup>2</sup> value is well recognized. In other words, the influence of price, product quality, and promotion on purchasing decisions cannot be increased by trust. Trust cannot, therefore, mitigate the influence of price, product quality, and pricing on purchasing decisions.

## DISCUSSION

### The Influence of Price on Purchase Decisions at E-Commerce Shopee

The partial test (t-test) results in Table 9, which demonstrate that the price variable has a significance value of  $0.031 < 0.05$ , support the approval of H1. As a result, when purchasing online, students at the Faculty of Economics and Business at Muhammadiyah University of Surakarta make significant price-related decisions. One of the factors influencing a person's purchase decision is price. One of the factors influencing a person's purchase decision is price. Potential clients' interest in acquiring the product will decline because the target market won't be able to afford it at the set price. Consumer interest in buying the product will increase in the interim if the price is fair.

The findings of this study are consistent with prior analysis by Balmar (2021), which discovered that Shopee's pricing has a positive and significant impact on consumers' purchase decisions. The outcomes of this research are in agreement with Iswandari and Srihandayani's (2021), which discovered that pricing significantly and positively effects purchases at ecommerce platforms like Shopee.

### The Effect of Product Quality on Purchase Decisions at Shopee E-Commerce

The significant value of the product quality variable is  $0.003 < 0.05$ , as shown by the partial test (t-test) findings in table 9, hence H1 is accepted. This indicates that for students at Muhammadiyah University, Surakarta's Faculty of Economics and Business, product quality has a major impact on their decisions to make a purchase on e-commerce site shopee. This explains why, if a company produces a high-quality product, product quality will influence consumer purchase decisions. Customers are more likely to purchase things with good quality because they believe they can match their needs.

The findings of this study corroborate earlier research by Sumaa, Soegoto, and Samadi (2021), which found that product quality influences purchase choices at e-commerce sites like Shopee in a favorable and significant way. The findings of this study concur with those of Dwijantoro, Dwi, and Syarief's (2021), which found that product quality influences consumer decisions to buy from e-commerce stores in a favorable and significant way.

### **The Effect of Promotion on Purchase Decisions at Shopee E-Commerce**

The promotion variable has a significant value of  $0.043 < 0.05$ , as shown by the partial test (t-test) findings in table 9, hence H1 is accepted. This suggests that for students at Muhammadiyah University of Surakarta's Faculty of Economics and Business, promotions have a substantial impact on their decision to make a purchase on e-commerce site Shopee. This can explain why consumers will make a better purchasing decision process because the promotions carried out by the company have succeeded in attracting consumers. One of the promotional tools that can be used is social media because promotional activities can attract the attention of people to be motivated to purchase goods.

The results of this study support those of earlier studies by Sumaa, Soegoto, and Samadi (2021), which found that product quality influences purchase choices at e-commerce sites like Shopee in a favorable and significant way. The findings of this study concur with those of Dwijantoro, Dwi, and Syarief's study from 2021, which found that product quality influences consumer decisions to buy from e-commerce stores in a favorable and significant way.

### **The Effect of Price on Purchase Decisions at Shopee E-Commerce Moderated by Trust**

By examining the significant value and the rise in the Adjusted R2 value, one can infer the research findings from the Moderated Regression Analysis (MRA) test. Table 4.10 shows that the multiplicand of pricing and trust has a significance value of  $0.531 > 0.05$ . In addition, table 4.10 demonstrates that the adjusted R2 values in the first and second equations, respectively, are 0.438 and 0.408, respectively. In other words, the adjusted R2 value has dropped. The conclusion that H4 is rejected can be drawn from the outcomes of the two tests. This suggests that the influence of price on purchasing decisions cannot be mitigated by trust.

The results of the current study do not agree with those of past studies by Dessyaningrum, Samsir, and Efni (2020), which found that trust moderated the impact of perceived price on purchasing decisions.

### **The Influence of Product Quality on Purchase Decisions at Shopee E-Commerce Moderated By Trust**

According to research findings using the Moderated Regression Analysis (MRA) test, the rise in the Adjusted R2 value and the significance value are both significant. The multiplicand of product quality and trust has a significance value of  $0.773 > 0.05$ , as shown in Table 4.10. In addition, table

4.11 demonstrates that the adjusted R2 values in the first and second equations, respectively, are 0.438 and 0.408, respectively. In other words, the adjusted R2 value has dropped. It is clear that H5 is approved based on the outcomes of the two tests. This suggests that the influence of product quality on purchasing choices cannot be mitigated by trust.

The findings of this study corroborate earlier research by Hidajat and Setiawan (2022), who discovered that trust cannot offset the influence of product quality on purchase choices in an online store like Shopee. The findings of this study concur with those of Astutik et al's study from 2022, which discovered that consumer trust cannot offset the influence of product quality on purchase choices in the e-commerce site Shopee.

**The Influence of Promotion on Purchase Decisions at Shopee E-Commerce Moderated By Trust** By examining the significant value and the rise in the Adjusted R2 value, one can infer the research findings from the Moderated Regression Analysis (MRA) test. The

significant value of the multiplication of promotions and trust is  $0.889 > 0.05$ , as can be shown in table 10. In addition, table 4.11 demonstrates that the adjusted R2 values in the first and second equations, respectively, are 0.438 and 0.408, respectively. In other words, the adjusted R2 value has dropped. The conclusion that H6 is rejected can be drawn from the outcomes of the two tests. Therefore, trust is unable to offset the influence of advertising on consumer purchase behavior.

The results of the current study do not agree with those of past studies by Sriningsih and Patrikha (2020), which found that trust could temper the impact of promotions on consumers' e-commerce purchase decisions

## CONCLUSION & SUGGESTION

### CONCLUSION

H1 is accepted, indicating that pricing influences purchases at e-commerce site Shopee in a positive and significant way. The price significance value of  $0.031 < 0.05$  serves as evidence for this. H2 is accepted, indicating that product quality influences purchase choices at e-commerce site Shopee in a favorable and significant manner. The product quality significance value of  $0.003 < 0.05$  serves as evidence for this. H3 is accepted, indicating that promotions have an impact on e-commerce buyers' decisions that is both favorable and significant. The promotion significance value of  $0.0043 < 0.05$  serves as evidence for this. H4 is rejected, indicating that trust cannot offset the influence of price on buying choices at the online store shopee. This may be demonstrated by looking at where the adjusted R2 value falls and noticing that Moderation 1 has a significant value of  $0.531 > 0.05$ . H5 is accepted, indicating that trust cannot offset how much an e-commerce site like Shopee's product quality influences customers' purchase decisions. This may be demonstrated by looking at where the adjusted R2 value falls and noticing that Moderation 2 has a significant value of  $0.773 > 0.05$ . H6 is rejected, indicating that at e-commerce site shopee, trust cannot offset the impact of promotions on purchasing decisions. This may be demonstrated by looking at where the adjusted R2 value falls and noticing that Moderation 1 has a significant value of  $0.889 > 0.05$ .

### SUGGESTION

Expand the observed factors and add related variables to get more diverse results and identify the variables that can affect buying decisions at e-commerce sites like Shopee. For instance, by include variables for service excellence, client satisfaction, features, and other factors. The research population is increased and multiplied so that it is not just composed of students, resulting in better and more diversified study findings. Employees, students, and others come to mind.

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