

## THE ROLE OF *PRODUCT QUALITY* IN THE INFLUENCE OF PRICE PERCEPTION AND PROMOTION ON PURCHASE DECISIONS IN E-COMMERCE

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**Abstract:** Information technology is developing very rapidly, as is the internet which also has a major impact on all aspects of life. Likewise, changes in trade and business in the world also have an impact on Indonesia. The presence of e-commerce in Indonesia is growing so rapidly. E-commerce not only provides support for the changing consumption methods and lifestyles of society, but also presents the latest economic opportunities for all individuals. This study aims to test the role of product quality on the influence of price perception and promotion on the decision to buy in e-commerce. The research sample was 100 people who had become consumers of one of Shopee, Tokopedia, Lazada and Bukalapak. The sampling technique applied purposive sampling. The data analysis technique applied multiple regression tests and Moderated Regression Analysis (MRA) tests. The results of the study showed that Promotion and price perception had a positive and significant effect on purchasing decisions. Product quality is able to moderate the influence of promotion on purchasing decisions and Product quality is able to moderate the influence of promotion on purchasing decisions.

**Keywords:** *Promotion, price perception, product quality, purchasing decisions.*

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### 1. Introduction

Information technology is developing very rapidly, as is the internet which also has a major impact on all aspects of life. Flexible use of the internet makes the internet develop so rapidly. The number of internet users who are growing rapidly is able to cause a potential market to be targeted by business people. This is because more and more people are using the internet as a means of marketing and doing business. The internet and digitalization are closely related and have changed the way of interaction between society, business and government. The support of more innovative technology and infrastructure, as well as a digital-based economy that is increasingly easy and fast, has changed the supply and demand patterns of economic actors in various layers, for example: marketing, purchasing, product distribution, payments, and others. Digitalization also has an impact on the trade in goods and services to be bigger, easier and more varied.

The various changes in trade and business in the world also have an impact on Indonesia. The presence of e-commerce in Indonesia is growing rapidly. E-commerce not only provides support for changes in consumption patterns and people's lifestyles, but also presents the latest economic opportunities for everyone to become entrepreneurs who are expected to be able to

open up jobs. The high potential of the digital economy has encouraged the government to continue to pay attention to and improve regulations regarding e-commerce. E-commerce, which is very developed, also has an impact on increasing e-commerce transactions in Indonesia. This incident was proven in 2023, e-commerce transactions had reached 780 trillion. This figure is predicted to continue to increase to IDR 945 trillion by the end of 2024. E-commerce in Indonesia has developed since 2012 with the Harbolnas (National Online Shopping Day) event. Over time, various e-commerce platforms have begun to emerge and develop rapidly, such as: Shopee, Tokopedia, Lazada, Bibli, Bukalapak and so on (Winpay.id, 2024).

Factors driving the rapid growth of e-commerce in Indonesia are: First, Internet access is becoming more widespread, government programs such as "Indonesia Merdeka Sinyal" have resulted in internet access becoming more widespread to remote areas. So, more and more people can shop online easily. Then, Second, Logistics are increasingly efficient, delivery of goods is getting faster, the warehouse network is expanding so that goods can be received by buyers quickly and shipping costs tend to be affordable. Finally, Third, It is easier to pay digitally, easy payment variations from virtual accounts, digital wallets to payments through markets can make it easier for buyers to shop online (Winpay.id, 2024). There are other factors driving the growth of e-commerce, namely changes in consumer behavior and the use of smartphones (Online pajak.com, 2024). Starting since the Covid-19 in 2020, people's behavior has preferred to shop online rather than come directly to the store. This is done because of the level of ease in shopping, comfort and the variety of products provided. Then, the use of gadgets also greatly influences the shift to online shopping because of the ease of accessing e-commerce applications that allow consumers to shop anytime and anywhere without being constrained by the media used.

One of the consumer behaviors in the use of e-commerce is the purchasing decision. Purchasing decisions are referred to as determining two or more options in deciding to buy, which means that someone is able to make decisions by providing several alternative choices (Schiffman & Kanuk, 2009). Decisions in making purchases can provide direction on how to make decisions. Before the decision to buy is determined, there are also several considerations made by consumers. Kotler & Keller (2009) also said that in decision making there are five stages that must be carried out by consumers. These five stages are recognizing problems, seeking information, evaluating alternatives, deciding to buy, and consuming after purchasing and evaluating.

During the information search stage, many factors are considered by consumers, for example: product promotion, price perception, brand, customer rating, and product quality. Maulana, et.al. (2022); Firdaus & Santoso (2023) stated that promotion influences purchasing decisions in the Shopee marketplace. Yulianto & Prabowo (2024) also stated in their research that promotion has a positive influence on consumer purchasing decisions. Nuraeni & Irawati (2021) also stated that promotion has a continuous influence on consumer purchasing decisions. Lestari & Fengyuan (2023) also stated that promotion influences purchasing decisions at the JD.ID online shop. Saputra (2023) stated that promotion influences cellphone purchasing decisions on the Facebook marketplace. Adela, et.al. (2024) found the same results that promotion influences purchasing decisions in the Shopee marketplace.

In addition to promotions, price perception is also a factor that influences purchasing decisions (Aulia, et.al., 2024). Choirunnida & Prabowo (2024) also stated that price perception has a positive influence on purchasing decisions on Shopee e-commerce. Kharim & Zaini (2024) conveyed the same results that price perception has a positive and sustainable influence

on purchasing decisions. Aldrin & Widiyanesti (2023) revealed that price perception has a positive influence on purchasing decisions. Nuraini & Hidayati (2022) revealed that price perception has a positive influence on purchasing decisions. This is different from the research of Sari & Solha (2021) which stated that price perception has no effect on purchasing decisions in e-commerce. The same results were also expressed by Fauzah, et.al., (2022) who stated that price perception has a negative and unsustainable influence on purchasing decisions.

Then, another factor that influences the decision to purchase is product quality (Amalita & Rahma, 2022). Cesariana, et.al., (2021) also stated that product quality influences purchasing decisions. Mubarok & Santoso (2021) stated that product quality influences purchasing decisions. Ramahdani & Fairliantina (2022) stated that product quality influences purchasing decisions. Prasetyo & Wibowo (2023) stated that product quality influences purchasing decisions. Different results from Yunitaningrum & Budiarti (2023) stated that product quality does not influence purchasing decisions.

Based on the description of previous research, it shows inconsistent research results. This can be seen from the influence (Prasetyo & Wibowo, 2023) and no influence of product quality variables (Budiarti, 2023 ), price perception and product promotion on purchasing decisions (Aldrin & Widiyanesti, 2023; Choirunnida & Prabowo, 2024; Adela, et.al., 2024; Saputra, 2023). Therefore, this study was conducted with the aim of testing the influence of promotion variables and price perception on purchasing decisions and testing the role of product quality on the influence of promotion and price perception on purchasing decisions in e-commerce. The reason for research in e-commerce is because of the increasing development of technology which has also caused e-commerce to increase. The majority of prospective consumers use e-commerce to meet their daily needs.

## **2. Research Methods**

### **Sampling Techniques**

The population of this study is consumers of e-commerce applications, namely Shopee, Tokopedia, Lazada and Bukalapak. The technique in taking samples applies the purposive sampling method with the following criteria: (1) Consumer age is at least 17 years (> 17 years); (2) consumers have purchased goods using e-commerce applications, namely Shopee, Tokopedia, Lazada and Bukalapak; and (3) Residents of Cirebon Regency, West Java. The sample of this study was 100 people who had become consumers of one of Shopee, Tokopedia, Lazada and Bukalapak.

### **Operational Definition of Variables and Their Measurement**

**Table 1. Operational Definition of Variables and Their Measurement**

<b>Variables &amp; Definitions</b>	<b>Indicator</b>	<b>Reference</b>
<i>Buying decision</i>		
part of consumer behavior, where consumer behavior includes behavior that is involved in obtaining or obtaining products or services by determining them first and then making a decision to buy.	(1) product quality; (2) price; (3) product completeness; (4) sales location; (5) service time; and (6) sales atmosphere	Tjiptono (2016)
<i>Promotion</i>		
various ways of conveying information, persuasion, and reminding consumers directly and through	(1) Advertising (2) Sales promotion	Kotler & Keller (2016)

intermediaries related to a product or service being sold .	<ul style="list-style-type: none"> <li>(3) Activities and experiences</li> <li>(4) Community relations and publicity</li> <li>(5) Online and social media marketing</li> <li>(6) Market movement</li> <li>(7) Personal/direct sales</li> <li>(8) individual sales</li> </ul>	
<i>Price Perception</i>		
Price perception is related to how price information can be understood comprehensively by consumers and provide them with a deeper understanding of themselves.	<ul style="list-style-type: none"> <li>(1) an affordable price;</li> <li>(2) price competitiveness;</li> <li>(3) price alignment with product quality; and</li> <li>(4) price alignment with product benefits.</li> </ul>	Peter & Olson (2014)
<i>Product Quality</i>		
all the distinctive features and characteristics inherent in a product or service as the ability to fulfill various needs that have been determined or are latent	<ul style="list-style-type: none"> <li>(1) Performance</li> <li>(2) Additional characteristics or advantages</li> <li>(3) Reliable</li> <li>(4) Durability related to the product's longevity</li> <li>(5) Aesthetics</li> <li>(6) Perceived quality</li> <li>(7) Repairability dimension</li> </ul>	Tjiptono (2008)

### **Data Analysis Techniques**

The data analysis technique for this research applies: Validity Test, Reliability Test, Descriptive Statistics, Classical Assumption Test, t-test, MRA Test and F Test through the use of the SPSS Version 25 application.

### **Descriptive Statistics**

Descriptive statistics are applied in examining the mean value, standard deviation, and maximum and lowest values, to provide a description or overview of the data analyzed (Ghozali, 2018) .

### **Classical Assumption Test**

The classical assumption test was applied in this study by covering the normality test, multicollinearity test, heteroscedasticity test and autocorrelation test.

### **Multiple Linear Regression Test**

Multiple linear regression test is applied in determining the relationship of independent and dependent variables. Multiple linear regression test is used in this study to examine the

influence of promotion and price perception. The following is the equation in this study:

$$PD = \alpha + \beta_1P + \beta_2PP + \varepsilon \quad (1)$$

Information:

PD = Purchase Decision  
 $\alpha$  = Constant  
 $\beta$  = Regression Coefficient  
P = Promotion  
PP = Price Perception  
 $\varepsilon$  = Error

### ***Moderate Regression Analysis (MRA) Test***

In the moderation test using the interaction test equation, where the multiplication of the moderating variable with the independent variable is added. Moderation testing is carried out partially in testing hypothesis 3 and hypothesis 4. This study applies one moderating variable, namely product quality. So there are two regression equations that are compared to determine the type of moderator variable. Here are the two equations:

$$PD = \alpha + \beta_1P + \beta_2PP + \beta_3PQ + \varepsilon \quad (2)$$

$$PD = \alpha + \beta_1P + \beta_2PP + \beta_3PQ + \beta_4P*PQ + \beta_5PP*PQ + \varepsilon \quad (3)$$

Information :

PD = Purchase Decision  
 $\alpha$  = Constant  
 $\beta$  = Regression Coefficient  
P = Promotion  
PP = Price Perception  
PQ = Product Quality  
 $\varepsilon$  = Error

## **3. Results And Discussion**

### **3.1. Results**

#### **Respondent Profile**

Respondent profile based on age, there are 43 respondents aged 17-25 years or 43%, 45 respondents aged 26-35 years or 45% and 12 respondents aged > 36 years or 12%. Then, based on gender, there are 87 female respondents or 87% and 13 male respondents or 13%.

#### **a. Descriptive Statistical Test**

**Table 2. Descriptive Statistical Test**

	N	Minimum	Maximum	Mean	Std. Deviation
Buying decision	97	23	36	31.94	2,564
Promotion	97	19	31	27.76	2,835
Price Perception	97	12	33	28.16	2,278
Product Quality	97	29	40	36.60	2,757
Valid N (listwise)	97				

Source: SPSS Data Processing, 2024

Based on the results of descriptive statistical tests, it shows that the number of samples studied was 97 respondents. The minimum value of purchasing decisions was 23, promotions

were 19, price perceptions were 12, and product quality was 29. Then, the maximum value of purchasing decisions was 36, promotions were 31, price perceptions were 33, and product quality was 40. Furthermore, the mean value of purchasing decisions was 31.94, promotions were 27.76, price perceptions were 28.16, and product quality was 36.60. And, the standard deviation value of purchasing decisions was 2.564, promotions were 2.835, price perceptions were 2.278, and product quality was 2.757.

#### **b. Multiple Regression Test**

Before the multiple regression test was conducted, the data had passed the validity test and reliability test. Then, the data was continued with the classical assumption test consisting of the normality test, multicollinearity test, and heteroscedasticity test. In this case, the data had passed the classical assumption test which was then tested for multiple regression and the Moderated Regression Analysis (MRA) test.

**Table 3. Multiple Regression Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	16,980	4,982		2,875	0,000
Promotion	0.345	0.095	0.459	2,346	0.007
Price Perception	0.347	0.150	0.156	2,398	0.009

Source: SPSS Data Processing, 2024

Based on table 2 above shows the t-value of the promotion variable is 2.346 and its significance value is 0.007 ( $0.007 < 0.05$ ). This value can be said that promotion has a positive and sustainable influence on purchasing decisions ( **H<sub>1</sub> is accepted** ). Next, the price perception variable shows a t-value of 2.398 and its significance value is 0.009 ( $0.009 < 0.05$ ). These results say that price perception has a positive and sustainable influence on purchasing decisions ( **H<sub>2</sub> is accepted** ).

#### **c. Moderated Regression Analysis (MRA) Test Results**

**Table 4. Moderated Regression Analysis (MRA) Test**

Model		t	Sig.
1	(Constant)	2,875	0,000
	Promotion	2,346	0.007
	Price Perception	2,398	0.009
	Product Quality	1,682	0.012
	Promotion*Product Quality	1,878	0.037
	Price*Product Quality Perception	2,634	0.010

Source: SPSS Data Processing, 2024

Table 3 shows the results of the MRA test where the significance value of the promotion variable is  $0.007 < 0.05$  and the significance value of promotion\*product quality is  $0.037 < 0.05$ . These values can be said that product quality is able to moderate the influence of promotion on purchasing decisions ( **H<sub>3</sub> is accepted** ). Furthermore, the significance value of the price perception variable is  $0.009 < 0.05$  and the significance value of price perception\*product quality is  $0.010 < 0.05$ . These values can be said that product quality is able to moderate the influence of price perception on purchasing decisions ( **H<sub>4</sub> is accepted** ).



### **3.2. Discussion**

Based on the results of the tests that have been run previously, the results of the hypothesis test are obtained. The test results for each hypothesis are as follows.

#### **The influence of promotions on purchasing decisions**

The first hypothesis states that promotion has a positive and significant influence on purchasing decisions. The results show that promotion has a positive and significant influence on purchasing decisions so that **H<sub>1</sub> is accepted**.

The results of this study are in line with Ramahdani & Fairliantina (2022) who stated that promotion has a positive and sustainable effect on purchasing decisions. Rahmadani & Budiarti (2023) also stated that promotion has a positive and sustainable effect on purchasing decisions. Arumningtyas, et.al., (2023) found in the study they studied that promotion has a positive and sustainable effect on purchasing decisions. Similar results were conveyed by Arif & Pramesti (2021) namely that promotion has a positive and sustainable effect on purchasing decisions.

#### **The influence of price perceptions on purchasing decisions**

The second hypothesis states that price perception has a positive and significant influence on purchasing decisions. The results show that price perception has a positive and significant influence on purchasing decisions so that **H<sub>2</sub> is accepted**.

The results of this study are in line with the research of Prasetyo & Wibowo (2023) which states that price perception has a positive and sustainable influence on purchasing decisions. Furthermore, Kurniawan & Dyahrini (2024) also stated that price perception has a positive and sustainable influence on purchasing decisions. Similar results were expressed by Mubarak & Santoso (2024) namely that price perception has a positive and sustainable influence on purchasing decisions. The results are in line with the research of Wardani & Hartono (2024) namely that price perception has a positive and sustainable influence on purchasing decisions. However, the results of this study are not in line with the research of Lestari & Widjanarko (2023) namely that price perception does not influence purchasing decisions.

#### **The influence of promotion on purchasing decisions moderated by product quality**

The third hypothesis states that product quality is able to moderate the influence of promotion on purchasing decisions. The results show that product quality is able to moderate the influence of promotion on purchasing decisions so that **H<sub>3</sub> is accepted**.

The results of this study are in line with the research of Dwijantoro, et.al., (2021) which revealed that product quality has a positive and sustainable influence on purchasing decisions. Similar results from the research of Lestari & Fengyuan (2023) which revealed that product quality has a positive impact on purchasing decisions. However, the results are different from the research of Saputra (2023) which states that product quality does not affect purchasing decisions. Maulana, et.al. , ( 2022) also stated that product quality does not affect purchasing decisions.

#### **The influence of price perception on purchasing decisions moderated by product quality**

The fourth hypothesis states that product quality is able to moderate the influence of promotion on purchasing decisions. The results show that product quality is able to moderate the influence of promotion on purchasing decisions so that **H<sub>4</sub> is accepted**.

The results of this study are in line with the research of Yulianto & Prabowo (2024) which states that product quality has a positive and sustainable influence on purchasing decisions. Robiah & Nopiana (2022) also revealed that product quality has a positive and sustainable

influence on purchasing decisions. However, the results of this study are not in line with the research of Saputra (2023) which states that product quality does not affect purchasing decisions. Maulana, et.al. , ( 2022) also stated that product quality does not affect purchasing decisions.

#### **4. Conclusion**

Based on the research results above, the conclusion of this research is that promotion has a positive and significant effect on purchasing decisions, price perception has a positive and significant effect on purchasing decisions, product quality is able to moderate the effect of promotion on purchasing decisions, and product quality is able to moderate the effect of promotion on purchasing decisions.

#### **Suggestions**

This study is not free from limitations where the sample is small with the diversity of e-commerce application usage in Indonesia. The next study may be able to take samples with various e-commerce applications then the results can be compared between e-commerce application users.

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