

THE EFFECT OF PROMOTION, PRICE, AND BRAND IMAGE ON PURCHASE DECISIONS ON E-COMMERCE SHOPEE IN PANGKALPINANG CITY

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Abstract : *This study is a quantitative study that aims to determine the effect of promotion, price, and brand image on purchasing decisions at Shopee e-commerce in Pangkalpinang City. The population in this study are Shopee users who make purchases in Pangkalpinang City with a sample of 75 respondents using the non-probability sampling method with purposive sampling technique. Hypothesis testing in this study uses Partial Least Square (PLS) analysis tool and a significance level of 5%. The results of this study were obtained (promotion has a significant effect on purchasing decisions, price has no significant effect on purchasing decisions, brand image has a significant effect on purchasing decisions.*

Keywords: *Promotion, Price, Brand Image, Purchase Decision.*

1. Introduction

The increase in the number of internet users in Indonesia is one of the triggering factors for the development of online-based businesses or commonly known as online shopping. Along with the development of increasingly sophisticated technology resulted in the emergence of e-commerce. The rapid pace of development of e-commerce which causes the rise of online shops to appear is certainly not an easy thing to develop an online store. Every online store must be able to compete in attracting consumers to prefer to buy at its place compared to other online stores.

The shift in lifestyle, supported by all the advantages of online shopping, has allowed the emergence of more and more web-based online shops in Indonesia. Of the many products sold online, fashion products are the most sought after by consumers. Fashion products are one of the primary needs that must be met for modern society as it is today. This is one of the reasons why fashion products are most sought after by consumers and are in demand by online business people. The many opportunities that are obtained from selling fashion online make the online fashion business in Indonesia increase. There are several online fashion stores in Indonesia, one of which is Shopee.

According to a survey conducted by MarkPlus.Inc. In the e-commerce competition in Indonesia with a total survey of 500 respondents, it was noted that the most purchased product by consumers during the third quarter of 2020 was fashion or clothing. Shopee purchases excel in fashion or clothing products by 59%, followed by Lazada at 40% and Tokopedia at 33%. As the number 1 online store in the fashion sector, Shopee does not fall into that category. This means that the brand image of Shopee is still not strong compared to its competitors.

Table 1
Shopee Web Visitors

Year	Rating Shopee	Number of Shopee Web Visitors	Percentage
Q4 – 2017	8	8,046,000	41.2%
Q4 – 2018	8	5,518,600	28.3%
Q4 – 2019	10	2,991,800	15.3%
Q4 – 2020	11	2,926,300	15%

Source: MarkPlus.Inc.

The number of Shopee web visitors over the last few years has decreased and in 2017 Shopee was ranked 8th with 8,046,000 visitors. In 2017, the pace of development of the Shopee site at that time was increasing. From the iPrice data in the range of Q1 and Q2 of 2017, Shopee did not even make it into the top 10. However, in Q3 Shopee managed to reach the top 10 position, even in Q4 Shopee entered the 8th position in 2017. It can be seen in table 1 below, that the number of visitors is decreasing from year to year which makes Shopee ranked 11th in 2020. The increase in the number of visitors in 2017 was due to the massive promotional efforts carried out by Shopee during the Single's Day 11.11 and Harbolnas 12.12 campaigns. These activities have a great impact on Shopee web visitors.

Previous research conducted by Anggraini et al. (2020) states that partially promotion and price have a positive effect on the consumer purchasing decision process (Anggraini et al., 2020). Research conducted by Purnama et al. (2020) states that there is a significant influence between brand image, price, and promotion on purchasing decisions (Purnama et al., 2020). Research conducted by Deisy et al. (2018) states that brand image and price have no and no significant effect on purchasing decisions. Based on the description above, the researchers are interested in conducting research to find out how much influence promotion, price, and brand image have on purchasing decisions on the Shopee e-commerce site in Pangkalpinang City. (Deisy et al., 2018).

2. Literature Review

2.1. Marketing

According to The American Marketing Association (AMA) in Philip & Keller (2016) marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers to manage customer relationships in ways that benefit the organization and its stakeholders. (Philip & Keller, 2016). Kotler & Armstrong (2010) stated that marketing is a process by which companies engage customers, build strong customer relationships, and create customer value in order to get value from customers in return. (Kotler & Armstrong, 2010). Meanwhile, according to Firmansyah (2019), marketing is a correctional process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products and services of value with others. (Firmansyah, 2019). So it can be concluded that marketing is one of the company's activities in running its business, especially when the market competition is getting tighter. Marketing is required to meet consumer wants and needs.

2.2. Buying decision

According to Kotler & Armstrong (2010) consumer purchasing decisions are decisions to buy the most preferred brand, but two factors can arise between purchase intentions and purchase decisions. (Kotler & Armstrong, 2010). Meanwhile, according to Firmansyah (2019), purchasing decisions are problem solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and is considered the most appropriate action in buying by first going through the stages of the decision-making process. (Firmansyah, 2019). According to Tanady & Fuad (2020) consumer purchasing decisions are influenced by how a buying decision-making process is carried out (Tanady & Fuad, 2020). According to Yusuf (2021) purchase decision is a thought in which individuals evaluate various choices and make a choice on a product from many choices (Joseph, 2021). It can be concluded that the purchase decision is one of the stages of consumer behavior that underlies consumers to make purchasing decisions before post-purchase behavior and how individuals, groups, and organizations choose, buy, use, and how goods or services satisfy their needs and desires. Purchasing decisions in this study are measured by indicators: decisions about product choices, decisions about brand choices, decisions about when to buy, and decisions about payment methods (Muharam & Soliha, 2017).

2.3. Promotion

Keegan & Green (2016) state that promotion refers to a paid consumer communication or sales program of limited duration that adds real value to a product or brand. (Keegan & Green, 2016). Meanwhile, according to Kotler & Armstrong (2010) sales promotion is the shortest short-term promotional mix tool. Sales promotions provide short-term incentives to encourage the purchase or sale of a product or service (Kotler & Armstrong, 2010). According to Zahara & Sembiring (2020) promotion is an activity to provide information to the public about the products to be offered so that consumers are interested in buying the products or services offered. (Zahara & Sembiring, 2020). According to Hadibrata et al. (2017) promotion is defined as a form of marketing communication, is a marketing activity that seeks to disseminate information, influence/persuade consumers in choosing their products to be willing to accept, buy, and be loyal to the products offered by the company concerned. (Brata et al., 2017). It can be concluded that promotional activities are communication activities between buyers and sellers regarding the existence of a product or service to convince and refine the product or service so that it can influence attitudes and behaviors that encourage communication and marketing activities. Promotion in this study is measured by indicators: advertising, sales promotion, direct marketing, and word of mouth (Philip & Keller, 2016).

2.4. Price

Keegan & Green (2016) state that price can be used as a strategic variable to achieve certain financial goals, including return on investment and product development cost recovery. (Keegan & Green, 2016). Meanwhile, according to Kotler & Armstrong (2010) price is the amount of money charged for a product or service, or the amount of value that customers exchange for the benefits of owning or using the product or service. (Kotler & Armstrong, 2010). In the narrowest sense, price is the amount of money charged for a

product or service. According to Nasution et al. (2020) price is something that means a lot to consumers and sellers. For consumers, price is the cost of something (Nasution et al., 2020). As for the seller, the price is one of the sources of income or profit. It can be concluded that price is one of the determining factors for buyers to determine product or service purchasing decisions. Prices in this study are measured by indicators: affordable prices, price conformity with product quality, price discounts, and price competitiveness (Kotler & Armstrong, 2010).

2.5. Brand Image

According to Firmansyah (2019), brand image is a representation of the overall perception of the brand and the form of information and past experiences of the brand. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand (Firmansyah, 2019). While Chalil et al. (2020) states that brand image can be defined as a representation of the overall perception of a brand that is formed from information and past experiences of consumers with certain brands (Chalil et al., 2020). Brand image is related to attitudes, beliefs and preferences for certain brands. According to Sutiyono & Brata, (2020) brand image is a form of brand identity for a product offered to customers that can distinguish a product from competing products (Sutiyono & Hadibrata, 2020). It can be concluded that brand image is a consumer's perception of a brand that includes the good or bad of the brand. Brand image is related to attitudes, beliefs, and preferences for certain brands. A brand that successfully creates a positive image from consumers will be more likely to encourage consumers to make purchases. Brand image in this study is measured by indicators: brand strength, brand preference, and brand personality (Tanady & Fuad, 2020).

2.6. Empirical Research Model

Intense competition in the world of online shopping on e-commerce sites requires companies to have added value to be able to compete in increasing consumers' use of e-commerce sites. The company is expected to have an advantage through the promotions used, adjusted prices, and the company's own brand image. Because this is something that consumers will consider in using e-commerce to shop online.

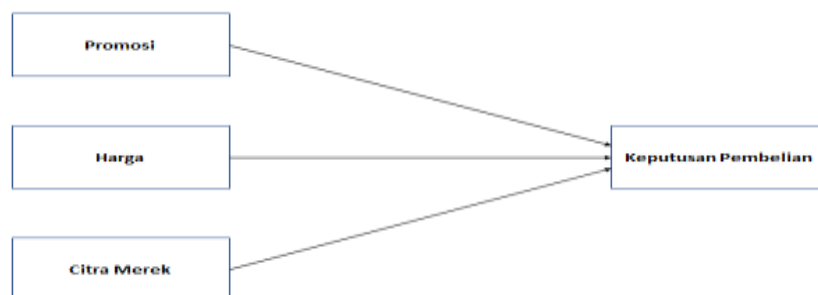


Figure 1: Thinking Framework
Source: processed by researchers (2022)

2.7. Hypothesis

- H1 : Promotion has an effect on purchasing decisions on the Shopee e-commerce site in Pangkalpinang City.
- H2 : Price affects purchasing decisions on the Shopee e-commerce site in

- Pangkalpinang City.
- H3 : Brand image influences purchasing decisions on the Shopee e-commerce site in Pangkalpinang City.

3. Research Methodology

According to Emma et al. (2019) purposive sampling is non-random sampling by taking samples strategically so that the samples are relevant to the questions asked in certain considerations based on the interests or objectives of the research (Bell et al., 2022). The sample to be taken in this study is people who have used Shopee with an age range of 20-30 years. The sample taken in this study were 75 respondents. Determining the size from various sources such as Roscoe in Baladini et al., 2021 obtained some general guidelines that can be used by researchers to determine the size of the research sample, namely sample sizes greater than 30 and less than 500 are sufficient for most researchers. (Baladini et al., 2021).

Based on these provisions, the number of sample members used in this study is $25 \times 3 = 75$ respondents. This is supported by the theory of Ghazali (2014) which states that the recommended sample size range for research using the Partial Least Square (PLS) method is 30 to 100 (Ghazali, 2014). With these assumptions, the number of samples taken in this study were 75 respondents who used the Shopee e-commerce site in Pangkalpinang City.

The type of data used is primary data obtained from questionnaires via google form using a measurement scale, namely the Likert scale. The tool used is by using PLS. According to World in Ghazali (2014) explaining that PLS is a powerful analytical method because it is not based on many assumptions and the data does not have to be normally distributed multivariate, the sample does not have to be large and can be used to explain whether or not there is a relationship between latent variables. (Ghazali, 2014). By testing the validity and reliability test, then analyzed descriptive and inferential data and tested the hypothesis.

4. Results

4.1. Descriptive Analysis

- 1) Index analysis of respondents' answers to the purchasing decision variables
The purchasing decision variables in this study were measured using 8 questions. The results of the answers and analysis of the answer score index on the purchasing decision variables can be seen in table
- 2) Based on table 2 the highest value is in item KP1 with an index value of 76.08%. In the question item KP1 contains a statement regarding Shopee only selling original products. This means that respondents have the perception that the products sold by Shopee are only original products and this is one of the advantages of Shopee which only sells original products compared to its competitors. While the lowest value is in the question item KP5 with an index value of 68.46%. In the question item KP5 contains a statement about me shopping online at Shopee when I see the latest product. It means, not all respondents do online shopping when Shopee releases the latest products. Overall, the average index score of the answers to the purchasing decision variable has a result of 71.08% according to the three box method, the index value obtained is included in the high category. It can be said

that the large number of respondents who use Shopee make purchasing decisions on the Shopee e-commerce site in Pangkalpinang City.

Table 2
Results of Respondents' Answers to Purchase Decision Variables

Buying decision	Respondent's Answer										Index (%)
	STS		TS		N		S		SS		
	(1)		(2)		(3)		(4)		(5)		
	F	%	F	%	F	%	F	%	F	%	
KP1	0	0	0	0	18	24	35	46.6	21	28	76.08
KP2	3	4	10	13.3	15	20	27	36	20	26.6	73.52
KP3	2	2.6	10	13.3	22	29.3	18	24	23	30.6	73.22
KP4	2	2.6	10	13.3	24	32	23	30.6	16	21.3	70.82
KP5	3	4	16	21.3	18	24	22	29.3	16	21.3	68.46
KP6	4	5.3	9	12	20	26.6	25	33.3	17	22.6	71.06
KP7	4	5.3	15	20	18	24	18	24	20	26.6	69.26
KP8	4	5.3	11	14.6	21	28	17	22.6	22	29.3	71.08
Average Total Index											71.08

Source: processed by researchers (2022)

3) Index analysis of respondents' answers to the promotion variable

The promotion variable in this study was measured using 8 questions. The results of the answers and analysis of the answer score index on the promotion variable can be seen in table 3.

Table 3
Results of Respondents' Answers to Promotion Variables

Promotion	Respondent's Answer										Index (%)
	STS		TS		N		S		SS		
	(1)		(2)		(3)		(4)		(5)		
	F	%	F	%	F	%	F	%	F	%	
P1	0	0	2	2.6	27	36	31	41.3	15	20	75.68
P2	0	0	2	2.6	27	36	33	44	13	17.3	75.14
P3	1	1.3	3	4	20	26.6	27	36	24	32	78.62
P4	0	0	4	5.3	17	22.6	31	41.3	23	30.6	79.32
P5	2	2.6	7	9.3	18	24	26	34.6	22	29.3	75.62
P6	0	0	0	0	25	33.3	30	40	20	26.6	78.46
P7	5	6.6	9	12	13	17.3	30	40	18	24	72.5
P8	2	2.6	6	8	15	20	32	42.6	20	26.6	76.4
Average Total Index											76.46

Source: processed by researchers (2022)

Based on table 3 the highest value is in item P4 with an index value of 79.32%. In question item P4 contains a statement regarding Shopee always providing shopping vouchers to its users. This means that respondents have the perception that Shopee always provides shopping vouchers to its users and this can attract consumers' attention in making purchases at Shopee. While the lowest value is in question item P7 with an index value of 72.5%. In question item P7 contains a statement about me shopping online at Shopee because I got a recommendation from my friends or relatives. This means that respondents shop online at Shopee because they get recommendations from friends or relatives. Overall the average index score of the promotion variable answers has a result of 76, 46% according to the three box method index value obtained is included in the high category. It can be said that the large number of respondents who shop online at Shopee because the promotions carried out by Shopee are able to attract consumers' attention in shopping online on the Shopee e-commerce site in Pangkalpinang City.

4) Index analysis of respondents' answers to the price variable

The price variable in this study was measured using 8 questions. The results of the answers and analysis of the answer score index on the price variable can be seen in table 4.

Table 4
Results of Respondents' Answers to Price Variables

Price	Respondent's Answer										Index (%)
	STS		TS		N		S		SS		
	(1)		(2)		(3)		(4)		(5)		
	F	%	F	%	F	%	F	%	F	%	
H1	0	0	2	2.6	27	36	32	42.6	14	18.6	75.32
H2	0	0	3	4	25	33.3	30	40	17	22.6	76.06
H3	0	0	3	4	29	38.6	24	32	19	25.3	75.66
H4	0	0	4	5.3	27	36	25	33.3	19	25.3	75.66
H5	0	0	8	15	22	29.3	24	32	21	28	77.18
H6	0	0	0	0	28	37.3	29	38.6	18	24	78.68
H7	0	0	7	9.3	18	24	34	45.3	16	21.3	75.66
H8	0	0	6	8	19	25.3	33	44	17	22.6	76.18
Average Total Index											76.3

Source: processed by researchers (2022)

Based on table 4, the highest value is in item H6 with an index value of 78.68%. In question item H6 contains a statement regarding the discount offered by Shopee which makes me want to shop online at Shopee. That is, respondents have the perception that the discount offered by Shopee makes respondents shop online at Shopee. While the lowest value is found in item H1 with an index value of 75.32%. In question item H1 contains a statement regarding the prices offered by Shopee are more affordable compared to other e-commerce. Overall, the average index score of the price variable answers has a result of 76.3% according to the three box method, the index value obtained is included in the high category.

5) Index analysis of respondents' answers to the brand image variable

The brand image variable in this study was measured using 6 questions. The results of the answers and analysis of the answer score index on the brand image variable can be seen in table 5

Table 5
Results of Respondents' Answers to Brand Image Variables

Brand Image	Respondent's Answer										Index (%)
	STS		TS		N		S		SS		
	(1)		(2)		(3)		(4)		(5)		
	F	%	F	%	F	%	F	%	F	%	
CM1	2	2.6	6	8	19	25.3	31	41.3	17	22.6	74.54
CM2	0	0	9	12	23	30.6	31	41.3	12	16	72.2
CM3	0	0	3	4	25	33.3	29	38.6	18	24	76.46
CM4	0	0	16	21.3	18	24	21	28	20	26.6	71.92
CM5	0	0	0	0	16	21.3	39	52	20	26.6	80.98
CM6	0	0	11	14.6	28	37.3	20	26.6	16	21.3	70.8
Average Total Index											74.48

Source: processed by researchers (2022)

Based on table 5, the highest value is found in item CM5 with an index value of 80.98%. In the question item CM5 contains a statement about I believe that Shopee always has good value in online shopping. This means that respondents have the perception that Shopee always provides good value in online shopping for Shopee consumers. While the lowest value is found in CM6 questions with an index value of 70.8%. In the question item CM6 contains a statement about Shopee which has made an impression on my heart so I don't want to shop online at other e-commerce. This means that the Shopee brand image is very good in the minds of consumers which makes consumers do online shopping at Shopee compared to other e-commerce. Overall the average index score of the brand image variable answers has a result of 74, 48% according to the three box method, the index value obtained is included in the high category. It can be said that the large number of respondents who do online shopping at Shopee because the brand image owned by Shopee is very good in the minds of consumers so that it makes consumers to do online shopping on the Shopee e-commerce site in Pangkalpinang City.

4.2. Convergent Validity Test

Table 6
Outer Loading Factor . Value Results

Indicator	Buying decision	Promotion	Price	Brand Image
KP1	0.665			
KP2	0.706			
KP3	0.853			
KP4	0.807			
KP5	0.831			

Indicator	Buying decision	Promotion	Price	Brand Image
KP6	0.721			
KP7	0.835			
KP8	0.877			
P1		0.798		
P2		0.778		
P3		0.636		
P4		0.697		
P5		0.736		
P6		0.794		
P7		0.773		
P8		0.758		
H1			0.728	
H3			0.728	
H4			0.609	
H5			0.727	
H6			0.716	
H8			0.635	
CM1				0.690
CM2				0.811
CM3				0.826
CM4				0.871
CM5				0.602
CM6				0.810

Source: SmartPLS 3.0 . Output Results

Convergent validity test is carried out to see the correlation between the indicator instrument and the variable, where the correlation of the instrument on the indicator can be said to be good if it has a loading factor above 0.5. The results of the SmartPLS 3.0 software output obtained the loading factor value on each instrument in the indicators of purchasing decision variables, promotions, prices, and brand image. Based on table 6 shows that all loading factor values are more than 0.5 for each instrument on the indicator in each variable. The lowest value is found in the CM5 statement item of 0.602 and the highest loading factor value is found in the KP8 question item of 0.877. So it can be concluded that the overall indicators used have passed the convergent validity test and can be declared valid.

4.3. Discriminant Validity Test

In the discriminant validity test, the output of SmartPLS 3.0 is the Average Variance Extracted (AVE) value of each statement instrument on the indicator regarding the variables of purchasing decisions, promotions, prices, and brand image. Table 7 shows the output results on SmartPLS 3.0 regarding Average Variance Extracted (AVE).

Table 7

Average Variance Extracted (AVE) Value Results

Variable	<i>Average Variance Extracted(AVE)</i>
Buying decision	0.625
Promotion	0.560
Price	0.502
Brand Image	0.599

Source: SmartPLS 3.0 . Output Results

Table 7 shows that the AVE value is above 0.50 for all variables being studied. The lowest value of AVE obtained is 0.502 in the price variable and the highest value of AVE is 0.625 on the purchasing decision variable. Then the promotion variable obtained an AVE value of 0.560 and the brand image variable obtained an AVE value of 0.599. The AVE results obtained further strengthen the statement on the previous loading factor, namely that all questions on each variable are valid. So that it can be interpreted that the measuring instrument used can measure what will be measured, namely purchasing decisions, promotions, prices, and brand image.

4.4. Reliability Test

After obtaining validity on each question instrument for each variable, the next step is reliability testing. In this reliability test, it can be seen that the SmartPLS 3.0 output on the value of Cronbach's Alpha and Composite reliability on each construct variable in table 8. Based on table 8, the results of Cronbach's Alpha output on each variable of purchasing decisions, promotions, prices, and brand image have the above results. 0.7. In table 8 it can be seen that the highest value of Cronbach's Alpha is found in the purchasing decision variable with a value of 0.913 and the lowest value of Cronbach's Alpha is found in the price variable with a value of 0.802. While the value of Cronbach's Alpha of the price variable is 0.802 and the value of the brand image variable is 0.864.

Table 8
Results of Cronbach Alpha and Composite reliability

Variable	<i>Cronbach's Alpha</i>	<i>Composite reliability</i>
Buying decision	0.913	0.930
Promotion	0.887	0.910
Price	0.802	0.858
Brand Image	0.864	0.898

Source: SmartPLS 3.0 . Output Results

In addition, it can also be seen in the composite reliability of each variable. Table 8 shows that the composite reliability of each variable, namely purchasing decisions, promotions, prices, and brand image has a value of more than 0.7 which indicates that all variables in the model are estimated to meet the criteria. The highest composite reliability value is found in the purchasing decision variable, which is 0.930 and the lowest composite reliability value is found in the price variable, which is 0.858. Then the promotion variable has a composite reliability value of 0.910 and the brand image variable has a value of 0.898. This shows that all variables are reliable and

highly reliable for each construct. Based on the reliability results, the Cronbach's Alpha and composite reliability scores are in the very high category. This can be interpreted that the consistency of the measuring instrument used is very good and can be used for the same case anywhere.

4.5. Coefficient of Determination Test (R^2)

After all the statement items on each variable are declared valid and reliable, then the next step is to test the research structural model through the R Square test. Then the results of the SmartPLS 3.0 software output related to the R Square test are shown in table 9.

Table 9
R Square . Value Results

Variable	R Square
Purchase Decision (Y)	0.786

Source: SmartPLS 3.0 . Output Results

Based on table 9, it can be seen that the value of R Square for purchasing decisions is 0.786, thus it shows the contribution of the promotion, price, and brand image variables to purchasing decisions that is equal to 0.786 or 78.6% and the remaining 27.4% contribution on purchasing decisions from other variables not examined by researchers such as product quality, lifestyle, and others.

4.6. Predictive Relevance Test (Q^2)

The Q^2 test is carried out to find out and measure how good or ideal the observed values and parameters are. If the value of Q^2 is above 0 then the model has a good predictive correlation value. Table 10 shows that the value of Q^2 is 0.469, which means that the value is above 0. Then the observed value generated in this research model has a good predictive correlation.

Table 10
Results of Q Square . Value

Variable	Q^2
Purchase Decision (Y)	0.469

Source: SmartPLS 3.0 . Output Results

4.7. Hypothesis Testing (Resampling Bootstrapping)

This study uses statistical t test. Basically the statistical t test has the aim of seeing the extent to which the independent variable is able to explain the dependent variable according to Ghazali (2013, p. 98). This t-test is used to determine the effect of Promotion (X_1), Price (X_2), and Brand Image (X_3) on Purchase Decision (Y). The results of data processing for the t-test statistic (t-test) are shown in table 11.

Table 11
 Path Analysis Coefficient Value Results (t-test)

Variable	SampleOriginal (O)	T Statistics(O/ST DEV)	P Values
Promotion → Purchase Decision	0.259	2.268	0.024
Price → Purchase Decision	-0.009	0.111	0.912
Brand Image → Purchase Decision	0.689	9,223	0.000

Source: SmartPLS 3.0 . Output Results

It is known that the t table used in this study is 1.666 which is obtained from the formula $df = N - k$ or $df = 75 - 4 = 71$, with a degree of confidence or a level of truth of 95% or an alpha of 0.05. Based on table 11, it can be seen that the test results on the promotion variable on purchasing decisions have a positive relationship. This is indicated by the original sample value or correlation value of 0.259. When viewed from the processing results of the statistical t test, it shows that t count is $2,268 > t$ table 1,666. This shows that promotion has a significant effect on purchasing decisions, so H1 is accepted.

The test results on the price variable on purchasing decisions have a negative relationship. This is indicated by the original sample value or the correlation value of -0.009. When viewed from the processing results of the statistical t test, it shows tcount $0.111 < t$ table 1.666. This shows that the price has no significant effect on purchasing decisions, so H2 is rejected.

Furthermore, the test results on the brand image variable on purchasing decisions have a positive relationship, this is indicated by the original sample value or a correlation value of 0.689. If seen from the results of the statistical t-test processing, it is determined that tcount $9,223 > t$ table 1,666. This shows that brand image has a significant effect on purchasing decisions, so H3 is accepted.

4.8. Discussion

1) The Effect of Promotion on Purchase Decisions on the Shopee E-commerce Site in Pangkalpinang City

The results of hypothesis testing indicate that the promotion variable on purchasing decisions has a strong and positive relationship, this is indicated by the original sample value or the correlation value of 0.259. From the results of statistical t-test processing shows that the t-count value is 2.268, it can be interpreted that the promotion variable has an influence on purchasing decisions with a significant value of 0.024 which indicates that the promotion variable has an effect and is significant on purchasing decisions.

This shows that Shopee users make promotions a determining factor when they want to shop online on the Shopee e-commerce site. It can be interpreted that the average respondent in this study gave a response agreeing to make a purchase decision on the Shopee e-commerce site in Pangkalpinang City with indicators from promotion, namely: advertising, sales promotion, direct marketing, and word of mouth which have an influence on purchasing decisions on

Shopee e-commerce. Promotions carried out by Shopee are able to attract consumers to make purchasing decisions on the Shopee e-commerce site. Thus, promotion is one of the determining factors for consumers in making purchasing decisions on the Shopee e-commerce site in Pangkalpinang City. The results of this study are in line with the research conducted by Anggraini et al. (2020) states that promotion has a positive effect on the consumer purchasing decision process (Anggraini et al., 2020). This shows that the promotions carried out by Shopee are very good.

2) The Influence of Price on Purchase Decisions on the Shopee E-commerce Site in Pangkalpinang City

Based on this research, it shows that the results of hypothesis testing indicate that the price variable on purchasing decisions has a negative relationship. This is indicated by the original sample value or the correlation value of -0.009. From the results of processing the statistical t test, the t value of 0.111 means that the price variable has no influence on purchasing decisions with a significant value of 0.912 which indicates that the price variable has no effect and is not significant for purchasing decisions.

This shows that Shopee users do not make price a determining factor when they want to shop online on the Shopee e-commerce site. It can also be interpreted that the indicators of price, namely: affordable prices, suitability of prices with product quality, price discounts, and price competitiveness cannot influence purchasing decisions on the Shopee e-commerce site in Pangkalpinang City. One of them is because the prices offered by Shopee are more expensive. This is because Shopee only sells original items, of course the price will be more expensive because the quality and authenticity of the products are guaranteed. Companies should also be able to pay more attention to the prices offered by Shopee to consumers and apply the right pricing strategy at the prices Shopee offers to consumers so that the prices offered are able to compete with other e-commerce and companies should also pay more attention to the suitability of the prices offered with the quality that is offered. given. This makes consumers consider the prices offered by Shopee when they want to make a purchase decision on the Shopee e-commerce site in Pangkalpinang City. The results of this study are in line with the research conducted by Deisy et al. (2018) which states that price has no effect and is not significant on purchasing decisions This makes consumers consider the prices offered by Shopee when they want to make a purchase decision on the Shopee e-commerce site in Pangkalpinang City. The results of this study are in line with the research conducted by Deisy et al. (2018) which states that price has no effect and is not significant on purchasing decisions This makes consumers consider the prices offered by Shopee when they want to make a purchase decision on the Shopee e-commerce site in Pangkalpinang City. The results of this study are in line with the research conducted by Deisy et al. (2018) which states that price has no effect and is not significant on purchasing decisions (Deisy et al., 2018). This shows that the prices offered by Shopee must be able to compete with other e-commerce.

3) The Influence of Brand Image on Purchase Decisions on the Shopee E-commerce Site in Pangkalpinang City

The results of hypothesis testing indicate that the brand image variable on purchasing decisions has a positive relationship, this is indicated by the original sample value or a correlation value of 0.689. From the results of statistical t-test processing shows the t-count

value of 9.223, it can be interpreted that the brand image variable has an influence on purchasing decisions with a significant value of 0.000 which indicates that the brand image variable has an effect and is significant on purchasing decisions.

This shows that Shopee users make brand image a determining factor when they want to shop online on the Shopee e-commerce site. It can also be interpreted that the average respondent in this study gave a agreeable response in making purchasing decisions on the e-commerce site Shopee in Pangkalpinang City with indicators of brand image, namely: brand strength, brand preference, and brand personality giving an influence on purchasing decisions on e-commerce. Shopee commerce in Pangkalpinang City. This is because the Shopee brand image is very good, because Shopee is known as the number 1 e-commerce site in Indonesia in the fashion sector. Because for Shopee e-commerce site users, the Shopee brand image is already good in the minds of consumers. Companies must be able to maintain and enhance the Shopee brand image, so that when consumers want to buy clothing or fashion products, the first thing they remember is Shopee, in accordance with Shopee's tagline as number 1 online fashion in Indonesia. Thus, brand image becomes a determining factor for consumers in making purchasing decisions on the Shopee e-commerce site in Pangkalpinang City. The results of this study are in line with research conducted by Tanady & Fuad (2020) which states that brand image has a positive and significant effect on purchasing decisions.(Tanady & Fuad, 2020).

5. Discussion And Conclusion

Based on the results of the analysis and discussion that have been described previously, it can be concluded that promotion has a significant effect on purchasing decisions on the Shopee e-commerce site in Pangkalpinang City, with a path coefficient value of 0.259. So it can be interpreted that Shopee consumers are very concerned about promotions on purchasing decisions. Thus, this is in accordance with the hypothesis that has been made by the researcher, namely it is suspected that promotion has an effect on purchasing decisions on the Shopee e-commerce site in Pangkalpinang City.

This study also shows that price has no significant effect on purchasing decisions on the Shopee e-commerce site in Pangkalpinang City, with a path coefficient value of -0.009. So it can be interpreted that this shows a negative relationship between the price variable and the purchase decision. Thus this is not in accordance with the hypothesis that has been made by the researcher, namely that it is suspected that price affects purchasing decisions on the Shopee e-commerce site in Pangkalpinang City.

The results also show that brand image has a significant effect on purchasing decisions on the Shopee e-commerce site in Pangkalpinang City, with a path coefficient value of 0.689, it can be interpreted that Shopee consumers are very concerned about brand image when making purchasing decisions. Thus, this is in accordance with the hypothesis that has been made by the researcher, namely that brand image is suspected to have an effect on purchasing decisions on the Shopee e-commerce site in Pangkalpinang City.

For further researchers who will discuss the research made by the researcher, it is expected to be able to add several variables that are not discussed by the researcher or outside the

variables that have been taken by the researcher and in determining the indicators of each variable can be adjusted to the situation and conditions of the research object. This is done so that further research can determine the effect of the dependent variable on purchasing decisions more broadly and in depth in order to add accuracy and perfection in further research.

6. Research Limitations

This research still has limitations such as the results that are not in accordance with the results of previous studies, but with different results making the novelty of this research, the research is expected to contribute to the world of education or decision making for Costumer E Commerce.

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