

The Influence of Product Quality and Price on Purchase Decisions (A Study of Students at STIE Stan Indonesia Mandiri Who Use Shopee).

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Abstract: This study aims to examine and analyze the influence of product quality and price on purchasing decisions among students at STIE STAN Indonesia Mandiri who use the Shopee application. This study addresses a research gap regarding persistent inconsistencies in previous findings on the significance of price effects, as well as a notable scarcity of research specifically examining these factors among this targeted student population. This study employs a quantitative method. The population consisted of 610 students at STIE STAN Indonesia Mandiri, from which a sample of 86 respondents was selected. The statistical tests utilized include the simultaneous test (F-test), partial test (t-test), and determination coefficient. The results indicate that product quality has a positive and significant influence on purchasing decisions with a t-value of 2.824 and a significance level of 0.006. Price also demonstrates a positive and significant effect on purchasing decisions with a t-value of 4.979 and a significance level of 0.000. Simultaneously, both product quality and price have a positive and significant effect on purchasing decisions, evidenced by a significance level of 0.000. The coefficient of determination (R^2) is 0.573, meaning that 57.3% of the variation in purchasing decisions can be explained by product quality and price, while the remaining 42.7% is attributed to other variables not included in this study. In conclusion, purchasing decisions among STIE STAN Indonesia Mandiri students fall into the good (high) category and are significantly influenced by both product quality and price.

Keywords: Product Quality, Price, Purchasing Decision, Shopee.

Abstrak: Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kualitas produk dan harga terhadap keputusan pembelian pada mahasiswa/i STIE STAN Indonesia Mandiri yang menggunakan aplikasi Shopee. Kajian ini dilakukan untuk mengisi celah penelitian terkait adanya inkonsistensi pada penelitian terdahulu mengenai signifikansi pengaruh harga, serta masih minimnya penelitian yang secara spesifik meneliti populasi mahasiswa bisnis tersebut. Penelitian ini menggunakan metode kuantitatif. Populasi dalam penelitian ini berjumlah 610 mahasiswa/i STIE STAN Indonesia Mandiri, dengan sampel yang diambil sebanyak 86 responden. Pengujian statistik yang digunakan meliputi uji simultan (Uji-F), uji parsial (Uji-t), dan koefisien determinasi. Hasil penelitian menunjukkan bahwa secara parsial, kualitas produk memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian dengan nilai t sebesar 2,824 dan nilai signifikansi 0,006. Harga juga memiliki pengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai t sebesar 4,979 dan nilai signifikansi 0,000. Secara simultan, kualitas produk dan harga terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai p-value 0,000. Nilai koefisien determinasi (R^2) sebesar 0,573 mengindikasikan bahwa

57,3% variasi pada keputusan pembelian dapat dijelaskan oleh variabel kualitas produk dan harga, sedangkan 42,7% sisanya dijelaskan oleh variabel lain yang tidak diteliti. Kesimpulannya, tingkat keputusan pembelian pada mahasiswa/i STIE STAN Indonesia Mandiri termasuk dalam kategori baik (tinggi) dan secara signifikan dibentuk oleh kualitas produk dan harga.

Kata Kunci: Kualitas Produk, Harga, Keputusan Pembelian, Shopee.

Introduction

The rapid advancement of information technology including the internet has had a significant impact on all aspects of life, largely because the internet can be accessed anywhere and at any time. The rapidly growing number of internet users presents a potential market for businesses, which is why more and more people are using the internet as a marketing and business tool (Yuniarti, 2016; Gustito, 2014; Indarsih et al., 2019).

Online shopping has become a popular choice for consumers looking to buy and sell goods. Consumers who shop online enjoy the convenience of making purchases without having to leave their homes. In addition, online shopping can save time, money, and effort (Devi & Sulistyawati, 2018). There are many factors that influence a person's decision to shop online, ranging from trust and ease of transaction to price and the quality of information (Zuraidah, 2023).

Philip Kotler, as cited in Kapahang et al., states that the purchasing decision is a problem-solving process that involves identifying needs and wants, searching for information, evaluating purchase alternatives, making a purchase decision, and post-purchase behavior. Consumer purchasing decisions are a key factor in determining a company's survival, as consumers play a crucial role in the company's success in producing goods and services. Therefore, companies must understand consumer needs (Harahap & Amanah, 2022; Nugraheni & Suparna, 2024)

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Figure 1. 2018 Survey Results



Source: Kompasiana.com

Based on the information in the figure above, Shopee was the most-visited online store in 2018 with a 27% share, followed by Tokopedia at 22%, Bukalapak at 18%, and Zalora at the lowest level with a 1% share. Figure 1.2 shows the projected online stores that will shine in 2019. In consumer behaviour, there are factors that influence purchasing decisions; one such factor is product quality. According to Kotler and Armstrong (2012: 283) as cited in Puspitasari

et al., (2017), product quality refers to a product's ability to perform its intended functions, which includes overall durability and reliability. Accuracy, ease of operation, and product repairability are also product attributes.

The next factor expected to influence purchasing decisions is price. Umar (2009: 21) in Puspitasari et al., (2017), states that price is the amount of value exchanged by the consumer for the benefits of owning or using a product or service, the value of which is determined by the buyer and seller through negotiation or set by the seller at a uniform price for all buyers. When consumers seek price information regarding a product they intend to purchase, they compare prices across different manufacturers and seek the most cost-effective option (Sukawati, 2018).

Previous research indicates that product quality and price significantly influence consumer purchasing decisions on e-commerce platforms such as Shopee and Tokopedia, where Faradita and Widjajanti found a positive influence of both variables (Faradita & Widjajanti, 2023), while Rahayu reported similar findings with the addition of trust (Rahayu, 2021, p. 50), and Choirunnida and Prabowo confirmed the positive effect among Shopee users in Semarang (Choirunnida & Prabowo, 2024).

These findings underscore the critical importance of product quality and competitive pricing strategies in shaping consumer purchasing decisions within the dynamic e-commerce landscape (Shanti, 2018). The burgeoning growth of internet users, particularly in Indonesia with 175.5 million users, further amplifies the significance of understanding these factors within online marketplaces (Tirtayasa et al., 2021).

Despite the established positive influences of product quality and price on purchase decisions in prior studies across various Indonesian e-commerce contexts such as Tokopedia and Shopee in Semarang (Choirunnida & Prabowo, 2024; Faradita & Widjajanti, 2023), inconsistencies persist regarding the significance of price effects (Assyarofi & Kholifah, 2023; Tambi, n.d., p. 3), and there remains a notable scarcity of research specifically examining these factors among business students at STIE STAN-IM Bandung using descriptive and multiple regression analyses on a targeted sample of 86 Shopee users (Nasution et al., 2020; Tarmidi, 2021), representing a critical gap this study seeks to fill.

Methods

The subjects of this study are product quality, price, and purchasing decisions, as well as the influence of product quality and price on purchasing decisions among students at STIE STAN Indonesia Mandiri, who serve as both the research subjects and the research location. The study was conducted at STIE STAN Indonesia Mandiri, Jl. Ters Jakarta No. 79, Bandung, West Java 40291.

Research Methods According to Sugiyono (2017), a research method is essentially a scientific approach to obtaining data for specific purposes and applications. A scientific approach means that this research activity is based on the characteristics of science, namely rationality, empiricism, and systematicity. This research employs a quantitative method. According to Sugiyono (2017:7), the quantitative method is called the traditional method because it has been used for a long time and has thus become established as a research method, as it meets scientific principles: concrete/empirical, objective, measurable, rational, and systematic.

According to Arikunto (2002), a research study requires data analysis and interpretation aimed at answering the researcher’s questions in order to uncover specific social phenomena. Data analysis is the process of simplifying data into a form that is easier to interpret. The researcher conducted a study on the relationship between product quality and price and purchasing decisions on Shopee among students at STIE STAN Indonesia Mandiri.

Results and Discussion

Profil Responden

In this study, the population consisted of 610 students at STIE STAN Indonesia Mandiri, and a sample of 86 respondents was selected. Based on these 86 respondents, findings regarding their perceptions of product quality and price were obtained. The purpose of this study was to clearly understand the respondents’ perspectives as the subjects of the research..

Profil Responden berdasarkan Jenis Kelamin

Table 1. Respondent Profile by Gender

Gender	total	Percentage (%)
Men	38	44,1
Woman	48	55,9
Total	86	100,0

Source: Primary data

The results of the study, as shown in Table 1, indicate that most respondents were female, totaling 48 people or 55.9%; this is because most students at STIE STAN Indonesia Mandiri are female.

Profil Responden berdasarkan Usia

The distribution of respondents by age is shown in Table 2 below here:

Table 2. Profile by Age

Age	Total	Percentage (%)
18 - 21	20	23,2
22 - 25	56	65,2
26 - 30 up	10	11,6
Total	86	100,0

Source: Primary Data

The research results shown in Table 3.12 present the respondents’ profiles by age. Respondents aged 26–30 and older constituted the smallest group, numbering 10 people or 11.6%, followed by respondents aged 18–21, with 20 respondents or 23.2%, and respondents aged 22–25, who constitute the largest group with 56 respondents or 65.2%. This is because this age group has the greatest potential for using Shopee.

Table 3. Summary Total Score for Purchase Decision Variables

Item	Skor	Criteria
Purchases as needed	275	Tall
The purchase does not meet the needs	244	Tall
Ease of finding information	261	Tall
Comprehensive product information	256	Tall
The ease of communication between consumers and seller	253	Tall
Review after purchasing the product	251	Tall
Product quality issues	260	Tall
Recommendations from previous customers	244	Tall
The influence of reviews from previous customers	276	Tall
Satisfaction with the product received	286	Very High
Repurchase	276	Tall
Average	262	Tall

Source: Data compiled by the author

Sesuai dengan data pada tabel 3. diatas dapat dilihat skor tertinggi untuk variabel keputusan pembelian adalah sebesar 286 pada item kepuasan produk yang diterima. Hasil perhitungan rata-rata adalah 262 skor tersebut berada pada rentang 217-281,5 atau berada pada posisi tinggi maka dapat dikatakan bahwa minat mahasiswa/i STIE STAN Indonesia Mandiri dalam melakukan pembelian di Shopee tinggi.

Mean, Standard Deviation, and Correlation Between Variables

Mean and Standard Deviation

Based on the calculations performed, the mean and standard deviation are presented in the following table:

Table 4. Descriptive Statistics

	N	Mean	Std. Deviation
Product Quality	86	29.77	3.949
Price	86	27.71	3.497
Purchase decision	86	33.76	3.643
Valid N (listwise)	86		

Source: Data processed using SPSS 2019

Table 4. shows that the highest mean in this study was for the purchase decision variable at 33.76, and the lowest was for the price variable at 27.71. As for the standard deviation of each variable, the highest value is for product quality at 3.949, and the lowest is for the price variable at 3.497. This indicates that the higher the standard deviation, the more unstable the variable is.

Correlation Between Variables

Correlation calculations are used to assess the strength of the relationship between the variables under study. The technique used in this study is the *Pearson correlation* technique. The

results of the calculations are as follows:

Table 5. Correlations Among Variables

Variable	Correlation	Purchase Decision
Product Quality	<i>Pearson Correlation</i>	0,668
	Significance	0,000
Price	<i>Pearson Correlation</i>	0,729
	Significance	0,000

Source: Data processed using SPSS 2019

Based on the results presented in Table 5, the correlation coefficients between product quality and price, measured using purchase decision variables, are as follows:

- 1) The correlation coefficient between the product quality variable and purchase decisions is 0.668, with a significance level of 0.000. Since the significance level of 0.000 is less than 0.05, it can be concluded that the correlation between the product quality variable and purchase decisions is significant..
- 2) The correlation coefficient between the price variable and purchasing decisions is 0.729, with a significance level of 0.000. Since the significance level of 0.000 is less than 0.05, it can be concluded that the correlation between the price variable and purchasing decisions is significant.

Hypothesis Testing

Hypothesis testing was conducted to determine whether there is a positive relationship between the independent variables—product quality and price—and the dependent variable—purchase decision. To test the proposed hypotheses, the following statistical tests were used: the simultaneous test (F-test), the partial test (t-test), and the coefficient of determination:

1) Uji Simultan (Uji-F)

The *F* test is used to determine whether all independent variables included in the model have a significant combined effect on the dependent variable. The basis for decision-making in the *F* test is that if the probability value is < 0.05 , then H_0 is rejected or the hypothesis is confirmed, whereas if the probability value is > 0.05 , then H_0 is not rejected.

Table 6. Simultaneous Test (F-Test)

ANOVA(b)

	Sum of Squares	Mean Square	F	Sig.
Regression	646.364	2 323.182	55.709	.000(a)
Residual	481.508	83 5.801		
Total	1127.872	85		

a Predictors: (Constant), Harga, KP

b Dependent Variable: K.Pem

Based on Table 6. the p-value is 0.000, which is significantly smaller than the probability level of 0.05 (i.e., 0.000 < 0.05). Given these results, the null hypothesis H0 is rejected, so it can be concluded that, together, product quality and price have a positive and significant effect on purchasing decisions.

Therefore, testing can proceed to the next test.

2) Uji Parsial (Uji-t)

Once the F test is accepted, a partial test, or t test, will be conducted next. This test essentially shows the extent to which a single independent variable individually influences the dependent variable. The test is conducted using a significance level of 0.05.

Table 7. Partial Test (t-Test)

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	10.773	2.195		4.908	.000
Product quality	.271	.096	.293	2.824	.006
Price	.539	.108	.517	4.979	.000

a Dependent Variable: K. Purchasing

Based on Table 7. which shows the results of the multiple linear regression analysis at a 5% significance level, the following equation is obtained:

$$K.Pembelian = 10,773 + 0,271 KP + 0,539 H + e$$

Based on the table above, the regression coefficient for product quality is 0.271, and the significance level is 0.006. Since 0.006 < 0.05, then H₁ can be confirmed. Thus, it can be concluded that product quality has a positive and significant influence on purchasing decisions.

The regression coefficient for the price variable is 0.539, with a significance level of 0.000. Since 0.000 < 0.05, H₁ can be confirmed. Thus, it can be concluded that price has a positive and significant effect on purchasing decisions.

3) Koefisien Determinasi

The coefficient of determination is essentially used to determine the extent to which the dependent variable can be explained by the independent variables. The results of the coefficient of determination are as follows:

Tabel 8. Koefisien Determinasi

Model Summary(b)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.757(a)	.573	.563	2.409

a Predictors: (Constant), price, KP b

Dependent Variable: K. price

The coefficient of determination is as follows:

$$\begin{aligned} Kd &= R^2 \times 100\% \\ &= 0,573 \times 100\% \\ &= 57,3\% \end{aligned}$$

Based on Table 3.4.3 and the calculations above, the coefficient of determination falls between 0 and 1. The calculations also show that the coefficient of determination (R^2) is 0.573, or 57.3%. This means that 57.3% of the variation in the purchase decision variable can be explained by the independent variables, namely product quality and price, while the remaining 42.7% of the dependent variable is explained by other variables outside of those included in the study, such as the promotional mix (Riduan, 2013).

Implications and Limitations

The results of the simultaneous statistical analysis (F-test) indicate that, taken together, product quality and price have a positive and significant effect on the purchase decision as the dependent variable, with a significance level of 0.000.

Based on the analysis described above, there is an influence between product quality and price on purchase decisions. The following is an explanation of the influence between these variables:

The Impact of Product Quality on Purchase Decisions

Based on the first hypothesis (H_1) formulated in this study, product quality has a significant positive effect on purchasing decisions. The results of the partial tests indicate that product quality has a positive and significant effect on purchasing decisions. In other words, the higher the quality coefficient of a product, the more frequently consumers make purchasing decisions. This is evident from the positive value of the product quality coefficient, which is 0.271.

High-quality products are those that can stimulate consumers' perceptions and emotions, thereby influencing purchasing decisions through variety, color, design, and other factors. High-quality products benefit from repeat purchases by consumers. Consumers who make repeat purchases naturally consider information about the product's quality and safety to be important.

The findings of this study are consistent with previous research conducted by Kapahang *et al.*, (2016), Habibah and Sumiyati (2016), and Ariyanto and Albani (2018), which found that product quality has a positive and significant effect on purchasing decisions.

The Effect of Price on Purchasing Decisions

Based on the second hypothesis (H_2) formulated in this study, price has a significant positive effect on purchasing decisions. The results of the partial test indicate that price has a significant positive effect on purchasing decisions, meaning that changes in price—whether increases or decreases—significantly influence purchasing decisions. Price is a determining factor in market demand because it plays a crucial role in the consumer purchasing decision-making process. Most respondents opined that the prices offered on Shopee are generally lower compared to those of products sold through conventional channels. This is because consumers do not incur additional transportation costs when purchasing products, allowing them to obtain the products they desire at prices aligned with their purchasing power.

The findings of this study are consistent with previous research conducted by Kristian and Widayanti (2016), Ariyanto and Albani (2018), and Sukawati (2018), which found that price has a positive and significant effect on purchasing decisions.

The factors influencing purchasing decisions in this study can be explained by the variables of product quality and price to the extent of 57.3%. This means that 57.3% of changes in purchasing decisions are influenced by product quality and price. The remaining 42.7% is attributed to other variables outside of these two specifically, the promotional mix which were not included in this study.

Promotion is a marketing activity that influences sales growth or consumer interest; if a promotion can effectively fulfill its basic functions introducing a product and building trust it will further increase consumer interest (Weenas, 2013).

Conclusion

Based on the research findings, the purchase decision level of STIE STAN Indonesia Mandiri students on Shopee falls into the high category, with an average score of 262. Partially, product quality was found to have a positive and significant effect on purchasing decisions, as indicated by a t-value of 2.824 and a significance level of 0.006. Similarly, the price variable had a positive and significant effect with a t-value of 4.979 and a significance level of 0.000. Simultaneously, both variables have a significant impact on purchasing decisions with a significance level of 0.000. Analysis of the coefficient of determination shows that product quality and price together account for 57.3% of the variation in purchasing decisions, while the remaining 42.7% is influenced by other factors outside the scope of this study, such as promotional mix.

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