



## THE EFFECT OF PRICES AND PROMOTIONS ON PURCHASE DECISIONS AT SHOPEE (CASE STUDY OF BHAYANGKARA UNIVERSITY JAKARTA RAYA)

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### Abstract

*This study was conducted to determine and understand the relationship between the independent promotion variables and price on the dependent variable purchasing decisions. The research was carried out at Bhayangkara University, Greater Jakarta. More precisely, at the Faculty of Economics and Business with an associative approach. The technique used is a purposive sampling; this research was carried out by distributing online to students at Bhayangkara University, especially the Faculty of Economics and Business, obtained 120 samples from the survey conducted and then processed using SPSS version 25. The data became primary data, and the results obtained that the Promotion variable partially affects the Purchase Decision variable by -1,396. The Promotional Variable simultaneously affects the Purchase Decision variable by 89,386.*

**Keywords:** Promotion, Price, and Purchase Decision

## INTRODUCTION

In the era of technology that is overgrowing today, many people worldwide use technology, especially in Indonesia; almost every citizen in Indonesia uses technology in their daily lives. The current trend is that there are many online services, especially online stores or what is commonly referred to as online shops; a few percent of all Indonesian people use various online shop applications such as lazada, tokopedia, blibli, shopee and so on. Quoted from the Bisnis.com page that in its latest study entitled Digital Consumer Of Tomorrow, Here Today, Bain & Company stated that in 2020, digital consumers in Indonesia need to visit around 5.1 online sites before making a purchase decision. A very striking increase from the average of 3,

The Shopee application is more in demand because of the relatively low price and the promo that many young people are waiting for. They prefer online shopping compared to direct shopping.

Shopee is one of the leading online sales in Indonesia, and buying and selling services provide a means of buying and selling from producers to consumers. Anyone can open an online store in Shopee itself, which can be another source of income if they already have a business and don't know what to sell through and can serve buyers from all over Indonesia for single or multiple transactions. Shopee also has an advantage in its promotions because it is through social media and advertisements on television, promoting advertisements on television. With the COD (Cash On Delivery) system, promos or discounts, and relatively low prices, the higher sales through the Shopee application.

In promoting a brand, Shopee has a slogan for free shipping throughout Indonesia. This mainstay promotion program has its charm for users because they buy an item through the Online Shop. However, the promotion for free shipping throughout Indonesia does not apply to all shops that join

Shopee, only shops with a unique sign that apply free shipping as is consistently promoted and at the time of purchase to get this postage discount, there must also be a minimum number of orders set, and there are which until the cost of shipping goods is more expensive than the price of the goods to be purchased. In addition to promotions on Shopee, which have attractiveness, there are also prices offered by Shopee which are classified as being able to compete with other E-commerce, one of which is Lazada,

According to Canon (2009) in the journal Surya Sanjaya, Promotion is communication between sellers and buyers influencing attitudes or behavior. In the promotion, there is communication that the producer must build with the consumer. Because building good and clear communication will reduce the negative influence between the two parties to build mutual trust without any suspicion.

Pricing strategy is one of the crucial things that entrepreneurs must consider because each price determination will result in different levels of consumer demand. According to Kotler (2001:127) in the journal Nurvita, A. R stated that a company could achieve efforts through price, namely survival, maximizing short-term profits, maximizing short-term income, excelling in the market and excelling in product quality.

According to Schiffman and Kanuk (2004:329) in the journal Kadek Ayu Riska Oktavenia, purchasing decisions are the selection of two or more alternatives to a purchase decision, which means that a person can make a decision there must be several alternative options available. Decision-making is thought made after selecting several options. In other words, for someone to make a decision, there must be several alternative options available.

## **LITERATURE REVIEW**

### **2.1. Promotion**

According to Buchari Alma (2007), promotion is communication that provides an explanation that convinces potential customers about goods and services. According to Rangkuti (2009: 49) in the Budi Kho website, promotion is one of the elements in the company's marketing mix that is utilized to inform, persuade and remind about the company's products.

The primary purpose of the promotion is to provide information, attract attention, and then influence increasing product sales. According to Schoell (1993:424) in the book Buchari Alma (2007), the promotion aims, to get attention, educate, remind, and convince.

A promotional activity, if appropriately implemented, can influence consumers about where and how consumers spend their income; there are several Promotion indicators, namely:

1. Attractiveness
2. Media diversity
3. Promotion effectiveness
4. Advertising message

## 2.2. Price

Understanding the price is a value for goods and services. When the goods or services are traded to the public or consumers, the price appears. The price will be determined by the vendor's desire to profit from the products they sell.

According to Philip Kotler in the Economics website (2019), if the public or consumer wants to benefit from a product or service, they must be willing to spend some money, while spending that amount is a burden for consumers.

One of the price objectives is to dominate market share, referring to the previous price function that the proper pricing is very influential on the profit targets of the sellers or producers. Some set low prices, but the goods are still of high quality; there are several price indicators, namely:

1. Price affordability
2. Price match with product quality
3. Price competitiveness
4. Price match with benefits

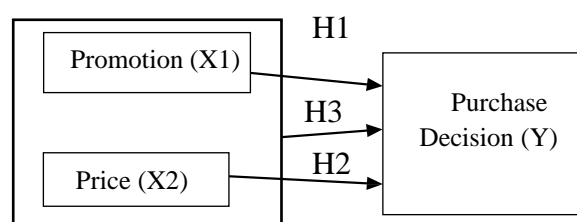
## 2.3. Buying decision

According to Schiffman and Kanuk (2014) in the Hestanto website, purchasing decisions are defined as two or more choices. Meanwhile, according to Tjiptono (2012) in the Hestanto website, purchasing decisions are a process where consumers recognize the problem, seek information about a particular product or brand, and evaluate how each of these alternatives can solve the problem, which then leads to a purchase decision.

The theory above can be interpreted as a purchase decision as a response where consumers recognize a problem, seek information, evaluate an alternative, decide to buy and act or behavior after making a purchase. There are several indicators of Purchase Decision, namely:

1. Stability on a product
2. Habits in buying products
3. Giving recommendations to people
4. Make a repeat purchase

## 2.4 Framework



## **Figure 1 Thinking Framework**

### **2.5 Research Hypothesis**

#### **The Effect of Promotions on Purchase Decisions on Shopee**

According to research conducted by Triandi (2020), it can conclude that the promotion variable has a positive and significant effect on repurchase decisions. This reason is that Shopee has provided discounts in the form of free shipping or cashback to its consumers; the information from the explanations provided by Shopee is attractive, clear, and under reality; the design and display of advertisements on Shopee are beautiful and easy to remember. Promotions are given by Shopee almost every day. So that it can influence consumers to make repeat purchases using the Shopee online shopping application.

#### **The Influence of Price on Purchase Decisions on Shopee**

According to research conducted by Triandi (2020), it can conclude that the price variable has a positive and significant effect on repurchase decisions. The results of the analysis must be following previous research conducted by Apriyani (2013), Nugraha & Sugiarto (2016), Sagita (2012), and Ilat, Parengkuan, & Murni (2018), which stated price does have a positive and significant influence on a repurchase decision. Price is an essential factor for a product. Consumers are indeed looking for a match between their capabilities and the price offered. The more appropriate the price offered, the higher the decision to make a repeat purchase. The prices offered by shopee are very affordable. The prices follow the quality of the products offered, and the prices of shopee products are under the purchasing power of consumers to make repurchase decisions through shopee.

#### **The Influence of Promotion and Price on Purchase Decisions on Shopee**

From the results of research that researchers have done, there is a significant relationship between Promotion and Price on Purchase Decisions. So from the results of the study support the theory of Kotler and Armstrong that promotion and price influence purchasing decisions, which are supported by indicators such as advertising, personal selling, sales promotion, publicity, affordability of prices, and prices according to products, prices according to benefits. Prices that can compete with other companies to influence purchasing decisions by indicators of product choice, brand, and so on. And that means the purpose is to find out the influence of promotions and prices on purchasing decisions at Shopee.

## **METHOD**

### **Research design**

According to Nursalam (2003:81) in Anwar Hidayat's website, the research design is a strategy to achieve research objectives that have been set and acts as a guide or guide for researchers in the entire research process.

In a broad sense, there are two types of designs, namely: experimental and non-experimental designs. The factors that distinguish these two designs are that there is no manipulation of the independent variables in the first design.

The first design's primary purpose is exploratory and descriptive, while the second design is explanatory (causation). If viewed from the level of understanding of the problems studied, this non-experimental design produces an understanding of the problems studied at the surface level. In contrast, experimental designs can produce a deeper understanding.

### **Research Stages**

Here there is several stages in conducting a study, including:

1. Making a Problem Formulation
2. Determining the Theory Foundation
3. Formulating Hypotheses
4. Data collection
5. Performing Data Analysis
6. Conclude

### **Variable Operation**

Considered the following variables in this study:

#### 1. Independent Variable

Variables that affect or cause changes in the emergence of the dependent variable (dependent). The independent variables are treatment variables, causes, risks, stimulus variables, antecedents, influence variables, treatment, and independent variables. The following are included in the independent variables: Promotion (X1) and Price (X2).

## 2. Dependent Variable

As a result of the existence of the independent variable, the variable that is affected is said to be the dependent variable because the independent variable influences the dependent variable. The dependent variable is also called the dependent variable, the output variable, the consequent, the dependent variable, the criteria, the affected variable, and the effect variable. Which includes the dependent variable is the Purchase Decision (Y).

## Research Place

This study was conducted at Bhayangkara University, Jakarta Raya Campus II, Jl. North Bekasi Struggle, Bekasi City, West Java 17121, Indonesia.

## Sampling Method

This study uses a purposive sampling technique; therefore, purposive techniques need to be considered for use. Talking about the formula for determining the number of samples based on purposive will be a dilemma. Because even though we already know the list of populations that we will examine, there are times when the numbers are insufficient if we apply the simple random sampling formula because of limitations or criteria. So all of that is returned to the researcher, emphasizing a sufficient number or strict limitations on the sample.

According to Sugiyono (2008:118) in Anwar Hidayat's website, the sample is a part of the whole population and the characteristics. The sample was taken using an online questionnaire and distributed to students at the Faculty of Economics and Business at Bhayangkara University, Greater Jakarta. In this study, there are specific criteria: Shopee application users have purchased products at Shopee 2 times and have used the Shopee application for approximately two months. The number of samples required is 120 Active Students from the number of filling students of the Faculty of Economics and Business consisting of all semesters.

## Data Analysis

### 1. Normality test

The normality test determines whether the research data obtained usually are distributed or close to normal. Normality test can be done through the Kolmogorov Smirnov test. If the probability value is  $> 0.05$ , then the data is declared customarily distributed, and vice versa

### 2. Multicollinearity Test

The multicollinearity test calculates the multiple correlation coefficient and compares it with the correlation coefficient between independent variables. In addition, the multicollinearity test was used to determine the error in the standard estimation model in the study. If the VIF value  $< 10$  or

the Tolerance value  $> 0.1$ , it can be concluded that there is no problem in the multicollinearity test and vice versa.

### 3. Heteroscedasticity Test

The heteroscedasticity test means that the variance of the variables in the model is not the same. One way to see the presence of heteroscedasticity cases is to see whether the points on the scatterplot are spread out. If the points in the scatterplot are spread out, there is no heteroscedasticity.

### 4. Linearity Test

The linearity test is used to determine whether or not there is a linear relationship between each research variable. If the significance value is  $> 0.05$ , it can be stated that there is a linear relationship between each variable.

### 5. t-test

The t-test is used to determine whether the independent variable has a partial (individual) effect on the dependent variable, taking into account the significance level of 0.05. If the significance value is  $< 0.05$ , it can conclude that the independent variable partially has a significant effect on the dependent variable. If  $t_{count} > t_{table}$ , then  $H_0$  is rejected,  $H_1$  is accepted, and vice versa.

### 6. F Uji test

The F test is used to determine whether the independent variables have a simultaneous (together) effect on the dependent variable. If the significance value is  $< 0.05$ , it can state that the independent variable has a simultaneous effect on the dependent variable. If  $F_{count} > F_{table}$ , then  $H_0$  is rejected,  $H_1$  is accepted, and vice versa.

### 7. Validity test

A validity test is used in research to measure the correlation of a statement item that you want to measure with its total score.

This study uses the Pearson correlation validity test technique by correlating item scores with the total score. The total score is the sum of all the items in one variable. The significance test criteria can be performed using the r table at a significance level of 0.05. If the value is positive and  $r_{count} > r_{table}$ , then the item can be declared valid; if  $r_{count} < r_{table}$ , the item is declared invalid.

### 8. Reliability Test

The reliability test was used to measure the consistency of the research questionnaire when repeated measurements were made. This study uses the Cronbach Alpha research method to measure the reliability of the study. The limit of a reliable instrument for reliability testing is 0.60.

### 9. Coefficient of Determination Test

The coefficient of determination ( $R^2$ ) aims to determine how much in SPSS Can demonstrate the independent variable's ability to explain the dependent variable; the coefficient of determination lies in the Summary Model and is written R Square.

If the value of R2 is small, then the independent variable's ability to explain the variation of the dependent variable is minimal.

## RESULTS AND DISCUSSION

### Descriptive Statistics Test

#### 1. Normality test

**Table 1 Normality Test**

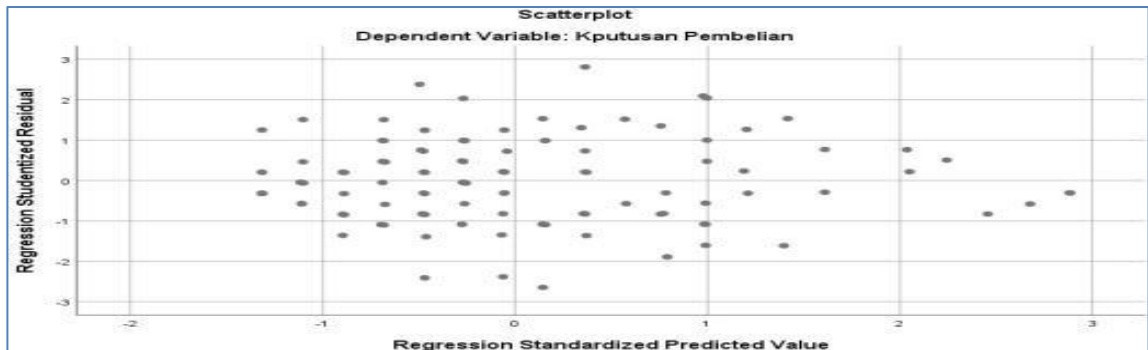
<b>One-Sample Kolmogorov-Smirnov Test</b>		
		Unstandardized Residual
N		120
Normal Parameters, b	mean	.0000000
	Std. Deviation	1.91869822
Most Extreme Differences	Absolute	.075
	Positive	.075
	negative	-.056
Test Statistics		.075
asymp. Sig. (2-tailed)		.093c

Based on the table above states Asymp. Sig. (2 tailed) 0.093, which means the significant value is greater than 0.05, and this study is declared normal because the significant value is greater than 0.05.



2. Heteroscedasticity Test

**Table 2 Heteroscedasticity Test**



Based on the table above, the points on the scatterplot are spread out and do not accumulate on one line so that this study does not occur heteroscedasticity.

3. Multicollinearity Test

**Table 3 Multicollinearity Test**

Coefficientsa			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Promotion	.586	1,707
	Price	.586	1,707

Based on the table above that the tolerance value of all variables  $> 0.10$  and the VIF value  $< 10$ , it can conclude that the study is free from multicollinearity.

4. Linearity Test

**Table 4 Linearity Test**

**ANOVA Table**

Mean Square				F
Promotion	Decision n	Between n	(Combined)	
* Buyer		Groups		49,179
n			linearity	499.82
				2
			Deviation from	
			Linearity	8,211
				2.276
			Within Groups	3,607
			Total	
	between	Groups (Combined)		33,729
				12,980
Price * Purchase	Decision n		linearity	328.10
n				7
			Deviation from	
			Linearity	6,967
				2,681
			Within Groups	2,599
			Total	

Based on the table above, it can see that the calculated F value is 2.276 and the F table is 1.88, so  $F_{\text{arithmetic}} > F_{\text{table}}$  means that this study does not occur linearity.

5. Validity test

The results of the validity test of this study are said to be valid if  $r_{\text{count}} > r_{\text{table}}$ . The value of the  $r_{\text{table}}$  is determined by using the formula  $df$  (degree of freedom) =  $n$  (number of respondents - 2), then the value of  $df$  in this study is  $120 - 2 = 118$  so that the  $r_{\text{table}}$  value is 0.1793 following the results of the research test.

**Table 5 Validity Test**

Variable	Correlation between Each statement	R count	R table	Results
	Y9	0.582	0.1793	Valid
	Y10	0.603	0.1793	Valid
Promotion (X1)	X11	0.524	0.1793	Valid
	X12	0.586	0.1793	Valid
	X13	0.598	0.1793	Valid
	X14	0.555	0.1793	Valid

	X15	0.707	0.1793	Valid
	X16	0.570	0.1793	Valid
	X17	0.495	0.1793	Valid
	X18	0.649	0.1793	Valid
	X19	0.586	0.1793	Valid
	X110	0.519	0.1793	Valid
Price (X2)	X21	0.477	0.1793	Valid
	X22	0.488	0.1793	Valid
	X23	0.563	0.1793	Valid
	X24	0.583	0.1793	Valid
	X25	0.440	0.1793	Valid
	X26	0.499	0.1793	Valid
	X27	0.464	0.1793	Valid
	X28	0.603	0.1793	Valid
	X29	0.589	0.1793	Valid
	X210	0.348	0.1793	Valid
Purchase Decision (Y)	Y1	0.548	0.1793	Valid
	Y2	0.643	0.1793	Valid
	Y3	0.669	0.1793	Valid
	Y4	0.597	0.1793	Valid
	Y5	0.682	0.1793	Valid
	Y6	0.638	0.1793	Valid
	Y7	0.471	0.1793	Valid
	Y8	0.625	0.1793	Valid

Based on the table above, from all statements of research results, it is found that the variable value is more significant than the r table, which means the research results are valid.

**Tabel 6 Reliability Test**

Variable	Cronbach	Criteria	Results
Promotion (X1)	0.743	0.700	Reliable
Price (X2)	0.717	0.700	Reliable
Purchase Decision (Y)	0.750	0.700	Reliable

Table 6 Reliability Test based on the table above, the reliability test criteria 0.700 and the Cronbach obtained is greater than the criteria. Thus, the results say that this research is reliable.

**Table 7 t-test**

Coefficients <sup>a</sup>						
		Unstandardize d Coefficients		Standardize d Coefficient s	t	Sig.
		B	Std. Error	Beta		
l fashion						
1	(Constant )	-.313	1959		-.160	.873
	Promotion	.122	.048	.297	2.523	.013
	Price	-.080	.058	-.164	-1.396	.165

The t-table test in this study is 1.65787 df (n-2) with a probability of 0.05. then the results of the t-test are as follows: the reliability 0.700 and the Croncbach obtained are more significant than the criteria and thus, the results say that this study is reliable.

The t-test (partial) results can be used to determine the significant value of 0.05. The basis for making decisions based on the calculated t value is as follows.

1. If the significant value is  $> 0.05$  or the t value is calculated  $> t$  table, then there is no effect on the variables x and y.
2. If the significant value is  $< 0.05$  or the t value is calculated  $< t$  table then there is an effect on the variables x and y.

Test criteria:

1. If t count  $< t$  table, then Ho is accepted, and Ha is rejected
1. If t count  $> t$  table, Ho is rejected, and Ha is accepted.

7. Hypothesis testing 1: promotion variable (X1)

affect the purchasing decision variable (Y).

Based on the table above shows that the promotion has a significant value of 0.13, and the value of the t count is 2.523. This result means that the promotion variable partially influences the purchasing decision variable.

8. Testing hypothesis 2: price variable (X2) affects purchasing decisions (Y). Based on the table above shows that the price has a significant value of 0.165, and the value of t count is -1,396. This result means the purchase decision variable has no partial effect on the price variable.

8. F . test

The results of the F test (simultaneous) use a significance level of 5% or 0.05 with the following criteria:

1. If  $F_{count} < F_{table}$ , then  $H_0$  is accepted and  $H_a$  is rejected
2. If  $F_{count} > F_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted

**Table 8 F . Test**

ANOVAa						
l fashion		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	669,380	2	334.69	89.38	.000
	Residual	438,087	11	3,744		
	Total	1107.46	11			
		7	9			

The value of the F table is 3.07, and the calculated F value 89,386. So, calculated F value  $>$  table F value ( $89.386 > 3.07$ ). So  $H_0$  is rejected, and  $H_a$  is accepted, and it can conclude that all independent variables simultaneously have a significant effect on purchasing decisions (Y).

9. Test the coefficient of determination

The test results of the coefficient of determination ( $R^2$ ) can be said multicollinearity occurs when compared with the test criteria as follows:

1.  $r^2 > R^2$  then multicollinearity occurs
2.  $r^2 < R^2$  then there is no multicollinearity

**Table 9 Coefficient of Determination Test**

Model Summaryb						
l fashion	R	R Square	R Square e	Std. An error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.777	.604	.598	1,935	.604	89,386
	a					

The table above shows that the value of R square is 0.604 or 60.4%, which means the three variables are interrelated or influence each other.

### **Based on Research Results**

#### 1. Promotions have a partial effect on purchasing decisions.

Based on the significant value of 0.13 and the t-count value of 2.523 and the t-table obtained is 1.65787, which means that the promotion variable has a partial effect on the purchasing decision variable, it is because the promotion that is displayed in several media as an advertising tool that Shopee has chosen is more attractive and tempting. The eyes of buyers consist of students at Bhayangkara University who are more interested in goods or something attractive or classified as aesthetic. The displayed promotions offer free shipping so that students are interested in buying. This result is also supported by previous research by (Gading Hidayat 2018); therefore, the t-test (partial) research shows that promotions influence purchasing decisions.

#### 2. Price Partially Influence on Purchase Decision

Based on the significant value of 0.165 and the calculated t value of -1.396, and the t table of 1.65787, the price variable does not have a partial influence on the purchasing decision variable. This reason is that the students at Ubhara Jaya don't really care about the price listed on the item, so they immediately buy it without questioning the price. Because according to them, the high price will guarantee good quality of the goods, so they will decide to continue to buy the goods at high prices even though they still reach their finances as students. The results of this study are supported by research conducted by (Gading Hidayat 2018); therefore, the t-test (partial) research shows that price does not affect purchasing decisions.

#### 3. Promotion and Price Simultaneously Affect Purchase Decisions

The F table is 3.07, and the calculated F value is 89.386. So, calculated F value > table F value ( $89.386 > 3.07$ ). So  $H_0$  is rejected, and  $H_a$  is accepted, and it can conclude that all independent variables simultaneously have a significant effect on purchasing decisions (Y). That's because promotions and prices affect purchasing decisions; when the promotion is aired on promotional media chosen by shopee, the buyers consisting of Bhayangkara University students see the prices offered in the promotion are very attractive. The goods sold are also desirable and attractive. So aesthetic that buyers who see it are eager to make a purchase. These results are also supported by research conducted by (Sharen G. Tulanggow et al. 2019),

## **CONCLUSION**

Based on the results of research and discussion on the effect of promotion and price on purchasing decisions at shopee (Case Study of Bhayangkara University Students, Jakarta Raya), the

authors get the following conclusions:

1. Promotional variables have a partial effect on purchasing decisions. This study is proven. After all, the offers are given by Shopee through these advertisements greatly influence the purchasing decisions made by students of Bhayangkara University, Jakarta Raya, because many offers attract the eyes of students so that they are interested in buying the product.
2. The price variable has no partial effect on purchasing decisions. It is proven that students at Bhayangkara University Jakarta Raya have never seen the prices offered by Shopee because the student lifestyle at Bhayangkara University Jakarta Raya is classified as a hedonist or luxurious, so the price is not a barrier to making a purchase decision.
3. Promotion and price variables have a simultaneous effect on purchasing decisions. It is proven that students at Bhayangkara University Jakarta Raya are indeed interested in the offers offered by Shopee through advertisements. Still, students do not always see the prices listed in the Shopee application and students at Bhayangkara University Jakarta Raya will continue to make purchases on these items.

Based on the results of research and discussion on the effect of promotion and price on purchasing decisions at shopee (Case Study of Bhayangkara University Students, Jakarta Raya), the managerial implications that the author can convey:

1. For Companies

There is an influence between promotion and price variables on purchasing decision variables so that business partners who use the Shopee online shopping application for their sales media must pay more attention to the prices made so that many users come to shop, for promotion to be increased again in the advertising stage using boybands and girl-bands. Korea to be able to bring in more trending or crowded among Korean fans so that more people are interested in promoting the broadcast products.

2. For Students

There is an influence between the promotion and price variables on the purchasing decision variables, so it is advisable to look at what product promotions are offered and see the prices listed again so that they can decide to make a purchase.

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