



## The Effect of Promotion, Price, and Product Quality on Purchase Decisions Marketplace Shopee Users

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**Abstract :** This study aims to determine: (1) the effect of Promotion on the Purchase Decision of Shopee Marketplace Users, (2) the effect of Price on the Purchase Decision of Shopee Marketplace Users, (3) the effect of Product Quality on Purchase Decisions of Shopee Marketplace Users, (4) the effect of Promotion, Price, and Product Quality on Purchase Decisions of Shopee Marketplace Users. This research is a quantitative research. The respondents to this study were 100 students of the Accounting Education Study Program, Faculty of Economics, Yogyakarta State University, class of 2019 and 2020. The sampling technique used purposive sampling. Data collection techniques used questionnaires and were analyzed using Spearman's rank test and Kendall-W test. The results of the study show that: (1) Promotion has a positive and significant effect on the Purchase Decision of Shopee Marketplace Users. This can be seen from the correlation coefficient value of 0.735 and a significance value of  $0.000 < 0.05$ . (2) Prices have a positive and significant effect on the Shopee Marketplace Purchase Decision. This can be seen from the correlation coefficient value of 0.647 and a significance value of  $0.000 < 0.05$ . (3) Product quality has a positive and significant effect on the Shopee Marketplace Purchase Decision. This can be seen from the correlation coefficient value of 0.666 and a significance value of  $0.000 < 0.05$ . (4) Promotion, Price, and Product Quality have a positive and significant effect on the Shopee Marketplace Purchase Decision. This can be seen from the W value of 0.796, the value of  $X_{count} > X_{table}$  ( $238,940 > 123,225$ ), and the significance value of  $0.000 < 0.05$ .

**Keywords:** Price, Product Quality, Promotion, Purchasing Decisions.

### 1. INTRODUCTION

In the modern era like today, many Accounting Education students of Yogyakarta State University have utilized various online shopping *platforms*. One of the *marketplaces* that is widely used by Accounting Education students of Yogyakarta State University is *Shopee*. *Shopee* is an application for making purchases on mobile phones easily and quickly. *Shopee* provides various kinds of necessities such as clothing, food, electronics, sports equipment, and many more that can be easily accessed via *smartphone*.

*Shopee* offers a variety of attractive promotions to influence potential consumers to buy products through *Shopee*. The promotions offered by *Shopee* include free shipping *vouchers*, *vouchers cashback*, discount *vouchers*, *cash on delivery*, and many more. The promotions offered by *Shopee* can make it easier for consumers to shop and get the necessary necessities without having to worry about shipping costs. *Shopee* also provides a variety of games that are used to collect coins which can later be exchanged when making a purchase. Based on the results of observations, many Accounting Education students at Yogyakarta State University are interested in playing the game. They are very enthusiastic when playing the game. The

coins that have been collected certainly help students to reduce the costs that must be incurred when making a purchase.

Price certainly also influences students to make purchases on *Shopee*. According to them, the prices offered by *Shopee* are affordable for students. In *online trading*, the prices offered are usually not much different from the prices in stores. However, there are also sellers who set prices below store prices. In addition, if the number of purchases has reached the target, a discount will be given. Given that students' purchasing power depends on the amount of pocket money, students are usually the most careful in relation to price, because it is undeniable that students will choose the same quality product at a lower price. So when students see a product with the same quality but a different price, they will finally be interested in making *online purchases*.

Students who have made purchases through *Shopee* said that the quality of products sold through *Shopee* is fairly durable and long-lasting. Students who are going to make a purchase will certainly look for products with good quality. Students will see reviews given by other consumers who have bought the same item at the store. This certainly makes it easier for prospective consumers to consider whether the product to be purchased has good quality or not. Product quality is a characteristic of a product in satisfying consumer needs. Therefore, companies must consider the quality of the goods produced because by improving the quality of the goods they will also get good marks from consumers, even consumers will be satisfied with the goods and it is possible that the product can compete in the global market.

Every *marketplace* certainly has advantages and disadvantages. In addition to several advantages, *Shopee* is certainly not free from disadvantages. The disadvantages of *Shopee* compared to other *marketplaces* are that there are requirements that must be met by prospective buyers to get the free shipping program, limited promo *vouchers* available on *Shopee*, price information on *Shopee* does not match the goods received, and there are several sellers who are not good as indicated by sending dirty goods and not in accordance with the description listed. The disadvantages of *Shopee* certainly greatly affect purchasing decisions. Based on the description above, the researcher decided to use the variables of promotion, price, and product quality.

Based on the data obtained from the distribution of pre-research questionnaires aimed at 23 Accounting Education students at Yogyakarta State University, the following data were obtained: 65.2% of students consider the promotions provided by *Shopee* because there are more attractive offers compared to other *platforms*. The offers provided by *Shopee* to its users include free shipping programs, discounts, *vouchers*, and so on. 73.9 % of students consider

the price listed on *Shopee* . With the price paid, students get benefits from the product. 73.9 % of students buy products through *Shopee* because the price offered is in accordance with the quality of the product obtained and the price offered on *Shopee* is relatively cheaper than buying in stores. 56.5 % of students are satisfied shopping through *Shopee* because the items purchased are not easily damaged. 69.6 % of students feel confident shopping through *Shopee* because *Shopee* is an alternative for buying student needs.

In addition to distributing pre-research questionnaires, researchers also conducted interviews with several Accounting Education Study Program students regarding purchasing decision making through *Shopee* . Based on the interview results, many students shop through *Shopee* not only based on needs, but also according to their desires. However, not a few students feel regret after making a purchasing decision based on their desires and are tempted by promotions. In fact, purchasing decisions must go through stages starting from recognizing needs to post-purchase behavior. This is done so that prospective consumers really know what they need and they do not regret after making a purchasing decision.

In addition to the questionnaire and interview , the researcher also found a problem where students were dissatisfied with the items they purchased through *Shopee* . The quality of the items ordered did not match what they saw on *Shopee* and the description listed. This can be seen from the presence of dirty, damaged, and defective items. On the other hand, if we are going to shop through *an online shop* , we cannot see the item directly so that the quality of the item is quite difficult to predict whether it is in accordance with the buyer's wishes and we also have to consider whether the quality of the item is really good or bad. Another problem is that students feel that the promotions advertised on television are different from the reality on *Shopee* . In reality, the promos that can be obtained on *Shopee* are quite difficult because there are provisions that must be met if you want to use *vouchers* such as free shipping, *cashback* , and discounts. This difficulty makes students reluctant to get *vouchers* . If *the voucher* is not successfully obtained, the price that the buyer must pay is also expensive when compared to direct shopping.

## 2. LITERATURE REVIEW

### Purchase Decision

Purchasing decisions are the process consumers go through in choosing, buying, using, and evaluating a product or service to meet their needs (Kotler & Keller, 2016). According to Kotler and Armstrong (2012), purchasing decisions are influenced by various factors, including psychological, social, and economic factors.

## Promotion and Purchase Decisions

Promotion is a marketing strategy used by companies to influence consumer purchasing decisions (Achidah, Warso, & Hasiholan, 2016). A study conducted by Simanihuruk (2019) shows that promotions have a significant influence on purchasing decisions. In the context of the marketplace, promotions such as discounts, cashback, and free shipping have been shown to increase consumer interest in making transactions.

## Price and Purchasing Decisions

Price is the amount of money that consumers must pay to obtain a product or service (Kotler & Armstrong, 2012). Competitive prices that are in accordance with product quality will increase the likelihood of consumers to buy (Effendi, 2020). In the research of Marpaung et al. (2021), it was found that price has a significant effect on purchasing decisions in the marketplace.

## Product Quality and Purchasing Decisions

Product quality is a characteristic of a product in meeting consumer needs (Kotler & Keller, 2016). A study conducted by Primadasa (2019) stated that the higher the product quality perceived by consumers, the more likely consumers are to make a purchase. This is also supported by Aeni's research (2021) which found that product quality is one of the main factors in online purchasing decisions.

## Shopee Marketplace and Consumer Behavior

Shopee Marketplace is an e-commerce platform that provides various conveniences in online shopping. According to research by Zamili, Alwinda, & Waoma (2021), consumer behavior on Shopee is influenced by price, promotion, and product quality factors. In addition, the aspect of trust in the seller is also a determining factor in consumer purchasing decisions (Siegel, 1997).

### 3. RESEARCH METHODS

This study uses a quantitative research method to explain the influence of promotion, price, and product quality variables on the purchasing decisions of *Shopee Marketplace users*. The population used in this study were students of the Accounting Education Study Program, Faculty of Economics, Yogyakarta State University, batch 2019 and 2020. Sampling used a *purposive sampling technique* with the Hair et al formula, so that from 147 students a sample of 100 students was obtained.

Data collection in this study used a closed questionnaire distributed *online* using *google forms*. This questionnaire uses a Likert scale with 5 alternative answer choices consisting of

Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree. Purchasing decisions are measured by indicators developed by (Kotler & Keller, 2016), namely recognition of needs, information search, alternative evaluation, purchasing decisions, and post-purchase behavior. Promotion is measured by indicators developed by (Achidah, Warso, & Hasiholan, 2016), namely the quantity of advertisements displayed in promotional media, the quality of message delivery in advertisements displayed in promotional media, promotional reach, offering attractive prizes on certain product purchase transactions, and making special offers within a certain period. Price is measured by indicators developed by (Kotler & Armstrong, 2012), namely price affordability, price suitability with product quality, price suitability with benefits, and price according to ability or competitiveness. Product quality is measured using indicators developed by (Kotler & Keller, 2016), namely performance, durability, features, reliability, aesthetics, and impression of quality.

The instrument trial was conducted using a separate trial on students of the Accounting Education Study Program, Faculty of Economics, Yogyakarta State University, batch 2019 and 2020, totaling 30 students outside the sample. The validity test was conducted using *Product Moment Correlation* with the number of respondents  $n = 30$  and a significance level of 5%, then the  $r$  table was obtained at 0.361. The statement item is said to be valid if the calculated  $r$  value is  $> r$  table. Based on the validity test conducted, it is known that of the 25 statement items in the promotion variable, there is 1 invalid item, namely item 7, while the other 24 items are declared valid. Meanwhile, the variables of purchasing decisions, prices, and product quality, all statement items are declared valid. Furthermore, the reliability test was conducted using *Cronbach's Alpha* with a significance level of 5%. The results of the reliability test are interpreted with the following coefficient reliability levels (Sugiyono, 2017):

**Table 1. Guidelines for Interpretation of Research Instrument Reliability**

| No. | Interval      | Coefficient | Interpretation  |
|-----|---------------|-------------|-----------------|
| 1.  | 0.000 – 1.999 |             | Very Unreliable |
| 2.  | 0.200 – 0.399 |             | Not Reliable    |
| 3.  | 0.400 – 0.599 |             | Medium          |
| 4.  | 0.600 – 0.799 |             | Reliable        |
| 5.  | 0.800 – 1.000 |             | Very Reliable   |

Based on the results of the reliability test, the purchasing decision variable has an alpha coefficient of 0.946 (very reliable), the promotion variable has an alpha coefficient of 0.949

(very reliable), the price variable has an alpha coefficient of 0.969 (very reliable), and the purchasing decision variable has an alpha coefficient of 0.981 (very reliable).

Hypothesis testing in this study uses the *Spearman rank test* and the *Kendall-w correlation test*. Before conducting the hypothesis testing, the prerequisite analysis test is first carried out in the form of a normality test, linearity test, multicollinearity test, and heteroscedasticity test. The normality test uses the *Kolmogorov Smirnov test* where if the significance value is  $> 0.05$ , then the data is normally distributed. The linearity test in this study was carried out using *the Test for linearity* with a significance level of 0.05 where if the Sig. value in *the Deviation from Linearity* row is  $> 0.05$ , then the variable has a linear relationship. The presence or absence of multicollinearity is seen from *the tolerance* and VIF (*Variance Inflation Factor*) values where if the *tolerance value* is  $\geq 0.1$  and the VIF value is  $\leq 10$ , then there is no multicollinearity. The heteroscedasticity test is carried out using the Park test, where if the correlation between the independent variables and the residual is  $> 0.05$ , then it can be said that there is no heteroscedasticity. The following is the *Spearman rank formula* used to test variable (X) against variable (Y) partially (Sugiyono, 2017):

$$\rho = 1 - \frac{6\sum b_i^2}{n(n^2-1)}$$

Description:  $\rho$  : *Spearman's Rank Correlation Coefficient*  $n$  : Number of data pairs  $b_i$  : Difference in ranks

*Spearman rank test* is used to find the level of relationship or test the significance of the hypothesis when each variable whose data is connected is ordinal and the data source between variables does not have to be the same. This study uses a significance level of 5%. A variable is said to be significant if the *sig.* (2-tailed) value is  $< 0.05$ . If *the sig.* (2-tailed) value is  $> 0.05$ , then it is not significant or meaningless. Decision-making criteria if the significance value is  $< 0.05$ , it means that the independent variable has a significant effect on the dependent variable. Meanwhile, if the significance value is  $> 0.05$ , it means that the independent variable does not have a significant effect on the dependent variable. The *Spearman rank correlation value* is between  $-1 < \rho < 1$ . If the  $\rho$  value = 0, it means that there is no correlation or no relationship between the independent and dependent variables. If the  $\rho$  value = +1 means that there is a positive relationship between the independent and dependent variables. If the  $\rho$  value = -1 means that there is a negative relationship between the independent and dependent variables.

*Kendall-w correlation test* is used to test variables (X) against variables (Y) simultaneously. *Kendall's W correlation coefficient* is useful for finding the relationship

between two or more independent variables with one dependent variable (Aeni, 2021). This correlation is able to provide information about the strength of the relationship of a group of variables simultaneously. The following is the *Kendall-w correlation formula* (Siegel, 1997):

$$W = \frac{\sum R_j - \frac{12 \sum (R_j - \frac{n}{k})^2}{k^2(N^3 - N)}}{k^2(N^3 - N)}$$

Information:

W : Kendall's Concordance association coefficient  
 k : number of variables  
 n : number of samples

R<sub>j</sub> : number of variable (observer) rankings per object

After obtaining the results of the W calculation, a  $\chi^2$  test is carried out to determine the level of significance of the hypothesis. To test the significance of the Kendall Coordination coefficient, the value of "W" is entered into the Chi Square formula with the following calculation:  $\chi^2 = k$

(N - 1)W Description:

$\chi^2$  : Chi Square

k : number of sets

n : number of respondents

W : Kendall's Concordance coefficient

Decision-making criteria using the  $\chi^2$  value at a 95% confidence level if  $\chi^2_{\text{count}} \geq \chi^2_{\text{table}}$ , then there is a relationship between the independent variable and the dependent variable. If  $\chi^2_{\text{count}} < \chi^2_{\text{table}}$ , then there is no relationship between the independent variable and the dependent variable. The coefficient of determination ( $R^2$ ) is a coefficient used to measure the percentage of influence of the ability of the independent variable on the dependent variable (Zamili, Alwinda, & Waoma, 2021). The value of the determinant coefficient  $R^2$  is between zero and one. If the value of the determinant coefficient  $R^2$  is small, it means that the ability of the independent variable is limited in explaining the dependent variable, while a value approaching one means that the independent variable is needed to explain the variation of the dependent variable.

#### 4. RESEARCH RESULTS AND DISCUSSION

##### Research Data Description

The purchasing decision variable measured by five indicators includes twenty-five statement items showing a minimum value of 75, a maximum value of 125, and a mean value of 103.27. A summary of the results of data processing of purchasing decision variables is presented in the following table:

**Table 2.** Category of Purchasing Decision Variables

| No. | Category  | Score Interval    | Frequency | Percentage |
|-----|-----------|-------------------|-----------|------------|
| 1.  | Low       | $X < 92$          | 14        | 14%        |
| 2.  | Currently | $92 \leq X < 108$ | 53        | 53%        |
| 3.  | Tall      | $X \geq 108$      | 33        | 33%        |
|     |           | Total             | 100       | 100%       |

Based on table 2, the low category is at a frequency of 14 with a percentage of 14%, the medium category is at a frequency of 53 with a percentage of 53%, and the high category is at a frequency of 33 with a percentage of 33%. This shows that the respondents' assessment of the Purchasing Decision variable is moderate.

Promotion variables are measured using five indicators covering twenty-four statement items showing a minimum value of 72, a maximum value of 120, and a mean value of 99.47 . A summary of the results of processing promotional variable data is presented in the following table:

**Table 3.** Categorization of Promotion Variables No. Category Interval Score

| Frequency Percentage |        |                   |     |      |
|----------------------|--------|-------------------|-----|------|
| 1.                   | Rendah | $X < 88$          | 10  | 10%  |
| 2.                   | Medium | $88 \leq X < 104$ | 54  | 54%  |
| 3.                   | Height | $104 \leq X$      | 36  | 36%  |
|                      |        | Total             | 100 | 100% |

Based on table 3 with percentage by 10%, the medium category is at a frequency of 54 with a percentage of 54%, and the high category is at a frequency of 36 with a percentage of 36%. This shows that the respondents' assessment of the Promotion variable is moderate.

The price variable is measured using four indicators covering twenty statement items showing a minimum value of 60, a maximum value of 100, and a mean value of 79.96 . A summary of the results of processing price variable data is presented in the following table:

**Table 4.** Categorization of Price Variables No. Category Interval Score Frequency Percentage

|    |        |                  |     |      |
|----|--------|------------------|-----|------|
| 1. | Rendah | $X < 73$         | 20  | 20%  |
| 2. | Medium | $73 \leq X < 87$ | 57  | 57%  |
| 3. | Height | $87 \leq X$      | 23  | 23%  |
|    |        | Total            | 100 | 100% |

Based on table 4, the low category is at a frequency of 20 with a percentage of 20%, the medium category is at a frequency of 57 with a percentage of 57%, and the high category is at



a frequency of 23 with a percentage of 23%. This shows that the respondents' assessment of the Price variable is moderate.

The product quality variable is measured using six indicators covering thirty statement items showing a minimum value of 90, a maximum value of 150, and a mean value of 118.08 . A summary of the results of processing product quality variable data is presented in the following table:

**Table 5.** Categorization of Product Quality Variables No. Category Interval Score Frequency Percentage

|    |        |                    |       |          |
|----|--------|--------------------|-------|----------|
| 1. | Rendah | $X < 110$          | 32    | 32%      |
| 2. | Medium | $110 \leq X < 130$ | 45    | 45%      |
| 3. | Height | $130 \leq X$       | 23    | 23%      |
|    |        |                    | Total | 100 100% |

Based on table 5, the low category is at a frequency of 32 with a percentage of 32%, the medium category is at a frequency of 45 with a percentage of 45%, and the high category is at a frequency of 23 with a percentage of 23%. This shows that the respondents' assessment of the Product Quality variable is moderate.

### Results of the Prerequisite Test for Normality Test Analysis

Based on the results of the normality test, *the Kolmogorov-Smirnov value was obtained* with a value of 0.161 which is more than 0.05 so it can be concluded that the data is normally distributed.

### Linearity Test

Based on the results of the linearity test, it shows that the sig *Deviation From Linearity value* on the price variable has a value of 0.061 which is greater than 0.05, while the promotion and product quality variables have a significance value below 0.05. It can be concluded that only the price variable has a linear relationship with the purchasing decision variable.

### Multicollinearity Test

Based on the results of the multicollinearity test, it can be seen that the VIF value of all variables is less than 10 and the *tolerance value* is more than or equal to 0.1, so it can be concluded that there is no multicollinearity between the independent variables.

### Heteroscedasticity Test

Based on the results of the heteroscedasticity test, it shows that all variables have a significance value of 0.118, which is greater than 0.05 , so it can be concluded that there is no heteroscedasticity in the independent variables.

### Hypothesis Testing Results

The Spearman Rank test results can be presented in the following table:

**Table 6. Spearman Rank Test Results**

|                 |                         | Promotion | Price   | Product Quality |
|-----------------|-------------------------|-----------|---------|-----------------|
| Buying decision | Correlation Coefficient | .735 **   | .647 ** | .666 **         |
|                 | Sig. (2-tailed)         | ,000      | ,000    | ,000            |
|                 | N                       | 100       | 100     | 100             |

Spearman Rank test correlation obtained a correlation coefficient value on the promotion variable of 0.735, a price variable of 0.647, and a product quality variable of 0.666 having a positive correlation direction. While the significance value on the promotion, price, and product quality variables of 0.000 is smaller than 0.05 . The correlation coefficient value on the promotion, price, and product quality variables is between 0.60 - 0.799 indicating a strong relationship.

The results of the analysis of the table above show that: 1) There is a positive and significant influence of Promotion on the Purchase Decisions of *Shopee Marketplace Users*. with a correlation value of 0.735 and a significance value of  $0.000 < 0.05$ . 2) There is a positive and significant influence of Price on the Purchase Decision of *Shopee Marketplace Users* with a correlation value of 0.647 and a significance value of  $0.000 < 0.05$ . 3) There is a positive and significant influence of Product Quality on the Purchase Decisions of *Shopee Marketplace Users* with a correlation value of 0.666 and a significance value of  $0.000 < 0.05$ .

the Kendall-W test results can be presented in the following table:

**Table 7. Kendall -W Test Results**

| No. | Ranks | Mean Rank |
|-----|-------|-----------|
| 1.  | X1    | 2.34      |
| 2.  | X2    | 1.04      |
| 3.  | X3    | 3.80      |

**Table 8. Statistical Test**

| No. | N           | 100     |
|-----|-------------|---------|
| 1.  | Kendall's W | 0.796   |
| 2.  | Chi-Square  | 238,940 |
| 3.  | df          | 3       |
| 4.  | Asymp.Sig.  | 0,000   |

*the Kendall-W test* , it is known that there is an influence of promotion, price, and product quality on purchasing decisions as indicated by the W value of 0.796 with a positive correlation direction and it is known that  $X_{count} = 238.940$  is greater than  $X_{table} = 123.22522$  and the level of significance of the three independent variables together on the dependent variable can be seen from the Asymp.Sig value. which is 0.000. The W value contained in the *Kendall test calculation table* is 0.796 which is between the values 0.60 - 0.799 indicating a strong relationship.

### **Discussion of the Influence of Promotion on Purchasing Decisions**

The promotion variable is stated to be significant with a significance value of 0.000. This means that promotion has an important role for consumers to make purchasing decisions through *Shopee* . The positive correlation coefficient of 0.735 indicates that the promotion variable has a positive effect on the purchasing decisions of *Shopee users* .

Consumer attitudes and actions towards purchasing decisions are largely determined by promotions. This is because promotions are closely related to consumer purchasing decisions. When the promotion carried out by *Shopee* is in accordance with that expressed in advertising, then positive consumer behavior to buy the product will occur. However, if consumers do not feel the suitability of the promotion with the advertising carried out, then consumers are reluctant to make a purchasing decision. So, the more appropriate the promotion given is with the promotion in advertising, the higher the consumer's decision to buy.

This is in accordance with the results of research conducted by (Simanihুরু, 2019) entitled "The Influence of Promotion, Price, and Product Design on Purchasing Decisions for Honda Beat Motorcycles (Case Study: Honda Beat Motorcycle Users in the Community) Medan Tembung District)" proves that promotion has a significant influence on purchasing decisions. So, the formulated hypothesis can be accepted.

### **The Influence of Price on Purchasing Decisions**

The price variable is stated to be significant with a significance value of 0.000. This means that price plays an important role for consumers to make purchasing decisions through *Shopee* . The positive correlation coefficient of 0.647 indicates that the price variable has a positive effect on the purchasing decisions of *Shopee users* .

Consumer attitudes and actions towards purchasing decisions are largely determined by price. This is because price is the main factor that can influence a buyer to buy a product or service. The price determined in the purchasing process can help consumers decide to purchase

the product. Consumers will compare prices on *Shopee* with other *marketplaces* and if the price of the product on *Shopee* can provide a match with the funds desired by the consumer and the desired product quality, then the purchasing decision will occur. So, the suitability of the price with the quality of the product on *Shopee* affects the level of consumer decisions in purchasing.

This is in accordance with the results of research conducted by Fitri Azalia Nurrahma Effendi (2020) entitled "The Influence of Price, Trust, and Product Quality on *E-Commerce User Purchasing Decisions Shopee* (Case Study on Students in the Special Region of Yogyakarta)" proves that price has a significant influence on purchasing decisions. So, the formulated hypothesis can be accepted.

### **The Influence of Product Quality on Purchasing Decisions**

The product quality variable is stated to be significant with a significance value of 0.000. This means that product quality plays an important role for consumers to make purchasing decisions through *Shopee*. The positive correlation coefficient of 0.666 indicates that the product quality variable has a positive effect on the purchasing decisions of *Shopee users*.

Consumer attitudes and actions towards purchasing decisions are largely determined by product quality. This is because product quality is one of the measures consumers use to assess a product. Product quality is what determines whether a product can last a long time or not. So, the higher the level of product quality of an item, the higher the consumer's decision to buy.

This is in accordance with the results of research conducted by Yosephus Galih Primadasa (2019) entitled "The Influence of Price, Product Quality, and Promotion on Consumer Decisions.

Purchase of Products on *the Marketplace Shopee* (Study on Employees of PT. Gramedia Printing Cikarang)" proves that product quality has a significant influence on purchasing decisions. So, the formulated hypothesis can be accepted.

### **The Influence of Promotion, Price, and Product Quality on Purchasing Decisions**

Based on the coefficient of determination, the *Adjusted R value is obtained Square* which aims to see the magnitude of the influence of the relationship between the three variables, namely Promotion, Price, and Product Quality on the Purchasing Decision variable (Y) simultaneously, the *Adjusted R value can be seen. Square 64.8%*. This shows that the relationship between the Promotion, Price, and Product Quality variables to the Purchase Decision variable (Y) is relatively strong.

Meanwhile, the remaining 35.2 % is influenced by other factors that were not examined in this study.

Based on the results of the calculations that have been carried out, the results of hypothesis testing using *Kendall's Concordance* show that there is a positive and significant influence of promotion, price, and product quality on the purchasing decisions of *Shopee Marketplace users*, which is indicated by obtaining an  $X_{\text{count}}$  of 238.940 and obtaining  $X_{0.05:99}$  of 123.225. It is known that  $X_{\text{count}}$  is greater than  $X_{0.05:99}$  and  $W$  is obtained at 0.796 and is included in the level of strong correlation relationship, namely in the interval 0.60 - 0.799.

This is in line with research conducted by (Marpaung, Arnold, Sofira, & Aloyna, 2021) which shows that promotion, price, and product quality together have a positive and significant effect on purchasing decisions. This means that if promotion, price, and product quality are increased, it will result in high purchasing decisions. So, the formulated hypothesis can be accepted.

## 5. CONCLUSION

Based on the results of data analysis and discussion in the previous chapter, it can be concluded that: 1) There is a positive and significant influence of Promotion on *Marketplace User Purchasing Decisions. Shopee* on Accounting Education Students of Yogyakarta State University. This can be seen from the test results obtained a significance value of 0.000, significance is less than 0.05 ( Sig.<0.05), and a correlation coefficient value of positive 0.735. 2) There is a positive and significant influence of Price on *Marketplace User Purchase Decisions Shopee* on Accounting Education Students of Yogyakarta State University. This can be seen from the test results obtained a significance value of 0.000, significance is less than 0.05 ( Sig.<0.05), and a correlation coefficient value of positive 0.647. 3) There is a positive and significant influence of Product Quality on *Marketplace User Purchasing Decisions Shopee* on Accounting Education Students of Yogyakarta State University. This can be seen from the test results obtained a significance value of 0.000, significance is less than 0.05 ( Sig.<0.05), and a correlation coefficient value of positive 0.666. 4) There is a positive and significant influence of Promotion, Price, and Product Quality on *Marketplace User Purchasing Decisions Shopee* for Accounting Education Students Yogyakarta State University. This can be seen from the test results obtained  $X_{\text{count}}$  value of 238.940,  $X_{\text{count}}$  is greater than  $X_{0.05:99}$  ( $X_{\text{count}} > 123.22522$ ), and  $W$  value is positive 0.796. This study has limitations, including: 1) This study was only able to reveal 64.8% of the factors that influence the purchasing decisions of *Shopee users*, while 35.2% were other factors that were not examined in this

study. 2) The data in this study were taken using a closed questionnaire so that the researcher did not guarantee that the respondents answered the statements according to the actual situation. 3) The sample in this study was limited because it was only conducted on students of the Accounting Education Study Program, Faculty of Economics, Yogyakarta State University, batch 2019 and 2020. Based on this study, there are several suggestions that can be given by researchers, including: 1) Students should pay more attention to promotions and product prices on *Shopee* so that students get benefits from the products purchased according to the price paid. 2) Students should pay more attention to the quality of products on *Shopee* so that students feel satisfied with the goods after making a purchase through *Shopee*. 3) *This study provides information that the factors of Promotion, Price, and Product Quality on the Purchase Decisions of Shopee Marketplace Users on Accounting Education Students of Yogyakarta State University gave an Effective Contribution of 64.8 % . This result shows that Purchasing Decisions are not only influenced by the three variables studied in this study. Therefore, it is possible for other researchers to conduct research related to other variables related to Purchasing Decisions.*

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