

The Influence of Price Perception, Sales Promotion, and Consumer Confidence on Pinkyshop Online Purchase Decisions at Shopee Market Place

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Abstract:

This study aims to analyze the influence of price perception, sales promotion, and consumer confidence on pinkyshop online purchase decisions in the shoppe marketplace. The results of the study using primary data in the form of questionnaires to 115 Pinkyshop consumer respondents showed that there was a positive and significant influence between sales promotion and consumer confidence in purchasing decisions for Pinkyshop products. And there is a non-positive and insignificant influence on the price perception variable on purchasing decisions that means if prices rise then purchasing decisions will decrease, otherwise if prices fall then purchasing decisions will increase. Even so, the prices provided at pinkyshop in the shoppe marketplace are in accordance with the quality of the product and the price is almost similar to competitors. While sales promotions carried out to provide product information to consumers can improve purchasing decisions. Consumer confidence contributes the most than price perception and sales promotion. This shows that according to consumers, trust is caused by security, the information conveyed is accurate and there are various kinds of products in it. From this study found that of the many factors that can influence the occurrence of transactions through ecommerce, the trust factor is the key factor. Only customers who have trust will dare to make transactions through internet media, thus making consumers more confident to decide to shop at pinkyshop.

Keywords: Marketplace, Shoppe, Sales Promotion, Price Perception, Consumer Trust

INTRODUCTION

Today's very rapid technological advances will have an impact on the business world whose development is also experiencing an increase and competitive business competition. The development of the current era of globalization is in line with the development of retail companies. The development of an increasingly tight retail business will affect changes in consumer behavior. Consumers today are faced with a large selection of products to decide which one to buy.

According to Hootsuite and We Are Social, Indonesia's total population touches 274.9 million people. When there are 202.6 million internet users, it means that 73.7% of Indonesians have been touched by surfing in cyberspace. Not only Indonesian internet users increased, the number of connected mobile devices also jumped to 345.3 million and users who were active on social media (social media) various platforms increased by 10 million to 170 million.

E-Commerce is any activity that involves buying and selling carried out through electronic media. With the existence of e-commerce now, some people prefer to shop online rather than buying directly to the store because it is more effective.

In Indonesia itself, a lot of e-commerce has sprung up and many visitors. Nowadays many people use shoppe as a medium to shop via online, therefore it is a good opportunity to use Marketpalce shoppe as a medium to do business online.

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From the e-commerce visitor data in February 2021 above, it can be seen that the most e-commerce visitors are shopee e-commerce with 129,320,800 visitors. And the least visited is e-commerce Orami with 6,186,200 visitors.

In Indonesia, consumer behavior is changing, namely the way they buy. Because now many e-commerce are emerging, consumers prefer to buy online rather than buying directly to the store because it is more effective. Their strategy is one of the market strategies to win the competition in the market to increase sales.

From 2018 to 2021, Shopee users experienced an increase. With the increase will make consumers to make purchasing decisions. With the purchase decision, the assessment of a product sold on shopee will increase which can make other consumers participate in the purchase.

According to Kotler and Armstrong (2008) stated that price perception (price perception) is a value contained in a price related to the benefits of products or services. Pinkyshop itself has quite a competition in the Online shop category in the Marketplace shopee. The influence of price perception in Pinkyshop is quite much discussed by consumers and competitors, but Pinkyshop always maintains good prices in order to always be ahead of other competitors. That way whether Pinkyshop prices on Shoppe can affect the purchasing decisions of online buyers.

According to Abdurrahman (2015) stated that promotion is a short-term encouragement to motivate the purchase or sale of products or services. Promotion also determines the success of a program in marketing. Including Pinkyshop, the promotions carried out by Pinkyshop are also not just promotions, Pinkyshop conducts promotions with various promos in Events, for example, gebyar 12.12 in the shopee marketplace by providing discounts not only that promotions are carried out by making packaging price agreements, samples to contests and raffles (GiveAway).

Consumer trust is consumer confidence that certain individuals have integrity, can be trusted, and trusted people will fulfill all obligations in carrying out transactions as expected (Khotimah & Febriansyah, 2018). Consumer trust in a product can be formed by providing or delivering products as the specifications advertised on the company's website / website. Pinkyshop itself maintains the trust of its customers with reliability, care and credibility.

According to Kotler & Armstrong (2004), states that purchasing decisions are stages in the buyer's decision-making process where consumers actually buy. According to Kotler (2012) purchasing decision is a process where consumers go through five stages, namely introduction, search, evaluation, purchase decision, and post-purchase behavior. Pinkyshop itself provides a marketplace shopee where it is easier for consumers, Every consumer has considerations to make purchasing decisions including prices, promotions, and consumer confidence in a product. Online buying decisions are influenced by efficiency for search (fast time, easy to use, and easy search effort), value (competitive prices and good quality), and interaction (information, security, load time, and navigation) based on this theory, Pinkyshop has a shopee marketplace to make it easier for consumers to make purchasing decisions.

Based on the data above, it can be said that the Online business involving the shopee marketplace has its own market, here is an attachment of primary data from the sale of the Pinkyshop3 online store in the Shoppe marketplace.

Based on the analysis and description that has been described, it can be determined that the purpose of this study is to test

"The Influence of Price Perception, Sales Promotion, and Consumer on Pinkyshop Online Purchase Decisions on MarketPlaceShopee".

Problem Statement

Based on the above background, the following problems can be formulated:

1. Can price perception influence pinkyshop online purchase decisions on Shopee?

2. Whether promotion Sales get affect pinkyshop online purchase decision at Shopee?

3. Can consumer trust influence pinkyshop online purchase decisions at Shopee?

Research Objectives

Based on the formulation of the problem above, the author's goal

Is:

1. To analyze how influential price perception is on pinkyshop online purchase decisions at Shopee

2. To analyze how influential sales promotion is on pinkyshop online purchase decisions at Shopee

3. To analyze how influential consumer trust is on pinkyshop online purchase decisions at Shopee

Research Benefits

a. For Authors

This research is expected to provide opportunities to use the knowledge gained during college.

b. For enterprises

This research is to analyze the influence of price perception, sales promotion, and consumer confidence on pinkyshop online purchase decisions in the shopee market place, so that it can be used as a reference in determining marketing strategies and to increase industry profits.

c. For Others

Can be used as a reference for consideration or reference to carry out subsequent research using the same or related variables or with other variables.

RESEARCH METHODS

Object of Research

The object of research is Pinkyshop consumers who use the marketplace in the shoppe, which is something that is of concern in a study, The object of this research is targeted in research to get answers and solutions to problems that occur. The object of this research is Pinkyshop Online purchase decisions at Shopee which are influenced by price perception, sales promotion, consumer confidence.

Types of Research

1. Data sources and types

a. Data sources

The source of data in this study was obtained through respondents. Data is obtained by distributing questionnaires that are carried out randomly to Pinkyshop customers.

b. Data type

In this study, data was taken from primary data, primary data is data that is not available in file form. This data was dug up by researchers themselves by involving predetermined respondents. To obtain these data, researchers used questionnaires to be distributed to respondents obtained directly from the research location.

Population and Sample

a. Population

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Population is a set of objects that will be used as research material (study) with characteristics that have the same characteristics. Population according to Sugiyono (2004) is a generalization area consisting of objects / subjects that have certain quantities and characteristics set by researchers to be studied and then drawn conclusions. The population in this study is pinkyshop customers, which is as many as 115 people.

b. Sample

Sampling is a data collection procedure, where only part of the population is taken and used to determine the desired characteristics and characteristics of a population (Syofian Siregar, 2013: 56).

In this study, the author uses the following criteria: Pinkyshop E-commerce consumers who have transacted at Shoppe. In this study, the number of samples was determined by statistical calculation, namely by using the Slovin Formula. The Slovin formula will be used to determine the sample size of the known population of 135 consumers with a predetermined margin of error of 5%.

3. Data Collection Methods and Tools

In this study, researchers used a data collection method through the distribution of questionnaires which is the most important instrument to collect data by providing a number of questions in writing to respondents to answer. Researchers use the questionnaire method because it is the most effective and efficient data collection technique by knowing the variables to be measured and understanding what to expect.

RESULTS AND DISCUSSION

1. Description of Research Data

The object in this study is the Purchase Decision of products in the Online store "PINKYSHOP" in the Shopee market place which is allegedly influenced by price perception, sales promotion, consumer confidence.

The respondents are customers of the Online store "PINKYSHOP" in the Shopee marketplace. The target object of this study is customers of the online store "PINKYSHOP" in the Shopee marketplace.

a. History of PINKY SHOP

Established in 2013, starting from an online shop, then opened the first store in Kalibata City apartment in 2019 and developed into 2 retail stores by opening branches in Bandar Lampung and operational warehouses in South Jakarta.

b. Vision and Mission of the Company

Pinkyshop has a vision and mission in developing its business, namely:

Vision

Making pinkyshop grow and develop as online and offline co-shopping (boutiques, social media, marketplaces) that provide convenience and customer satisfaction throughout Indonesia.

Mission

1. Creating and building a co-shopping brand that provides a memorable shopping experience by doing excellent service through professional, fun and creative sales activities.
2. Giving benefit for every Customer and all employees.
3. Full of optimism, cheerfulness, comfort, and strong attraction.

2. Characteristics of Respondents

The characteristics of respondents are a description of the special characteristics possessed by respondents. In this study there were 115 respondents using SPSS 25 program tools.

a. Characteristics of Respondents Based on Gender

In this study there were 10 respondents with male gender or 8.7% of the total respondents and 105 female respondents or 91.3% of the total respondents.

b. Characteristics of Respondents Based on Age

In 115 respondents, the dominating age ranged from 25 to 30 years, which was 50 or 43.5% of the total respondents. There were 21 respondents aged 17-24 years or 18.3% of the total respondents, there were 26 respondents aged 31-35 years or as many as 26% of the total respondents and 18 respondents aged over 35 years or 15.7% of the total respondents.

c. Characteristics of Respondents Based on Occupation

In 115 respondents, the dominating job was private employees, which was 49 people or 42.6% of the total respondents. For respondents with labor jobs as many as 3 respondents or 2.6% of the total respondents, respondents with housewives jobs as many as 11 people or 9.6% of the total respondents, respondents with student jobs or students as many as 12 people or 10.4% of the total respondents, and other jobs as many as 40 people or 34.8% of the total respondents.

d. Characteristics of Respondents Based on Income

In 115 respondents, the majority of respondents had an income of Rp 3,000,000 – Rp 5,000,000 which is 70 respondents or 60.9% of the total respondents. Respondents with income of IDR 1,000,000 – IDR 3,000,000 as many as 14 people or 12.2% of the total respondents, and for income of more than IDR 5,000,000 as many as 31 respondents or 27% of the total respondents.

3. Descriptive Analysis Results

Descriptive analysis is used to provide an overview of the tendency of respondents' answers in each given question. This can provide information about the perspective of customers of the online store "PINKYSHOP" in the Shopee market place on price perception, sales promotion, consumer trust and purchase decisions.

It is known that the total average of variable prices is 4.76. This result indicates that the price offered by the online store "PINKYSHOP" at the Shopee market place gets a very good value.

It is known that the total average of the sales promotion variables is 4.63. This result indicates that I believe the PinkyShop online store in the Shopee market place has good service quality in serving sales customers at the online store "PINKYSHOP" in the Shopee market place gets a good score known to the total average of the consumer confidence variable of 4.69. This result indicates that consumer trust in the online store "PINKYSHOP" on the Shopee marketplace gets a good value.

It is known that the total average of the purchase decision variables is 4.69. This result indicates that consumers' purchase decisions at the online store "PINKYSHOP" on the Shopee marketplace get good value.

4. Instrument Feasibility Test Results

The instruments used need to be carried out feasibility testing to ensure that the research instruments used are good for obtaining research data. The validity of the data obtained depends on the quality of the instruments used. There are two instrument feasibility tests, namely validity test and reliability test.

a. Validity Test

The validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure.

The criteria used to determine whether or not the questions in this questionnaire are valid with an error rate of 5% and df as much as 115, so that the r-table value is 0.195. If the r-count value > the r-table, then the question items are declared valid it can be concluded that all question items are declared valid because the r-count value > the r-table value.

b. Reliability Test

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Reliability tests are carried out on research variables that have been declared valid. A questionnaire is said to be reliable if a person's answers to statements are consistent or stable over time. A questionnaire is considered reliable if Cronbach's Alpha score > 0.60 .

Based on Cronbach's Alpha value in table 4.8, it can be concluded that each research variable has a very high level of reliability (reliability).

5. Classical Assumption Test Results

Testing classical assumptions forms the basis for the formation of regression models. In the OLS approach, the resulting model must meet the assumptions of normality, multicollinearity and heteroscedasticity.

a. Normality Test

The classical assumption test of normality is used to find out whether the research variable has a normal distribution or not. This normality test can use the statistics of the Kolmogorov-Smirnov test.

The data is declared normally distributed. This can be seen from the significance value of 0.106 which is more than 0.05.

b. Multicollinearity Test

The multicollinearity test aims to test whether in the regression model there is a correlation between independent variables. In a good regression model there should be no multicollinearity. Multicollinearity can be seen from the value of Variance Inflation Factor (VIF), if the VIF value is high (more than 10) then multicollinearity is stated.

It can be concluded that multicollinearity does not occur because all independent variables have a VIF value of less than 10.

c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual for all observations in the regression model. Decision-making basis for heteroscedasticity test:

- If there is a certain pattern then it indicates heteroscedasticity has occurred.
- If no clear pattern is formed and the dots spread above and below zero on the Y-axis, heteroscedasticity does not occur.

It can be concluded that the dots spread out randomly and do not form a specific pattern. This means that there are no symptoms of heteroscedasticity in the regression model.

6. Multiple Linear Regression Analysis Results

Multiple linear regression analysis is performed to see the relationship between more than one independent variable and the dependent variable.

The regression equation model formed is as follows:

$$Y = - 0.091X_1 + 0.340X_2 + 0.357X_3$$

These results indicate that consumer confidence has a relatively greater contribution to the imbalance of price perception and sales promotion to pinkyshop online purchase decisions in the shopee market place.

From the regression model above, the following conclusions can be drawn:

• Price Perception

The regression coefficient for the price perception variable (X_1) is 0.091 which means that every price increase will decrease the purchase decision by 9.1%. Price variables have a negative relationship with purchasing decisions. Price variables have no real effect in the level of significance of 5% so it is not a factor that influences purchasing decisions.

• Sales Promotion

The regression coefficient for the sales promotion variable (X_2) is 0.340 which means that each increase in sales promotion will increase purchasing decisions by 34%. Sales promotion

variables have a positive relationship with purchase decisions. The sales promotion variable has a real effect in the level of significance of 5% so that it becomes a factor that influences purchasing decisions.

• **Consumer Trust**

The regression coefficient for the consumer confidence variable (X3) is 0.357 which means that every increase in consumer confidence will increase purchasing decisions by 35.7%. Consumer confidence variables have a positive relationship with purchasing decisions. The variable of consumer confidence has a real effect in the level of significance of 5% so that it becomes a factor that influences purchasing decisions.

7. Hypothesis Testing Results

Hypothesis testing is carried out to prove whether the independent variable and the dependent variable have a real influence / relationship and to answer the problem formulation of this study. The hypothesis testing carried out is simultaneously and partially as follows.

a. Simultaneous Hypothesis Test

Simultaneous hypothesis tests were performed to prove the initial hypothesis of the effect of price (X1), sales promotion (X2) and consumer confidence (X3) as independent variables on purchasing decisions (Y) as dependent variables. Its decision making is carried out with a significance level of 5% as follows:

- If the F-Statistic > 0.05 , then there is no significant relationship between the independent variable and the dependent variable simultaneously.
- If the F-Statistic < 0.05 , then there is a significant relationship between the independent variable and the dependent variable simultaneously.

Based on table 4.10, it can be seen that the significance value is 0.000 or less than 5%. So it can be concluded that the independent variable has a significant effect on the dependent variable simultaneously.

b. Partial Hypothesis Test

A partial hypothesis test is used to find out whether the independent variable really has an effect on the dependent variable. Its decision making with a significance level of 5% is as follows:

- If the t-statistic > 0.05 , then there is no significant relationship between the independent variable and the dependent variable partially.
- If the t-Statistic < 0.05 , then there is a significant relationship between the independent variable and the dependent variable partially.

Based on table 4.10, it can be concluded that:

- The price perception variable has a significant value of 0.253 which is greater than the tolerable error limit of 5% ($\alpha = 0.05$), then H0 is accepted and H1 is rejected. It can be stated that the price perception variable has a non-positive and insignificant effect on the purchase decision variable.
- The sales promotion variable has a significant value of 0.001 which is smaller than the real rate of 5%. then H0 is rejected and H2 is accepted. It can be stated that the sales promotion variable has a positive and significant effect on the purchase decision variable.
- The sales promotion variable has a significant value of 0.000 which is smaller than the real rate of 5%. then H0 is rejected and H3 is accepted. It can be stated that the variable of consumer confidence has a positive and significant effect on the variable of purchase decisions.

c. Coefficient of Determination

The coefficient of determination describes how much the independent variable contributes that can explain the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable.

Based on table 4.10, it can be seen that the value of the coefficient of determination is 0.478. This means that 47.8% of purchasing decisions can be explained by independent variables

The Influence of Price Perception, Sales Promotion, and Consumer Confidence on Pinkyshop Online Purchase Decisions at Shopee Market Place namely price perception (X1), sales promotion (X2) and consumer confidence (X3). The other 52.5% can be explained by other variables outside the model.

The Influence of Price Perception on Purchasing Decisions

According to Kotler and Armstrong (2008) Price perception is the value contained in a price related to benefits and owning or using a product or service. Based on the results of research conducted by researchers can show that price perception is not positive and not significant to purchasing decisions, then it can be stated that price perception variables do not affect purchasing decisions. This can be shown in Test T, $T_{\text{calculate}} < T_{\text{table}}$ which shows that H_0 is accepted and H_1 is rejected. So it can be interpreted that if the price rises then the purchase decision will decrease, otherwise if the price falls then the purchase decision will increase.

The standardized regression coefficient for the price perception variable is 0.253 which means that price perception only has an influence on purchasing decisions by 25.3%.

Price perception is one of the determining factors in purchasing decisions because price is the most flexible part of the marketing mix and can change quickly. The more affordable the price, the better the customer satisfaction for the company.

The results of this study are in accordance with research conducted by Willy Wibowo Putra (2021) which shows that the results of price perception have a non-positive and insignificant effect on purchasing decisions

Sales Promotion to Purchasing Decisions

Kotler & Keller (2009: 219) state that sales promotion consists of a collection of incentive tools, large short-term systems, designed to stimulate faster or greater purchases of certain products or services by consumers or trade. Based on the results of research conducted by researchers can show that sales promotion has a positive and significant influence on purchasing decisions, then it can be stated that sales promotion variables affect buying decisions. This can be shown in the T, $T_{\text{count}} < T_{\text{table}}$ Test which shows that H_0 is rejected and H_2 is accepted. So it can be interpreted if the sales promotion carried out by a company to introduce its products as well as promotions are carried out to attract consumer attention, the number of promotions given is able to increase consumer interest by offering discounts / refunds, discount rates and free gifts.

The standardized regression coefficient for the sales promotion variable is 0.001, which means the promotion has an influence on purchasing decisions. Sales promotion variables have a positive effect on purchasing decisions, this means that promotions carried out by olshop have the potential to influence the purchase decisions of consumers who previously did not want to buy because of attractive promotions offered by olshop.

Sales promotion is one of the determining factors for the success of a marketing program. No matter how good a product is, if consumers don't know or haven't heard of it and aren't sure that the product has benefits for them, then they will never buy it. In promotional activities, the right strategies are needed so that the promotional activities carried out can achieve the target. Basically, the main purpose of promotional strategies and promotional activities is the same, namely influencing consumers to take advantage of the products or services offered.

The results of this study are in accordance with research conducted by mita sari tolan (2021) which shows that the results of sales promotion have a positive and significant effect on purchasing decisions.

Consumer Trust in Purchasing Decisions According to Mowen and Minor (2013: 201) Trust

The consumer is all the knowledge possessed by the consumer and all the inferences made by the consumer about the object, its attributes, and benefits. Based on the results of research conducted by researchers can show that consumer confidence has a positive and significant influence on purchasing decisions, then it can be stated that consumer trust variables affect purchasing decisions. This can be shown in the $T < T_{\text{table}}$ Test which shows that H_0 is rejected and

H3 is accepted. where consumers who buy online at Pinkyshop trust more because of fast consumer responses and items displayed according to the goods sold.

The standardized regression coefficient for consumer confidence is 0.000 which means consumer confidence has an influence on purchasing decisions. Consumer confidence contributes relatively much to price perception and sales promotion. This shows that according to consumers, trust is caused by security, the information conveyed is accurate and there are various kinds of products in it. From this study found that of the many factors that can influence the occurrence of transactions through ecommerce, the trust factor is the key factor. Only customers who have trust will dare to make transactions through internet media, thus making consumers more confident to decide to shop at pinkyshop.

The results of this study are in accordance with research conducted by Dian Permata Sari (2021) which shows that consumer trust has a positive and significant effect on purchasing decisions.

CONCLUSION

Research on the influence of price perception, sales promotion, and consumer confidence on pinkyshop online purchase decisions in the shoppe marketplace can be drawn several conclusions as follows: The Price Perception Variable (X1) has no positive and insignificant influence on Purchase Decisions (Y). This result gives that if the price rises then the purchase decision will decrease, conversely if the price falls then the purchase decision will increase. Even so, the prices provided at pinkyshop in the shoppe marketplace are in accordance with the quality of the product and the price is almost similar to competitors. The Sales Promotion variable (X2) has a positive and significant influence on Purchase Decisions (Y). This result provides that if the Sales Promotion is getting better, the purchase decision will increase, on the other hand, if the Sales Promotion is good, the purchase decision will decrease. Consumer Confidence (X3) has a positive and significant influence on Purchasing Decisions (Y). Consumer confidence contributes relatively much to price perception and sales promotion. This shows that according to consumers, trust is caused by security, the information conveyed is accurate and there are various kinds of products in it. From this study found that of the many factors that can influence the occurrence of transactions through ecommerce, the trust factor is the key factor. Only customers who have trust will dare to make transactions through internet media, thus making consumers more confident to decide to shop at pinkyshop.

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