



The Influence of the Price of Shopee Account @hijabbyaida on Consumer Purchase Decisions in Kudus City

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ABSTRACT

Currently, digital technology plays a crucial role in daily life, transforming the way people work, communicate, and obtain information. The digital era has created new opportunities in digital marketing, e-commerce, and tech startups. One business strategy in this era is using e-commerce platforms to accelerate business growth. This study examines the Shopee account @Hijabbyaida, focusing on the impact of pricing on consumer purchase decisions. Competitive pricing aligned with product quality can attract buyers. The research employs a quantitative method using questionnaires distributed to consumers of the Shopee account @Hijabbyaida. The results show that price significantly influences purchase decisions, with an r^2 value of 54.5%. Consumers tend to choose products from @Hijabbyaida because the prices are deemed appropriate. This study concludes that proper pricing and attractive promotions on e-commerce platforms like Shopee can enhance consumer purchase decisions, sales, and customer satisfaction.

INTRODUCTION

Today's more modern situation is indirectly brought about by the increasingly developing times, so many technologies are created to facilitate various human activities. The presence of the internet in the development of information and communication technology in one of the fields of technology is able to attract a lot of public attention. According to data released by the Indonesian Central Statistics Agency on September 7, 2022, the Indonesian population in 2021 had internet access as much as 62.1 percent. Data in 2021 from the results of the National Socio-Economic Survey presents a high level of information disclosure and acceptance of technological developments and changes in the information society. There is also a report on the 2022 Indonesian Internet Profile released by the Indonesian Internet Service Providers Association or APJII, stating that in 2022 internet users in Indonesia increased from the previous year. As many as 72.02 percent of the Indonesian population or 210 million people (Ministry of Communication and Information of the Republic of Indonesia, 2022). Digital technology in this era has become an important part of daily life, changing the way we work, communicate, and receive information (Tulungen et al., 2022). In addition, the digital era has also created many new opportunities for companies and industries, such as digital marketing, e-commerce, and technology startups. Along with the progress of the digitalization era, business actors must be willing to quickly adapt to technology so that these products sell well among consumers. One of them is the use of E-commerce platforms as a marketing tool.

According to ECEG Australia (Electronic Commerce Expert Group) e-commerce is a system that includes transactions through electronic media (Barkatullah & Teguh, 2005). It includes a variety of components and features that enable online transactions, such as product views, shopping carts, and checkout processing. Shopee is one of several e-commerce platforms that are widely used. The Shopee application is an application that is widely accessed by consumers for online shopping needs. Shopee began to be crowded in Indonesia at the end of May 2015 and began operating in June 2015. Shopee is a subsidiary from Singapore, namely Garena with its operations spread in various Southeast Asian regions, such as Singapore, Malaysia, Vietnam, Thailand, the Philippines and Indonesia. APJII data in 2020 states that Shopee has controlled 27.4% of online consumers in Indonesia and made it the number one marketplace in Indonesia (Wulandari et al., 2021). The use of the Shopee application in the fourth quarter of 2021 averaged 138.8 million website visitors per month, making it the most popular e-commerce platform in Indonesia. Shopee provides a variety of products that can be easily accessed by consumers around the world, including in the Holy City. An e-commerce platform that is very easy to understand in its use is Shopee. This application is able to make offline consumers move to online consumers, factors like this are usually because shopping online does not have to be complicated to leave the house, products are clearly posted from product descriptions, buyer reviews on online shopping platforms, consumers can read product reviews and recommendations from other buyers. Among the products that are in demand at Shoppe are local products, one of which is from the "Hijab

by Aida" brand. Hijabbyaida is a brand that specializes in marketing hijab products, clothing, hijab accessories, and mukena through the Shopee platform.

Hijabbyaida's products include various types of hijab and accessories that can meet the needs of consumers who want to look fashionable in accordance with the principles of Islamic dress. Hijabbyaida's offline store is located on Jalan Raya Besito, Pejaten, Bakalankrapyak, Kota Kudus District, Kudus Regency, Central Java with zip code 59314, Indonesia. the location of the Hijabbyaida store in the Holy City. The location is often referred to as the homestore of Hijabbyaida, because the location is quite invisible but when entering the homestore various women's needs are available and can also be called a paradise for the women of the holy city. Homestore Hijabbyaida provides a complete variety of Muslim clothing, hijab, accessories, mukena and others and is a comfortable place to shop. The sophistication of technology makes many people lazy to shop offline, so the existence of an e-commerce platform makes it easier for people to shop. Hijabbyaida is no exception which also uses the Shopee application as one of the e-commerce platforms as a medium to develop hijabbyaida's business to be able to reach all corners of Indonesia and expand to foreign countries. The shopee account @Hijabbyaida seen that the Shopee account followers have reached 558.5 thousand followers and the various features that online consumers will get are very many. The features in the Shopee application such as the example in the image above, namely discount vouchers on the Shopee account page @Hijabbyaida also make consumers satisfied with the online shopping experience. In addition, Shopee also has a free shipping program where we as consumers don't have to go out and spend gasoline to shop because the package will be delivered to your home without shipping fees. If Hijabbyaida has a consumer-friendly policy in this regard, then this can give confidence to buyers. Because Consumers often consider return and warranty policies when shopping online. The security of online transactions is very important. If Shopee and Hijabbyaida stores offer a safe transaction environment, this can provide a sense of comfort to consumers. In addition to the factors related to the Hijabbyaida store itself,

Shopee's reputation as an e-commerce platform can also influence purchase decisions. Consumers may be more likely to shop on platforms that they consider safe and reliable. The security and reliability of an e-commerce platform is able to help consumers make more informed decisions before buying hijab, to the consideration of very cheap prices and quality does not disappoint. Pricing in this case includes determining the price of a product or service involving setting prices that are adequate to generate profits, considering production costs, competition in the market, and customer perception of the value of the product or service. In practice, marketers must adjust and integrate pricing to match marketing goals and market needs. Success in managing a price in a market share can help companies achieve differentiation, efficiency, and good customer response. This is of course because price is an important element in a marketing mix and is often the main consideration for consumers when choosing the product or service they buy (Rahim & Mohamad, 2021).

When a consumer is considering buying a product or service, price is often a very important factor in their final decision. If the price is too high, consumers can choose not to buy the product or service, while if the price is too low, consumers can question the quality of the product or service. One example of the Hijabbyaida pashmina product which became one of the best-selling products with the original price of IDR 50,000 to IDR 24,900 with premium quality, the product sold more than 10 thousand buyers. Therefore, the price must be set in such a way that it is in accordance with the quality and value of the goods or services offered. Consumers often compare the prices of products offered by various sellers before making a purchase decision. If the price of the product on the Shopee account "Hijabbyaida" is lower or competes with other sellers, then consumers are more likely to choose to buy from that account. Judging from the price alone, it is certain that purchases in Shopee accounts @Hijabbyaida cheaper because consumers can use the discounts provided, can get free shipping from Shopee, and payments can be COD. So that it does not demand the possibility of the influence of the price of the Shopee Hijabbyaida account to be one of the consumer decisions to shop. Based on the problems that often hinder consumers' decisions whether or not to buy the product comes from the price of the product, because the price listed is cheaper than other stores on the Shopee account. So in this study, the author is interested in researching "The Influence of Shopee Account Price @hijabbyaida on Consumer Purchase Decisions in the City of Kudus".

LITERATURE REVIEW

Shopee is a subsidiary from Singapore, namely Garena with its operations spread in various Southeast Asian regions, such as Singapore, Malaysia, Vietnam, Thailand, the Philippines and Indonesia. APJII data in 2020 states that Shopee has controlled 27.4% of online consumers in Indonesia and made it the number one marketplace in Indonesia (Wulandari et al., 2021).

METHODOLOGY

The method used in this study is a quantitative descriptive method. In this study, the descriptive method is used to describe or describe an object with the aim of making the reader have a deep understanding of the situation experienced by the author. This research will test the correctness of the hypothesis regarding the Influence of Shopee Account Price @hijabbyaida on Consumer Purchase Decisions in the Holy City. This research approach uses a quantitative approach. The research data obtained is in the form of measurable numbers. Data was collected through the use of questionnaires through the help of google forms to buyers of @hijabbyaida products on Shopee. Meanwhile, the population of this study is people who live in Kota Kudus District. The total population in this population is 88,635 people. The data source was taken from the Central Statistics Agency (BPS) of Kudus City in 2022. From this population, the Slovin formula is then used to produce the number of samples to be used.

$$\begin{aligned} \text{Number of samples} &= \text{Number of population} \\ &\text{Number of Population. } E 2 + 1 \\ &= 88.635 \\ &88.635 (0, 1) ^ 2 + 1 \\ &= 99.89 \\ &= \text{Rounded to} \\ &100 \text{ samples.} \end{aligned}$$

So, this study uses a sample of 100 people. Thus, the researcher at least took a sample of at least 100 respondents who were residents of the city Holy. The technique of drawing samples through a certain benchmark. This technique was chosen with the specific purpose of selecting a sample that conforms to the criteria set by the

Researchers. The researcher determined the following criteria:

1. Women and men who reside in the Holy City
2. Consumers have bought hijabbyaida products on Shopee.

The data obtained from the questionnaire was then analyzed and processed using the *Statistical Package for Social Science (SPSS)* version 26 application with data analysis techniques in the form of instrumental tests such as validity tests and reliability tests to find out how feasible the results of the questionnaire obtained were and hypothesis tests were carried out through tests normality, linearity test, and regression test to determine the relationship and influence between the fixed variable X (interpersonal communication) and the independent variable Y (self-efficacy) The hypotheses in this study are:

Ha : There is an influence of Price on consumer purchase decisions in online purchases on Shopee @hijabbyaida account

Q0 : There is no effect of Price on consumers' purchase decisions in online purchases on Shopee @hijabbyaida accounts

RESEARCH RESULT AND DISCUSSION

Data Description

This research was carried out in 2 stages, namely: the research instrument trial stage and the research data collection stage. Both stages of this research were carried out online through Google *Form* deployment. The criteria for this study are women and men who live in the city of Kudus and consumers have bought hijabbyaida products on Shopee, which collected 100 respondents in this study.

Test Instrument

The test of the research instrument was carried out on price questionnaires and purchase decisions consumers @Hijabbyaida in the city of Kudus. The trial stage was carried out to obtain the validity and reliability of the research measuring tool. Meanwhile, the data collection stage is carried out to obtain the normality of distribution and linearity and test the research hypothesis. This test was carried out using the SPSS Version 25.0 program which can be seen from the Table.

Table.1 Price Questionnaire Validity Test Results

Table 1 Hasil Uji Validitas Angket Harga

Nomor Item	Pearson Correlation	Signifikansi	Kesimpulan
Item 1	0.859	0,000	Valid
Item 2	0.634	0,000	Valid
Item 3	0.831	0,000	Valid
Item 4	0.662	0,000	Valid
Item 5	0.726	0,000	Valid
Item 6	0.802	0,000	Valid
Item 7	0.805	0,000	Valid
Item 8	0.654	0,000	Valid
Item 9	0.787	0,000	Valid
Item 10	0.803	0,000	Valid
Item 11	0.731	0,000	Valid
Item 12	0.652	0,000	Valid

From the results of the test against this price, it shows that of the 12 items tested, it turns out that all items are declared valid. This can be seen from the correlation value of each valid item which ranges from 0.634 – 0.859 with a value of $p = 0.000$. The valid data continues to be tested for its reality. This feasibility test aims to find out how consistent the questionnaire distributed by the researcher is. The results of the reliability test of this instrument obtained a value of *alpha Cronbach* coefficient of 0.928 which means greater than 0.70. Thus, this price questionnaire is declared reliable. The results of the reliability test of the instrument can be seen in the following table:

Table.2 Reliability Test Results of Price Questionnaire

Table 2 Hasil Uji Reliabilitas Angket Harga

Kaidah Pengujian	Nilai Cronbach Alpha	Kesimpulan
Nilai Cronbach Alpha > 0,70	0,928	Reliabel (Nilai Cronbach Alpha > 0,70, Nunnally, dalam Ghozali 2009)

Next, the results of the test of the Purchase Decision show that of the 18 items tested, it turns out that all 18 items are declared valid. This can be seen from the correlation value of each valid item which ranges from 0.679 – 0.936 with a value of $p = 0.000 - 0.001$. to the Price Questionnaire is as follows:

Table.3 Vability Test Results of Buyer Satisfaction Measure

Table 3 Hasil Uji Validitas Angket Keputusan Pembelian

Num or Item	Pearson Correlation	Signifk ansi	Kesi mp ulan
Item 1	0.712	0,000	Valid
Item 2	0.823	0,000	Valid
Item 3	0.666	0,000	Valid
Item 4	0.679	0,000	Valid
Item 5	0.755	0,000	Valid
Item 6	0.561	0,001	Valid
Item 7	0.811	0,000	Valid
Item 8	0.789	0,000	Valid
Item 9	0.774	0,000	Valid
Item 10	0.839	0,000	Valid
Item 11	0.716	0,000	Valid
Item 12	0.709	0,000	Valid
Item 13	0.712	0,000	Valid
Item 14	0.697	0,000	Valid
Item 15	0.815	0,000	Valid
Item 16	0.783	0,000	Valid
Item 17	0.798	0,000	Valid
Item 18	0.936	0,000	Valid

Meanwhile, from the results of the instrument reliability test, the value of the *alpha cronbach* coefficient was obtained of 0.956 which means greater than 0.70. Thus, this Purchase Decision questionnaire is declared reliable. The results of the reliability test of the instrument can be seen in the following table.

Table.4 Reliability Test Results of Buyer Decision Questionnaire

Table 4 Hasil Uji Reliabilitas Angket Keputusan Pembelian

Kaidah Pengujian	Nilai Cronbach Alpha	Kesimpulan
Nilai Cronbach Alpha > 0,70	0,956	Reliabel (Nilai Cronbach Alpha > 0,70, Nunnally, dalam Ghozali 2009)

Hypothesis Test

This hypothesis test was carried out through regression analysis to find and determine the correlation or influence between the independent variable to the bound variable, namely: between the product price variable from the Shopee account @hijabbyaida on the purchase decision of consumers in the Holy City. The rules used to see the influence are; If $p < 0.010$, the effect is very significant, if $p < 0.050$, the effect is significant, and if $p > 0.050$, the effect is insignificant. In the calculation, the test of this hypothesis will use the help of the SPSS Version 25 statistical program with the result of the regression coefficient value (B) Price of 1.093 with significance (p) = 0.000. Because the significance value (p) obtained is lower than 0.05 ($p < 0.05$), there is a very significant influence of product prices from Shopee @hijabbyaida accounts on consumer purchase decisions in Kota Kudus and the regression coefficient obtained is positive which indicates that there is a directly proportional influence between variable X and variable Y. Which means that every increase in the score on the variable Price per unit will be followed by an increase the score on the Purchase Decision variable is 1.093. Furthermore, the correlation value or relationship (r) obtained is 0.738. From this output, a coefficient of determination (R Square) of 0.545 was obtained, which means that the influence of the independent variable (Price) on the bound variable (Purchase Decision) is 54.5%. Based on the analysis of the regression coefficient value and significance value (p) above, it can be said that there is a positive and very significant influence of product prices from Shopee @hijabbyaida accounts on consumer purchase decisions in the Holy City. Thus, the hypothesis of this study can be accepted, namely that there is a positive and

very significant influence between the price of products from the Shopee account @hijabbyaida on consumer purchase decisions in the city of Kudus.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the descriptive analysis, it can be concluded that the price of the Shopee account @hijabbyaida has a positive influence on consumer purchase decisions in Holy City. The results of the study described in chapter 4 show that the majority of respondents responded "strongly agree" and "agree" to statements that represent price indicators. It can be concluded that the price indicator of the Shopee account @hijabbyaida has a significant influence on consumer purchase decisions in the city of Kudus. This influence is evident from the results of a simple linear regression analysis which shows that the regression value has a high influence on consumer purchase decisions, with a regression value of 0.000, which is less than 0.05. The influence or contribution of Shopee account price @hijabbyaida on consumer purchase decisions in Kudus City received an r square value of 0.545 or 54.5%. Meanwhile, there are still 45.5% other factors that affect respondents in deciding to buy. the results of the linearity test on the price variable and the purchase decision above, obtained a value of F with a significance value or p greater than 0.050. This means that the variance in the variable is linear. Thus, these two prerequisites for variance analysis have been met.

Based on the conclusion of the above research, suggestions can be submitted The suggestions are as follows:

For Hijabbyaida

The results of this study show that consumer purchasing decisions in Kudus City are greatly influenced by product price variables from Shopee @hijabbyaida accounts. Thus, to improve consumer purchasing decisions in Kota Kudus, the product prices offered from Shopee @hijabbyaida accounts must be in accordance with various factors that can increase consumer purchases. These factors include price affordability, price suitability with product quality, price suitability with benefits, and price competitiveness. This is important to ensure that consumers feel like they get the best value out of each of their purchases, so they are more likely to make repeat purchases and recommend products to others.

ADVANCED RESEARCH

For further research, the authors suggest exploring and looking for other factors that influence consumer purchasing decisions outside of the variables that have been studied. And added that the research city covers all of Indonesia so that you know which city has more potential in purchasing this hijab by aida product.

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