



The Influence of Online Prices and Promotions on Purchase Decisions on the Shopee Marketplace (Case Study at PT. Gucci Ratu Textile, Cimahi City, West Java)

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ABSTRACT

This research is motivated by the influence of online prices and promotions on purchasing decisions at the shopee marketplace. The research method used is quantitative with a descriptive and associative approach. With a population of 750 and a total sample of 88 taken using probability sampling technique. The unit of observation in this study is an employee at PT. Gucci Ratu Textile, City of Cimahi, West Java, which conducts online shopping activities on the shopee marketplace. This study uses multiple linear regression analysis as a data analysis technique and has carried out the validity and reliability of the instruments used in the study. The results showed that partially, the price variable had an effect of 75.61% on purchasing decisions at the shopee marketplace, while online promotions had an effect of 22.34%. Overall, online prices and promotions have an effect of 98% on purchasing decisions on the shopee marketplace, while 2% are influenced by other factors not examined in this study

INTRODUCTION

Consumers in terms of electronic transactions in Indonesia have been well accommodated by Law Number 8 of 1999 concerning Consumer Protection (UUPK) and Law Number 11 of 2008 concerning Information and Electronic Transactions (UU ITE) which have provided quite compatible protection. for consumers in conducting a sale and purchase transaction of moving goods through e-commerce. Regulations relating to consumer protection in electronic transactions include legal requirements for an e-commerce transaction, standard clauses, validity and authenticity of legal subjects, authenticity of legal subjects and behavior prohibited by business actors in promoting and producing goods and services that can be used as reference material in a transaction in e-commerce. (<https://www.Hukumonline.com/klinik/detail/review/lt50bf69280b1ee/perlindungan-konsumen-dala-e-commerce>, downloaded on December 26, 2022).

Entering the era of globalization makes life and technology experience significant changes, from traditional to modern for each generation. This is evidenced by the availability of various kinds of telecommunications equipment with high-level technology. The complexity of telecommunication technology at this level is also based on the human need to deal with various problems that are faced and resolved in a fast and short time. The technology that is still the trend in society today is cellular phones. Indonesia can be said to be included in the category of countries that have reached the modernization phase, especially in terms of marketing. This can be seen from the way his life is fulfilled and also the society at this time has changed a lot. Marketing a product or service is currently not only done by distributing brochures, participating in certain events, or promoting verbally, but can be done by utilizing one of the media, namely using the internet. The increasing demands of society on the internet have made the internet a primary need that must be met in order to be able to communicate and obtain information. Previously, before the development of technology, entrepreneurs carried out their activities both in business and purchasing, as well as in direct or face-to-face sales promotions.

Now selling transactions or buying something or shopping can be done online with the help of an application on a cell phone which then creates trading technology which has an impact on the progress of online trading that is attached to a system called a marketplace. Advances in internet-based technology have changed many people's lifestyles, especially in terms of online shopping habits through marketplace applications, one of which is the Shopee marketplace. Internet technology is one of the big market keys for business people to expand their market and increase sales by utilizing highly sophisticated media such as cell phones which are more practical to carry anywhere as a means of buying and selling transactions.

Consumers have various considerations in deciding to buy products or use services, especially online. Examples of some things to consider are prices, reviews and appearance of a product in a transaction. With reviews, consumers will find out information or experiences from other consumers who have purchased the product which will make a consideration for whether or not to buy

the product. Likewise with attractive product promotions with clear photos, videos, interesting variations that will influence consumer purchasing decisions. Because consumer needs and wants are always changing and tend to increase from time to time, companies must conduct marketing research to find out what consumers really need and want from their products.

Price is a consideration for consumers in choosing the product to be used. Because the problem of imperfect pricing can affect the amount of sales, profit levels, and market share that can be owned by the company. The fulfillment of consumer needs and desires is inseparable from the financial capabilities they have. So that consumers will look for prices that are in accordance with their financial capacity. For this reason, companies must be able to attract the attention of consumers by deciding the perfect price for the products they offer and the prices issued are in accordance with the quality used and their functions as a result of what is needed will encourage consumers to decide to purchase a product (Assauri 2015: 223).

Promotion has a positive and significant influence on purchasing decisions. The higher the promotion level, the higher the purchase decision. Attractive promotion will encourage many consumers to buy the product. Because advertisements are attractive to the minds of consumers to make consumers decide to buy a product (Buchari 2016: 187).

Based on the background above, the authors see a very clear phenomenon and are interested in conducting more in-depth research with the title "The Influence of Online Prices and Promotions on Purchase Decisions on the Shopee Marketplace (Case Study at PT. Gucci Ratu Textile, Cimahi City, West Java)".

THEORETICAL REVIEW

The Effect of Price on Purchasing Decisions

According to (Assauri 2015: 223) Price is a consideration for consumers in choosing the product to use. Because the problem of imperfect pricing can affect the level of sales, profit levels and market share that can be achieved by the company. The fulfillment of consumer needs and desires is inseparable from the financial capabilities they have. So that consumers will look for prices that are in accordance with their financial capacity. For this reason, companies must be able to attract the attention of consumers by deciding the perfect price for the products they offer and the prices issued are in accordance with the quality used and their functions as a result of what is needed will encourage consumers to decide to buy a product.

Based on previous research according to (Erpurini, Pratama, and Haryono 2022:470) entitled "The Effect Of Price And Free Shipping Tagline On Purchase Decision At E-Commerce Shopee (Study On Alumni Of Sman 13 Bandung)" or "The Influence of Price Tagline And Free Shipping on Purchase Decisions at Shopee E-Commerce (Sman 13 Bandung Alumni Study) "that the price and free shipping tagline have a significant effect on purchasing decisions at Shopee e-commerce.

Based on the results of the research above, it can be concluded that prices give rise to various interpretations in the eyes of consumers. Consumers have

different interpretations and understandings depending on personal characteristics (motivation, attitude, self-image, etc.), background (social, economic, demographic, etc.), experience (learning) and environmental influences. Therefore, the evaluation of the price of a product that is cheap, expensive or on average is not the same for everyone, because it depends on individual perceptions based on the environment and individual circumstances. Customers judge the price of a product not only based on absolute face value, but also the price perception.

H₁: There is a price effect on purchasing decisions on the Shopee marketplace.

The Effect of Online Promotion on Purchasing Decisions

According to (Buchari 2016: 187) promotion has a positive and significant influence on purchasing decisions. The higher the promotion level, the higher the purchase decision. Attractive promotion will encourage many consumers to buy the product. Because attractive advertisements in the minds of consumers make consumers decide to buy a product.

According to previous researchers (Allaoui mohammed elhassen, Tidjani chemseddine n.d.: 443) entitled "The Influence of Quality Products, Price, Promotion, and Location to Product Purchase Decision on Nitchi At PT. Jaya Swarasa Agung in Central Jakarta (Allaoui mohammed elhassen, Tidjani chemseddine n.d.:443)" said that product quality, price, promotion and location simultaneously have a positive and significant effect on purchasing decision variables.

Based on the results of the research above, it can be concluded that promotion is very influential in the purchasing decision process, because the more attractive the promotion is, the more attractive it is for consumers to buy the product.

H₂: There is an influence of online promotions on purchasing decisions on the Shopee marketplace.

The Effect of Online Prices and Promotions on Purchasing Decisions

According to (Buchari 2016: 96) says that "purchasing decision is a decision that can be taken by consumers who can be influenced by technology, financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people and process, and therefore can produce a consumer behavior that aims to process various information and produce conclusions in the form of responses that appear to buy a product. This stage begins when a consumer feels a need (search for a problem). After identifying these needs, consumers search for information about the desired needs, after searching for information, these consumers find several alternative product choices, then choose about these products and make decisions regardless of what product they want to buy or not.

Based on research according to (Economics and Technology Management, Muhiban, and Karina Putri 2022: 265) entitled "The Effect of Product Display and Electronic Word of Mouth on Purchase Decisions at E-commerce Shopee (Case Study of Shopee Consumers at PT. Gucci Ratu Textile, Cimahi City) (Economics and Technology Management et al. 2022: 265)" reveals that Product Display and Electronic Word Of Mouth simultaneously have a significant positive effect on

purchasing decisions on e-commerce Shopee for Shopee consumers at PT. Gucci Ratu Textile Cimahi City.

Based on the results of the research above, it can be concluded that the price and promotion variables will influence a consumer's purchasing decision. Because consumers have their own views on brands that are in the preference group and the expectations of buyers to shop for brands they really like.

H₃: There is an influence of price and promotion on purchasing decisions on the Shopee marketplace.

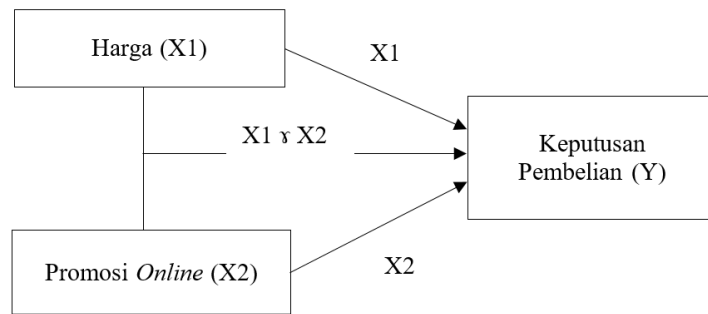


Figure 1. Research Paradigm

METHODOLOGY

Research Design

In this research using quantitative research methods with descriptive and associative approaches. The research method used in this research is descriptive and associative method. The purpose of using the descriptive method in this study is to see the description, conditions, fluctuations regarding the related variables, namely price, promotion and purchasing decisions. While the use of the associative method aims to see the relationship between the variables, namely price, promotion and purchasing decisions.

Population and Sampling Techniques

Population

The population of this research is Shopee employees or consumers at PT. Gucci Ratu Textile, Cimahi City, West Java, as many as 750 people.

Sample

Based on the results of the calculation of the slovin formula above, it was found that the result of the sample in this study was 88.23 which the researcher rounded up to 88 people as respondents.

Operational Research Variables

For more information, see the following table for working with variables :

Table 1. Operational Variables

Variable	Definition	Dimensions	Indicator	Scale	No. Grain
Price (X1)	Price can be interpreted as a number of values exchanged to obtain a product. In a business, price fixing is an obligation whose amount must be adjusted to the capabilities of a predetermined target market (Astuti and Matondang 2020:17).	Price Affordability	Prices shown are relatively affordable	Ordinal	1
			Prices displayed vary from the cheapest to the most expensive	Ordinal	2
		Price Compatibility With Product Quality	The price of the product offered varies depending on the quality of the goods	Ordinal	3
			Prices shown are as desired	Ordinal	4
		Price Competitiveness	There is a price difference if you buy in large quantities (wholesale)	Ordinal	5
			The marketplace offers much bigger discounts	Ordinal	6
		Price Compatibility With Benefits	Low price and many benefits	Ordinal	7
			There is a price reduction if the bill is paid	Ordinal	8

Variable	Definition	Dimensions	Indicator	Scale	No. Grain
			in advance or cash		
<i>Online Promotion</i> (X ₂)	Promotion is a form of marketing communication that seeks to disseminate information to influence, remind target markets to be willing to accept, buy and be loyal to the products offered by the company. Dimensions of promotion according to (Hasan 2013:764)	Information Dissemination	There is a free shipping program with a minimum purchase	Ordinal	1
			There are price discounts, cashback vouchers in the form of coins	Ordinal	2
		Affect consumers	There is a twin number sale event every month	Ordinal	3
			Referring to others through testimonials in the form of videos	Ordinal	4
		Target Market Improvement	Personal Selling	Ordinal	5
			Word of mouth through shopee live	Ordinal	6
		Loyalty	Make repeat purchases	Ordinal	7
			Buyer loyalty	Ordinal	8
	Purchasing decision is		Consumer decisions to	Ordinal	1

Variable	Definition	Dimensions	Indicator	Scale	No. Grain
Purchasing Decision (Y)	the stage in the buyer's decision-making process where consumers actually buy (Kotler and Armstrong, 2016: 179)	Product Selection	buy products with other purposes	Ordinal	2
		Brand Choice	Consumer decisions to buy products from certain brands	Ordinal	3
				Ordinal	4
		Dealer Choice	The consumer's decision to choose which dealer to visit	Ordinal	5
				Ordinal	6
		Purchase Time	Consumer decisions in choosing when to shop	Ordinal	7
				Ordinal	8
		Purchase Amount	Consumer decisions in the number of products to be purchased	Ordinal	9
				Ordinal	10
		Payment Method	The consumer's decision to use what payment method	Ordinal	11
				Ordinal	12

Source: Processed by Researchers, 2023

RESULTS

Research Result

Discussion of Price Variables on the Shopee Marketplace

Based on the results of research that has been conducted on 88 respondents through distributing questionnaires. Based on the frequency distribution and weighting of each indicator on the price variable, the data is known as follows:

Table 2. Research Category

Total Score Value	Category
88 - 157	Very Not Good
158 - 227	Not Good
228 - 297	Enough
298 - 367	Good
368 - 438	Very Good

Source: Data Processed by Researchers, 2023

Table 3. Price Variable Weight Recapitulation

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
The Price Affordability Dimension												
The product prices displayed on the marketplace are relatively more affordable.	28	140	30	120	29	87	1	2	0	0	349	Good
The prices displayed by marketplace shopee vary	22	110	35	140	31	93	0	0	0	0	343	Good
Price Compatibility With Product Quality												
The product prices offered by marketplace	20	100	37	148	30	90	1	2	0	0	340	Good

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category	
	SS (5)		S (4)		C (3)		TS (2)		STS (1)				
	F	B	F	B	F	B	F	B	F	B			
e shopee vary depending on the quality of the goods.													
The price shown by marketplace shopee is as desired.	33	165	40	160	15	45	0	0	0	0	370	Very Good	
Price Competitiveness													
There is a price difference if you buy in large quantities.	15	75	32	128	40	120	1	2	0	0	325	Good	
The marketplace offers much bigger discounts.	21	105	34	136	33	99	0	0	0	0	340	Good	
Price Compatibility With Benefits													
Shopee marketplace offers low prices.	25	125	43	172	20	60	0	0	0	0	357	Good	
The marketplace marketplace	20	100	37	148	31	93	0	0	0	0	341	Good	

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category	
	SS (5)		S (4)		C (3)		TS (2)		STS (1)				
	F	B	F	B	F	B	F	B	F	B			
e provides reduced costs.													
Product Feature Variable Average											346	Good	
Information:													
SS=Strongly Agree, S=Agree, C=Enough, TS=Disagree, STS=Strongly Disagree, F=Frequency, B=Weight													

Source: Data Processed by Researchers, 2023

Based on the frequency distribution table above, it can be concluded that the price variable consists of 8 statements with an average actual weight value of 346, this value is included in the good category because it is in the interval 298-367. The results above show the lowest actual weight value in the statement "There is a price difference if you buy in large quantities. with an actual weight value of 325. There is a statement with the highest actual weight value, namely the statement "The price displayed on the shopee marketplace is as desired." with an actual weight value of 370.

Discussion of Online Promotion Variables on the Shopee Marketplace

Table 4. Online Promotion Variable Weight Recapitulation

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Dimensions of Information Dissemination												
The shopee marketplace provides a free shipping program with a	33	165	37	148	18	54	0	0	0	0	367	Good

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category	
	SS (5)		S (4)		C (3)		TS (2)		STS (1)				
	F	B	F	B	F	B	F	B	F	B			
minimum purchase.													
The shopee marketplace provides discounts, cashback vouchers in the form of coins.	34	170	36	144	18	54	0	0	0	0	368	Very Good	
Influence Consumers													
The shopee marketplace holds a twin number sale event every month.	37	185	34	136	17	51	0	0	0	0	372	Very Good	
I'm interested in shopping at Shopee after seeing the video rating.	29	145	39	156	20	60	0	0	0	0	361	Good	
Target Market Improvement													
I received information that products on Shopee are currently on sale.	26	130	39	156	22	66	1	2	0	0	354	Good	

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
I got information about products sold through shopee live.	28	140	36	144	24	72	0	0	0	0	356	Good
Loyalty												
I am willing to wait from a certain brand.	23	115	39	156	26	78	0	0	0	0	349	Good
The products offered by the marketplace are of high quality.	21	105	39	156	28	84	0	0	0	0	345	Good
Average Online Promotion Variables											359	Good
Information :												
SS=Strongly Agree, S=Agree, C=Enough, TS=Disagree, STS=Strongly Disagree, F=Frequency, B=Weight												

Source: Data Processed by Researchers, 2023

Based on the frequency distribution table above, it can be concluded that the online promotion variable consists of 8 statements with an average actual weight value of 359, this value is included in the good category because it is in the interval 298 - 367. offered by a quality marketplace marketplace." with an actual weight value of 345. There is a statement with the highest score, namely the statement "Marketplace shopee holds a twin number sale event every month." with an actual weight value of 372.

Discussion of Purchase Decision Variables on the Shopee Marketplace

Table 5. Performance Variable Recapitulation

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Product Selection Dimensions												
I shop at Shopee because of the large selection of products provided.	2	1	3	1	2	8	1	2	0	0	34	Good
I shop at Shopee because of the interesting selection of products.	2	1	3	1	3	9	0	0	0	0	34	Good
Brand Choice												
Shopee provides a large selection of quality brands.	2	1	3	1	3	9	1	2	0	0	34	Good
Shopee provides a choice of brands according to market trends.	3	1	4	1	1	4	0	0	0	0	37	Very Good
Dealer Choice												
There is no doubt when I shop at Shopee.	1	7	3	1	4	1	1	2	0	0	32	Good
Shopee is a reliable online shopping distributor application.	2	1	3	1	3	9	0	0	0	0	34	Good
Purchase Time												
I shop at Shopee when I just need something.	2	1	4	1	2	6	0	0	0	0	35	Good
I had no trouble shopping at Shopee.	2	1	3	1	3	9	0	0	0	0	34	Good

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category	
	SS (5)		S (4)		C (3)		TS (2)		STS (1)				
	F	B	F	B	F	B	F	B	F	B			
Purchase Amount													
I made a repurchase of a product on Shopee.	26	130	39	156	226	66	120	0	0	0	0	354	Good
I do a lot of shopping on Shopee for a certain purchase amount.	28	140	36	144	244	72	0	0	0	0	0	361	Good
Payment method													
The payment methods offered by Shopee are complete.	23	115	39	156	268	78	0	0	0	0	0	349	Good
The payment methods that Shopee offers are easy to use.	21	105	39	156	284	84	0	0	0	0	0	345	Good
Average Purchase Decision Variable											348	Good	
Information :													
SS=Strongly Agree, S=Agree, C=Enough, TS=Disagree, STS=Strongly Disagree, F=Frequency, B=Weight													

Source: Data Processed by Researchers, 2023

Based on the frequency distribution table above, it can be concluded that the purchase decision variable consists of 12 statements with an actual weight average value of 348, this value is included in the good category because it is in the interval 298 - 367. The above results show the lowest actual weight value in the statement "There is no doubt again when I shop at Shopee." with an actual weight value of 325. There is a statement with the highest actual weight value, namely the statement "Shopee provides a choice of brands according to market trends." with an actual weight value of 370.

The Influence of Price on Purchasing Decisions at the Shopee Marketplace Case Study of Shopee Consumers at PT. Gucci Ratu Textile Cimahi City

To see the significance of the effect of price on purchasing decisions can be seen in the regression output below:

Table 6. Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.084	.799		1.357	.178
	Price	1.128	.036	.774	31.099	.000
	Online Promotion	.399	.038	.258	10.381	.000

Source: Data Processed by SPSS, 2023

Based on the results of the analysis from the table above, the coefficients of the regression equation can be explained as follows :

$\beta=1.084$

$X_1=1.128$

$X_2=0.399$

So that the multiple linear regression equation in this study is:

$$Y= 1.084 + 1.128 X_1 + 0.399 X_2$$

From these equations, it can be explained as follows:

1. The constant value $\beta_0 = 1.084$ means that it shows the magnitude of the purchase decision variable that is not affected by price or can be interpreted when the price value is equal to zero (0) or does not change, the value of the purchase decision is 1.084.
2. The regression coefficient for the price variable (X_1) is 1.128, meaning that price has a positive or direct relationship with the purchase decision.

The effect of price on purchasing decisions is obtained by the value of tcount $31.764 > t$ table 1.29147 with a price significance probability (X_1) at the level of 0.000. In accordance with the criteria if the significance value is <0.10 , then H_0 is rejected and H_1 is accepted, which means that prices partially have a significant effect on purchasing decisions on the Shopee marketplace for employees at PT. Gucci Ratu Textile Cimahi City.

The coefficient of determination serves to show how the variation in the value of the related variable is affected by the variation in the value of the independent variable. In other words, the coefficient of determination is used to measure how far the independent variable explains the dependent variable. The results of the coefficient of determination in this study are as follows:

Table 7. Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990 ^a	.980	.979	.99926
a. Predictors: (Constant), Online Promotion, Price				
b. Dependent Variable: Buying Decision				

Source: Data Processed by SPSS, 2023

Based on table 4.52 above, it shows that the correlation coefficient that supports the relationship between price (X₁) and online promotions (X₂) simultaneously on purchasing decisions (Y) is 0.980.

From the table above, it can be seen that the coefficient of determination (R²) is 0.980, meaning that the magnitude of the influence of online prices and promotions on purchasing decisions is the coefficient of determination (R² x 100%) or 98% and the remaining 2% is explained by other factors not examined in this study.

The Effect of Online Promotion on Purchase Decisions at the Shopee Marketplace Case Study of Shopee Consumers at PT. Gucci Ratu Textile Cimahi City

To see the significance of the influence of online promotions on purchasing decisions, it can be seen in the regression output below:

Table 8. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.084	.799		1.357	.178
	Price	1.128	.036	.774	31.099	.000
	Online Promotion	.399	.038	.258	10.381	.000

Source: Data Processed by SPSS, 2023

Based on the results of the analysis from the table above, the coefficients of the regression equation can be explained as follows:

$$\beta=1.084$$

$$X_1=1.128$$

$$X_2=0.399$$

So that the multiple linear regression equation in this study is:

$$Y= 1.084 + 1.128 X_1 + 0.399 X_2$$

From these equations, it can be explained as follows:

1. The constant value $\beta_0 = 1.084$ means that it shows the magnitude of the purchasing decision variable that is not influenced by online promotion or can be interpreted when the online promotion value is equal to zero (0) or does not change, the purchase decision value is 1.084.
2. The regression coefficient for the online promotion variable (X_2) is 0.399, meaning that online promotion has a positive or direct relationship with purchasing decisions.

The effect of online promotion on purchasing decisions is obtained by the value of $t_{count} 10.381 > t_{table} 1.29147$ with a significance probability of online promotion (X_2) at the level of 0.000. In accordance with the criteria if the significance value is < 0.10 , then H_0 is rejected and H_1 is accepted, meaning that online promotions partially have a significant effect on purchasing decisions on the Shopee marketplace for employees at PT. Gucci Ratu Textile Cimahi City.

To see the magnitude of the influence of each independent variable on the dependent variable, calculations are performed using the Beta x Zero Order x 100% formula. Beta is the standardized regression coefficient, while zero order is the partial correlation of each independent variable to the dependent variable. Using SPSS, the Beta and zero order values are obtained as follows:

Table 9. Partial Determination Coefficient (r^2)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	1.084	.799		1.357	.178			
Price	1.128	.036	.774	31.099	.000	.977	.959	.479
Online Promotion	.399	.038	.258	10.381	.000	.866	.748	.160

a. Dependent Variable: Buying Decision

Source: Data Processed by SPSS, 2023

Based on the table above, it can be calculated to obtain a partial effect of each variable as follows:

Price (X_1) : $0.774 \times 0.977 \times 100\% = 0.756198$ or 75.61%

Online Promotion (X_2) : $0.258 \times 0.866 \times 100\% = 0.223428$ or 22.34%

Based on the above calculations, it is known that the biggest influence of the price variable (X_2) is with a contribution of 75.61%, while the online promotion variable (X_1) has a contribution of 22.34%.

The Influence of Price and Online Promotion on Purchasing Decisions at the Shopee Marketplace Case Study of Shopee Consumers at PT. Gucci Ratu Textile Cimahi City

After the classical multiple linear assumptions have been examined and met, the next step is to test prices and online promotions on purchasing decisions on the Shopee marketplace, case studies of Shopee consumers at PT. Gucci Ratu Textile, Cimahi City.

The coefficient of determination serves to show how the variation in the value of the related variable is affected by the variation in the value of the independent variable. In other words, the coefficient of determination is used to measure how far the independent variable explains the dependent variable. The results of the coefficient of determination in this study are as follows:

Tabel 10. Determination Coefficient (R²)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990 ^a	.980	.979	.99926
a. Predictors: (Constant), Online Promotion, Price				
B. Dependent Variable: Determination Coefficient				

Source: Data Processed by SPSS, 2023

Based on table 10 above, it shows that the correlation coefficient that supports the relationship between price (X1) and online promotions (X2) simultaneously on purchasing decisions (Y) is 0.980.

From the table above, it can be seen that the coefficient of determination (R²) is 0.980, meaning that the magnitude of the influence of price and online promotion on purchasing decisions is the coefficient of determination (R² x 100%) or 98% and the remaining 2% is explained by other factors not examined in this study.

DISCUSSION

The Effect of Price on Purchasing Decisions at the Shopee Marketplace Case Study at PT. Gucci Ratu Textile Cimahi City

Based on the results of the partial test (t test) for price (X1) it shows that the tcount is 31.099 > ttable 1.29147 with a probability of price significance at the level of 0.000. In accordance with the criteria, if the significance value is <0.1 then H0 is rejected and H1 is accepted, meaning that price has a significant effect on purchasing decisions on the Shopee marketplace for Shopee consumers at PT. Gucci Ratu Textile Cimahi City. Consumers who shop online will search and compare the prices of products to be purchased on the internet or in the marketplace that will be used. This means that if the price is more attractive and in accordance with the wishes of consumers, the purchase decision will increase. The price variable contributes or influences the purchase decision by 75.61%.

According to (Assauri 2015: 223) Price is a consideration for consumers in choosing the product to use. Because the problem of imperfect pricing can affect

the level of sales, profit levels and market share that can be achieved by the company. The fulfillment of consumer needs and desires is inseparable from the financial capabilities they have. So that consumers will look for prices that are in accordance with their financial capacity. For this reason, companies must be able to attract the attention of consumers by deciding the perfect price for the products they offer and the prices issued are in accordance with the quality used and their functions as a result of what is needed will encourage consumers to decide to buy a product.

The results of this study are in line with previous research conducted by (Erpurini, Pratama, and Haryono 2022:470) entitled "The Effect Of Price And Free Shipping Tagline On Purchase Decision At E-Commerce Shopee (Study On Alumni Of Sman 13 Bandung)" or "The Effect of Price and Free Shipping Taglines on Purchasing Decisions at E-Commerce Shopee (Sman 13 Bandung Alumni Study)" that price and free shipping taglines have a significant effect on purchasing decisions at Shopee e-commerce.

Based on the results of the research that has been done, it can be concluded that price partially has a significant effect on purchasing decisions at the Shopee marketplace for Shopee consumers at PT. Gucci Ratu Textile Cimahi City. If it is more attractive and in accordance with consumer wishes, then consumer purchasing decisions will increase to shop online at Shopee.

The Effect of Online Promotion on Purchase Decisions at the Shopee Marketplace Case Study at PT. Gucci Ratu Textile Cimahi City

Based on the results of the partial test (t test) for Online Promotion (X2) it shows that the tcount is 10,381 > ttable 1.29147 with a significance probability at the 0.000 level. In accordance with the criteria if the significance value is <0.1 then H0 is rejected and H1 is accepted, meaning that online promotion has a significant effect on purchasing decisions on the Shopee marketplace for Shopee consumers at PT. Gucci Ratu Textile Cimahi City. The online promotion variable contributes or influences the purchase decision by 22.34%.

According to (Buchari 2016: 187) promotion has a positive and significant influence on purchasing decisions. The higher the promotion level, the higher the purchase decision. Attractive promotion will encourage many consumers to buy the product. Because attractive advertisements in the minds of consumers make consumers decide to buy a product.

According to previous researchers (Allaoui mohammed elhassen, Tidjani chemseddine n.d.: 443) entitled "The Influence of Quality Products, Price, Promotion, and Location to Product Purchase Decision on Nitchi At PT. Jaya Swarasa Agung in Central Jakarta (Allaoui mohammed elhassen, Tidjani chemseddine n.d.:443)" said that product quality, price, promotion and location simultaneously have a positive and significant effect on purchasing decision variables.

Based on the results of the research above, it can be concluded that online promotions partially have a significant effect on purchasing decisions on the Shopee marketplace for Shopee consumers at PT. Gucci Ratu Textile Cimahi City. If the information conveyed through digital media is trusted by consumers, then consumer purchasing decisions will increase to shop online at Shopee.

The Influence of Online Prices and Promotions on Purchasing Decisions on the Shopee Marketplace Case Study at PT. Gucci Ratu Textile Cimahi City

Based on the results of the simultaneous test (F test) the value of Fcount is $2062,942 > F_{table} 3.10$ with a significance value of $0.000 < 0.1$, then H_0 is rejected and H_1 is accepted, meaning that prices and online promotions simultaneously have a significant effect on purchasing decisions on the Shopee marketplace for Shopee consumers at PT. Gucci Ratu Textile Cimahi City. The correlation coefficient that supports the relationship between price and online promotion variables simultaneously on purchasing decisions is 0.980 with a determination coefficient of 98%.

According to (Buchari 2016: 96) says that "purchasing decision is a decision that can be taken by consumers who can be influenced by technology, financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people and process, and therefore can produce a consumer behavior that aims to process various information and produce conclusions in the form of responses that appear to buy a product. This stage begins when a consumer feels a need (search for a problem). After knowing these needs, consumers look for information about the needs they want, after searching for information, consumers find a number of alternative product choices which in the end the consumer will make a selection of an item and will make a decision whether the product wants to be purchased or not.

Based on research according to (Economics and Technology Management, Muhiban, and Karina Putri 2022: 265) entitled "The Effect of Product Display and Electronic Word of Mouth on Purchase Decisions at E-commerce Shopee (Case Study of Shopee Consumers at PT. Gucci Ratu Textile, Cimahi City) (Economics and Technology Management et al. 2022: 265)" reveals that Product Display and Electronic Word Of Mouth simultaneously have a significant positive effect on purchasing decisions on e-commerce Shopee for Shopee consumers at PT. Gucci Ratu Textile Cimahi City.

Based on the results of the research above, it can be concluded that online prices and promotions simultaneously have a significant effect on purchasing decisions on the Shopee marketplace for Shopee consumers at PT. Gucci Ratu Textile Cimahi City. This shows that the prices displayed and promotions provided through electronic media are able to influence consumer purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of data processing and discussion in this study, the authors can draw the following conclusions:

1. Prices are in the good category, but there are still weak aspects regarding the information that the prices of products sold by Shopee are somewhat more expensive than other online shops.
2. Online Promotion is included in the good category, but there are still weak aspects regarding the information that the quality of products sold by Shopee is not in accordance with actual conditions compared to other online shops.
3. The purchase decision is included in the good category, but there are still weak aspects regarding there is no doubt when you want to shop at Shopee, it is still not optimal.
4. Price partially has a significant effect on purchasing decisions on the Shopee marketplace for Shopee consumers at PT. Gucci Ratu Textile Cimahi City.
5. Online promotions partially have a significant effect on purchasing decisions on the Shopee marketplace for Shopee consumers at PT. Gucci Ratu Textile Cimahi City.
6. Online prices and promotions simultaneously have a significant effect on purchasing decisions on the Shopee marketplace for Shopee consumers at PT. Gucci Ratu Textile Cimahi City.

Recommendations

Based on the conclusions above, there are several suggestions that can be given by the author regarding the results or analysis and discussion in this study, as follows:

1. Shopee should review the difference in bidding prices for bulk purchases for several reasons such as individual needs and resources vary. What companies can do is to provide directions to sellers to update prices to suit the market, so that companies do not receive complaints that the purchase price will be different if they buy in large quantities so that consumers continue to make Shopee a reliable online shopping application. Because price is one of the factors that can influence consumer purchasing decisions.
2. Shopee needs to consider how online promotions should be carried out so that they are right on target according to the quality desired by consumers. So that the company does not receive complaints regarding product quality that does not match the promotions carried out or products displayed on the Shopee homepage, so that consumers continue to make Shopee a reliable online shopping application.
3. Shopee is expected to require buyers to always provide an assessment that is accompanied by photos and videos so that it is clearer and convinces other consumers to make purchases without hesitation.
4. Shopee is expected to be able to evaluate sellers regarding pricing policies with the benefits of products sold at Shopee so that they adjust to market prices and according to needs. If there are buyers who want to shop in

large quantities, they must be given minimum purchase requirements. Consumers who shop online will search and compare the prices of products to be purchased on the internet or in the marketplace that will be used. The wiser the price offered, the more consumers are interested in the products sold at Shopee, the stronger the consumer's desire to shop online at Shopee.

5. Shopee should maintain and evaluate the quality of both images in promotional activities such as shopee live, shopee video and display on the homepage, because it can influence consumer purchasing decisions, such as maintaining the quality of the products displayed and fast service that will satisfy consumers, and also maintain service quality, such as fast response chat service. If the information conveyed by other people in electronic media is highly trusted by consumers, then consumers will be more willing to shop online at Shopee.
6. Shopee should pay attention to checking buyers' complaints about the products being sold to evaluate the sellers so that the products being sold are in accordance with the usability and quality of what is offered in the product description because it can influence consumer purchasing decisions.

FURTHER STUDY

This research still has many shortcomings such as the influence of variables that may be less influential and need to be added, so further research is still needed on the topic of the effect of online prices and promotions on purchasing decisions.

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