

The Influence of Product Quality and KPOP Album Prices on Purchasing Decisions of the KPOP Community Via Shopee Application (Case Study of KPOP Customers in Bandung City)

Moh. Aep Nurjamad¹, Esti Winidya Gumati^{2*}

PASIM National University, Bandung

Corresponding Author: Esti Winidya Gumati estiwinidya2001@gmail.com

ARTICLE INFO

Keywords: Product Quality, Price, Purchasing Decisions

Received : 6 May

Revised : 10 June

Accepted: 17 July

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ABSTRACT

This research was conducted of the KPOP Bandung community on X (Twitter). The aim of this research is to find out how much influence the product quality and price of KPOP albums have on the purchasing decisions of the KPOP community via the Shopee application, either partially or simultaneously. The research methods used in this research are descriptive methods and associative methods. The sampling technique was by using purposive sampling of 213 populations and 139 respondents obtained from Yamane formula calculations. The analysis method uses path analysis, apart from that, validity and reliability test are also carried out on the research instruments. Based on the research results of the independent variables, namely product quality and price, it shows that there is an influence on the dependent variable, namely purchasing decisions, of 83,2%. The influence of product quality variables on purchasing decisions is 26,5% and the influence of price on purchasing decisions is 56,7%

INTRODUCTION

Music is part of a cultural element that cannot be separated and is even the most important element in a society, both traditional and modern. Almost all parts of the world are now familiar with music, films and culture from South Korea. The unique thing about KPOP is that it has many music genres and since the development of Korean Waves, many trends have been followed by fans.

Because KPOP fans are loyal fans, they tend to follow information about their idols, especially when their idols have just released a new album or single. In purchasing decisions, fans also prioritize the physical album they will buy. Technological developments greatly influence transaction law in the modern world. Transactions are fast and easy, and sellers and buyers can even transact without meeting. E-commerce is a transaction of exchanging goods between one another to meet daily needs digitally, and along with the development of science and information technology, online transaction systems make it easier for business people to interact via the internet and Shopee is an e-commerce -application-based commerce which is currently developing in Indonesia.

LITERATURE REVIEW

The Influence of Product Quality on Purchasing Decisions

According to (Ernawati, 2019, p. 19) product quality is one of the elements that influences purchasing decisions. Because product quality is an important aspect in making purchasing decisions, companies must focus on the quality of their products.

Previous research conducted by Moh Aep Nurjamad and Haneti Arumsari entitled *The Influence of Product Quality and Price on Purchasing Decisions* (2023). The research results show that the product quality variable and purchasing decision variable are partial at 33.6% and constant at 0.430, this shows that if product quality increases it will result in a purchasing decision of 0.430.

Likewise with research from Yuli Master Hutagalung, Handoyo Djoko Waluyo (2020) entitled *The Influence of Product Quality, Service Quality and Price on Purchasing Decisions (Case study of Benteng 2 Banyumanik Coffee)*. Product quality variables can influence consumer purchasing decisions for Benteng 2 Banyumanik Coffee. This shows that the more satisfying the quality of the products offered by Benteng 2 Banyumanik Coffee provided that there are competitors or other alternative coffee shop options to choose from. The results of the calculated t value (5,621) > t table (1,661) so that the influence of Service Quality (x2) on purchasing decisions (Y) of Benteg 2 Banyumanik Coffee consumers is accepted.

Based on the two studies above, researchers can conclude that product quality has a significant and positive effect on purchasing decisions.

H1: There is an influence between product quality on fans' purchasing decisions on Shopee.

The Influence of Price on Purchasing Decisions

According to Kotler and Armstrong in (Bairizki, 2017, p. 72) the higher the price, the lower the purchasing decision, conversely, if the price is low the purchasing decision changes to be higher. This certainly reminds entrepreneurs that careful calculations are required when making pricing policies.

Previous research was conducted by Ivan Putranto (2018) with the title The Influence of Product Quality and Price on Tupperware Purchasing Decisions (Case Study of Housewives in Kunciran Housing, Tangerang). Price (X2) on purchasing decisions (Y) is 49.7%. This shows that high prices will increase purchasing decisions. From hypothesis testing, the value of t count $>$ t table ($6.370 > 1.296$) is obtained, this is also proven by the significance of $0.000 < 0.1$. Thus, H_0 is rejected and H_1 is accepted, this shows that there is a partially positive and significant influence between price on purchasing decisions.

Likewise, the journal written by Herry Winoto TJ (2020) entitled The Influence of Product Quality and Price on Bobva Drink Purchase Decisions Mediated by Promotional Strategies (Case Study : Consumers of Chatime Tanjung Duren). Price has a positive and significant influence on purchasing decisions if mediated by promotional strategies. This is shown by the p -value ($0,037$) whis is lower that the significant role for consumers in making product purchasing decisions. With a promotional strategy in the context of price, for example, it can encourage consumers to buy products.

Based on the explanation above, researchers can conclude that proce has a significant and positive effect on purchasing decisions.

H2: There is an influence between the price of KPOP albums on fans' purchasing decisions through Shopee.

The Influence of Product Quality and Price on Purchasing Decisions

According to (Riyono, 2016, p. 98) product quality is the overall characteristics and characteristics of a product or service in terms of its ability to satisfy stated/implied needs.

According to (Tjiptono F., 2018, p. 218) price is the only element of the marketing mix that brings in revenue or earnings for the company.

According to (Kotler & Armstrong, 2016, p. 177) purchasing decisions are consumer behavior regarding how individuals, groups and organizations select, buy, use goods, services, ideas or experiences to fulfill their needs and desires.

Based on the results of research by Rifqi Sulthan Fahrezzy and Arlin Ferlina Moch. Trenggana (2019) states that there is a significant partial or individual influence between product quality on purchasing decisions where t calculated product quality is $2.746 >$ t table 1.984 so it can be stated that there is a significant influence between product quality variables on purchasing decision variables. And it also states that there is a significant partial or individual influence between price and consumer purchasing decisions where t count is $3,311 >$ t table 1.984 and this shows that the price variable has a partial or individual significant influence on consumer purchasing decisions.

Based on the results of research by Dewi Muliasari (2019), it is stated that product quality has a significant influence on purchasing decisions. This can be proven by obtaining a calculated t value $>$ t table or ($6,791 > 2,000$), thus the product quality variable has a significant influence on the purchasing decision variable.

Likewise, it is stated that price has a significant influence on purchasing decisions. This can be proven by obtaining t value > t table or (5,745 > 2,000), thus the price variable has a significant influence on the purchasing decision variable. H3: There is an influence between product quality and the price of KPOP albums on fans' purchasing decisions through Shopee.

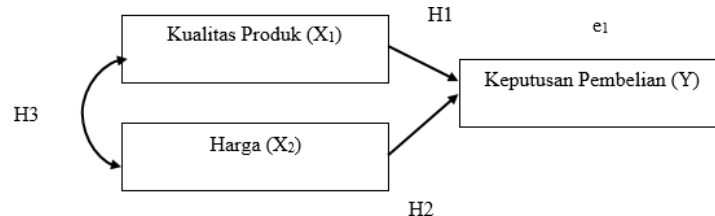


Figure 1. Research Paradigm

METHODOLOGY

Research Design

The research method use in this research is descriptive and associative method.

Population and Sampling Techniques Population

According to (Sugiyono, 2019, p. 126) defines that population is a generalized area consisting of objects or subjects that have certain quantities and characteristics that are determined by researcher to be studied and then draw conclusions. The population in this research was Shopee customers in Bandung City, totaling 213 respondents.

Sample

The purposive sampling technique selects a group of subjects based on certain characteristics that are considered to be related to the traits or characteristics of population to be studied. These characteristics are already known by researchers. So they only need to link the sample units based on certain criteria. Sampling uses the Yamane formula (Riduwan, 2015, p. 65) as follows:

$$n = \frac{213}{(213 (0,05)^2 + 1)}$$

$$n = \frac{213}{1,5325}$$

$$n = 138,98(139)$$

Based on the results of the above calculations, the number of samples in this study obtained a sample result of $n = 139$, namely the sample required in this study was 139 people.

Operationalization of Research Variables

Table 1. Operationalization of Research Variables

Variable	Definition	Dimensions	Indicator	Scale	Item
Product Quality (X1)	Product quality is the overall characteristics and characteristics of a product or service in terms of its ability to satisfy stated/implied needs. Riyono (2016:98)	Performance	Good quality KPOP album material.	Ordinal	1
			There is no damage/d effects in the KPOP album	Ordinal	2
		Durability	KPOP albums on Shopee have a long shelf life.	Ordinal	3
			Buy KPOP albums on the old edition of Shopee.	Ordinal	4
		Conformity to Specifications	The KPOP album concept is unique and eccentric	Ordinal	5
			The quality of the KPOP album images on Shopee is good and doesn't fade easily.	Ordinal	6
		Feature	KPOP Album works perfectly.	Ordinal	7
			Interest in the characteristics of KPOP albums.	Ordinal	8

		Reliability	KPOP albums will be	Ordinal	9
Variable	Definition		Indicator		
			satisfactor-y		
			for a certain		
			period as long		
			as there is no		
			damage.		
			KPOP album		
			products are		
			only		
			temporari-y		
			satisfying.		
			KPOP album		
			product		
			appearance works in		
			purchasing		
			decisions.		
			Purchasing KPOP albums		
			on Shopee is		
			not influenced by the		
		aestheti			

			price of the KPOP album on Shopee is in accordance with the quality of the product.	
			The price of KPOP albums sold on Shopee is cheaper because the quality is lower than offline purchases.	
Variable	Definition		Indicator	
			Benefits after buying a KPOP album on Shopee.	
			The price of KPOP albums sold on Shopee is in line with the benefits.	
			Affordability of KPOP album	

			discounts compared to other e-commerce.	
			Price comparison for KPOP album products sold on Shopee is cheaper than in offline stores.	
Purchase Decision (Y)	<p>Purchasing decisions are consumer behavior regarding how individuals, groups and organizations select, purchase, use goods, services, ideas or experiences to meet their needs and desires.</p> <p>Kotler & Armstrong (2016:177)</p>		The priority of purchasing KPOP albums on Shopee compared to purchasing other necessities.	
			The priority of purchasing	

			ng KPOP albums on Shopee over other KPOP mercha ndise .	
			Determi ning the decision to purchas e which album to buy depends on the idol.	
			Still buying KPOP albums even though it's not his idol.	
			Purchas e KPOP albums on Shopee at stores that are well known to the public.	
			Factors such as low prices, complet e KPOP albums, comfort in interacti ng with sellers,	

			customer reviews and others influence purchasing		
Variable	Definition		Indicator		
			decisions.		
			Purchase the KPOP album on Shopee which has just been released.		
			Purchase KPOP albums in your free time.		
			Buy as many KPOP albums as possible.		
			Just buy one KPOP album.		
			KPOP album payments use m-banking transactions or debit		

			cards.	
			The decision to purchase a KPOP album on Shopee is not influenced by the payment method.	

Source: Created by Research, 2024

RESULTS

Research Result

Descriptive Analysis Results

Table 2. Research Category

Weight Value	Category
139 - 250	Very unfavorable
251-362	Not Good
363-474	Fairly Good
475-586	Good
584-695	Very Good

Source: Processed by Research, 2023

Table 3. Descriptive Analysis of Product Quality (X1)

Statement	Alternative Answer, 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		
Performance												
Good quality KPOP album material.	38	190	34	136	26	78	24	48	17	17	469	Fairly Good
There is no damage/d effects in the KPOP album.	30	150	31	124	35	105	26	52	17	17	448	Fairly Good
Durability												
KPOP albums on Shopee have a long shelf life.	31	155	46	184	26	78	21	42	15	15	474	Fairly Good
Buy KPOP albums on the old edition of Shopee.	45	225	43	172	14	42	17	34	20	20	493	Good
Conformance to Specifications												
The KPOP album concept is unique and eccentric.	65	325	34	136	14	42	14	28	12	12	543	Good
The quality of the KPOP album images on Shopee is good and doesn't fade easily.	35	175	45	180	21	63	26	52	12	12	482	Good
Features												
KPOP Album works perfectly.	32	160	50	200	25	75	19	38	13	13	486	Good
Interest in KPOP album characteristics.	60	300	39	156	12	36	17	34	11	11	537	Good
Reliability												
	Alternative Answer, Frequency, and Actual Weight											

Statement	SS (5)		S(4)		C(3)		TS(2)		STS(1)		Actual Weight	Category
	F	B	F	B	F	B	F	B	F	B		
KPOP albums will be satisfactory for a certain period as long as there is no damage.	57	285	42	168	12	36	16	32	12	12	533	Good
KPOP album products are only temporarily satisfying.	19	95	35	140	33	99	33	66	19	19	419	Fairly Good
Aesthetics												
KPOP album product appearance works in purchasing decisions.	48	240	41	164	20	60	21	42	9	9	515	Good
Purchasing KPOP albums on Shopee is not influenced by the aesthetic elements of the album.	18	240	41	164	20	60	21	42	9	9	410	Fairly Good
Impression of Quality												
Satisfaction after purchasing and using KPOP albums on Shopee	39	195	47	188	19	57	20	40	14	14	494	Good
Information regarding the use of KPOP albums sold on Shopee is clear.	32	160	45	180	24	72	23	46	15	15	473	Fairly Good
Actual weight of Lowest Product Quality variable											410	Fairly Good
Average actual weight of the Product											48	Good

Quality variable	4	
Actual weight of the Highest Product	54	Good
Quality variable	3	

Source: Processed by Research, 2024

Information:

SS = Strongly Agree, S = Agree, C = Doubtful, TS = Disagree, STS = Strongly Disagree, F = Frequency, B = Weight

Based on the frequency distribution table, it can be concluded that the product quality variable which consists of 14 questions with an average actual weight value of 484 is included in the good category because it ranges between 475-586. The results above show the lowest actual weight value in the statement "Purchasing KPOP albums on Shopee is not influenced by the aesthetic elements of the album" with a weight value of 410, where consumers buying KPOP albums on Shopee look at the aesthetic elements of the album so that the aesthetic elements of KPOP albums influence consumer purchases. There is a statement that has the highest weight, namely "The KPOP album concept is unique and eccentric." With a weight value of 543, the unique and eccentric KPOP album concept is able to influence purchasing decisions.

In this way, a unique and eccentric album concept, for example having a design that is unusual and different from other idol concepts, can attract customers to buy it.

Table 4. Descriptive Analysis of Price (X2)

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		
Price Affordability												
The price of KPOP albums sold on Shopee is affordable.	30	150	38	152	32	96	25	50	14	14	462	Fairly Good
Ability to purchase KPOP albums onShopee.	43	215	41	164	24	72	14	28	17	17	496	Good
Price compliance with product quality												
The price of the KPOP album on Shopee is in accordance with the quality of the product.	32	160	46	184	31	93	17	34	13	13	484	Good

The price of KPOP albums sold on Shopee is cheaper because the quality is lower than offline purchases.	14	70	25	100	32	96	47	94	21	21	381	Fairly Good
Matching Price with Benefits												
Benefits after buying a KPOP album onShopee.	16	80	43	172	36	108	30	60	14	14	434	Fairly Good
The price of KPOP albums sold on Shopee is in line with the benefits.	22	110	48	192	25	75	29	58	15	15	450	Fairly Good
Prices according to ability or price competitiveness												
Affordability of KPOP album discounts compared to other e-commerce	27	135	49	196	24	72	27	54	12	12	469	Fairly Good
Price comparison for KPOP album products sold on Shopee is cheaper than in offline stores.	39	195	36	144	22	66	28	56	14	14	475	Good
Actual weight of Lowest Product Quality variable											381	Fairly Good
Average actual weight of the Product Quality variable											456	Fairly Good
Actual weight of the Highest Product Quality variable											496	Good

Source: Processed by Research, 2024

Information:

SS = Strongly Agree, S = Agree, C = Doubtful, TS = Disagree, STS = Strongly Disagree, F = Frequency, B = Weight

Based on the frequency distribution table above, it can be concluded that the price variable consists of 8 questions with an average actual weight value of 456, which is in the sufficient category because it ranges between 363-474. The results above have the lowest actual weight value in the statement "The price of KPOP albums sold on Shopee is cheaper because the quality is lower than offline purchases" with a weight value of 381, where the price of KPOP albums sold on

Shopee is more expensive than offline purchases because there are definitely additional costs such as shipping costs and application fees, especially the quality can be lower because usually it is no longer sealed or unsealed and some parts of the album are incomplete. There is a statement that has the highest weight, namely " Ability to buy KPOP albums on Shopee ." With a weight value of 496, KPOP customers in the KPOP community can buy KPOP albums on Shopee.

Table 5. Descriptive Analysis of Purchasing Decisions (Y)

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Categor y
	SS (5)		S(4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Product selection												
The priority of purchasing KPOP albums on Shopee compared to purchasing other necessities.	7	35	14	56	24	72	51	102	43	43	308	Not good
The priority of purchasing KPOP albums on Shopee over other KPOP merchandise .	18	90	31	124	28	84	42	84	20	20	402	Fairly Good
Brand Choice												
Determining the decision to purchase which album to buy depends on the idol.	70	350	27	108	10	30	16	32	16	16	536	Good
Still buying KPOP albums even though it's not his idol.	11	55	12	48	18	54	46	92	52	52	301	Not good
Dealer Choice												
Purchase KPOP albums on Shopee at stores that are well	56	280	39	156	14	42	17	34	13	13	525	Good

known to the public.													
Factors such as low prices, complete KPOP albums, comfort in interacting with sellers, customer reviews and others influence purchasing decisions.	73	36 5	28	11 2	8	24	20	40	1 0	1 0	55 1	Good	
Purchase Time													
Purchase the KPOP album on Shopee which has just been released.	14	70	28	11 2	35	105	46	92	1 6	1 6	39 5	Fairly Good	
Purchase KPOP albums in your free time.	17	85	40	16 0	41	123	34	68	7	7	44 3	Fairly Good	
Purchase Amount													
Buy as many KPOP albums as possible.	9	45	12	48	23	69	59	11 8	3 6	3 6	31 6	Not good	
Just buy one KPOP album.	28	14 0	35	14 0	26	78	34	68	1 6	1 6	44 2	Fairly Good	
Purchase Amount													
KPOP album	41	20 5	46	18 4	19	57	21	42	1 2	1 2	50 0	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			
payments use m- banking transactions or debit cards.													

The decision to purchase a KPOP album on Shopee is not influenced by the payment method.	38	190	37	148	21	63	28	56	15	15	472	Fairly Good
Actual weight of Lowest Product Quality variable											301	Not good
Average actual weight of the Product Quality variable											433	Fairly Good
Actual weight of the Highest Product Quality variable											551	Good

Source: Processed by Research, 2024

Information:

SS = Strongly Agree, S = Agree, C = Doubtful, TS = Disagree, STS = Strongly Disagree, F = Frequency, B = Weight

Based on the frequency distribution table, it can be concluded that the purchasing decision variable which consists of 12 questions with an average actual weight value of 433 is in the sufficient category because it ranges between 363-474. The result is that there is the lowest actual weight value for the statement "Still buying KPOP albums even though it's not your idol." with a weight value of 301, where KPOP customers prioritize purchasing KPOP albums according to the idols they like. There is a statement that has the highest weight, namely "Factors such as low prices, complete KPOP albums, comfort in interacting with sellers, customer reviews and so on influence purchasing decisions." With a weight value of 551, KPOP customers in the KPOP Community agree that the decision to purchase a KPOP album on the Shopee application is influenced by low prices, complete KPOP albums, interactive sellers and reviews from customers.

Correlations

Table 6. Correlations

		Product quality	K-POP Album Prices
Product quality	Pearson Correlation	1	\$1,890 **
	Sig. (2-tailed)		,000
	N	139	139
K-POP Album Prices	Pearson Correlation	\$1,890 **	1
	Sig. (2-tailed)	,000	
	N	139	139

Source: Data Processed by SPSS Version 23, 2024

Correlation is significant at the 0.01 level (2-tailed).

Based on table 6, the correlation coefficient found was 0.890 with two stars with a significance of 0.000, which is included in the very strong category. We can see this from the following table:

Table 7. Interpretation of Correlation Coefficients

Coefficient Interval	Relationship Level
0.00 - 0.199	Very low
0.20 - 0.399	Low
0.40 - 0.599	Currently
0.60 - 0.799	Strong
0.80 - 1,000	Very strong

Source: (Sugiyono, 2019, p. 246)

The table explains that the coefficient interval from 0.80 – 1.000 is in the very strong relationship level category. It can be said that there is a significant relationship between product quality and the price of KPOP albums if seen from the significance value of $0.000 < 0.05$.

The following statistical calculations were carried out using path model analysis or Path Analysis with the SPSS version 23 application program to determine the extent to which product quality influences the purchasing decisions of KPOP Community customers through the Shopee application.

Path Analysis

Table 8. Path Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,303	1,266		4,979	,000
Product quality	,214	,054	,306	3,964	,000
K-POP AlbumPrices	,784	,096	,629	8,146	,000

Source: Data Processed by SPSS Version 23, 2024

Dependent Variable: Purchase Decision

Path Analysis Calculation Results

1. Direct influence of X1 on Y

$$= (Pyx1) \times (Pyx1)$$

$$= (0.306) \times (0.306)$$

$$= 0.093636$$

$$\begin{aligned} & 2. \text{ Indirect influence of X1 on Y} \\ & = (P_{yx1}) \cdot (r_{x1x2}) \cdot (P_{yx2}) \\ & = 0.306 \times 0.890 \times 0.629 \\ & = 0.17130186 \\ & 3. \text{ Total influence of X1 on Y} \\ & = (P_{yx1}) \cdot (P_{yx1}) + (P_{yx1}) \cdot (r_{x1x2}) \cdot (P_{yx2}) \\ & = (0.306) \times (0.306) + 0.306 \times 0.890 \times 0.629 \\ & = 0.26493786 \text{ (26.5\%)} \end{aligned}$$

Based on table 4.11, the results show that the calculated T value is 3.964 with a significance level of 0.000. T table with degrees of freedom ($df = n - k - 1 = 139 - 2 - 1 = 136$) and error level set at 5%, then the t table is 1.977561.

From these calculations, t count is $3.964 > t \text{ table } 1.977561$. In conclusion, product quality variables have a significant influence on purchasing decisions.

The Influence of KPOP Album Prices on Purchasing Decisions

To find out how much influence the price of a KPOP album has on the purchasing decision of the KPOP Community via the Shopee application, statistical calculations were carried out using a path analysis model with the help of the SPSS version 23 application program with the following results:

$$\begin{aligned} & 1. \text{ Direct influence of X2 on Y} \\ & = (P_{yx2}) \cdot (P_{yx2}) \\ & = (0.629)^2 \\ & = 0.395641 \\ & 2. \text{ Indirect effect of X2 on Y} \\ & = (P_{yx2}) \cdot (r_{x1x2}) \cdot (P_{yx1}) \\ & = 0.629 \times 0.890 \times 0.306 \\ & = 0.17130186 \\ & 3. \text{ Total Effect of X2 on Y} \\ & = 0.395641 + 0.17130186 \\ & = 0.56694286 \text{ (56.7\%)} \end{aligned}$$

Based on table 4.11, it is known that the calculated t value is 8.146 with a significance level of 0.000. T table with 136 degrees of freedom and an error level set at 5%, the t table is 1.977561.

From the calculation above, t count is $6.860 > t \text{ table } 1.977561$ which shows that the price variable has a significant effect on purchasing decisions.

The Influence of Product Quality and KPOP Album Price on the KPOP Community's Purchasing Decisions via the Shopee Application

The magnitude of the influence of product quality and KPOP album price on purchasing decisions simultaneously/together can be determined by calculating the coefficient of determination after knowing the value of R^2 . This value can be seen from table 4.12 with the R square value, which is the value used for how big the influence of other variables is.

R Square Value

Table 9. R Square Value

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,912 ^a	,832	,830	4,274

Source: Data Processed by SPSS Version 23, 2024

Predictors: (Constant), K-POP Album Price, Product Quality
 Predictors: (Constant), K-POP Album Price, Product Quality

Based on table 4.52, the coefficient of determination (KD) is as follows:

$$\begin{aligned}
 KD &= R^2 \times 100\% \\
 &= 0.832 \times 100\% \\
 &= 83.2\%
 \end{aligned}$$

So these results explain that the influence of product quality and price of KPOP albums on purchasing decisions simultaneously/together is 83.2%. As seen from the calculation of the total influence of X1 on Y and the total influence of X2 on Y as follows:

$$\begin{aligned}
 \text{Total influence (joint influence)} &= \text{Total Influence X1} + \text{Total Influence X2} \\
 &= 0.26493786 (26.5\%) + 0.56694286 (56.7\%) \\
 &= 0.83188072 = 83.2\%
 \end{aligned}$$

The R2 value obtained is 0.832, which means that 83.2% of the variation in the dependent variable or Y is influenced by the dependent variable, and the remaining 16.8% (1 - 0.832) is influenced by other things outside the variable.

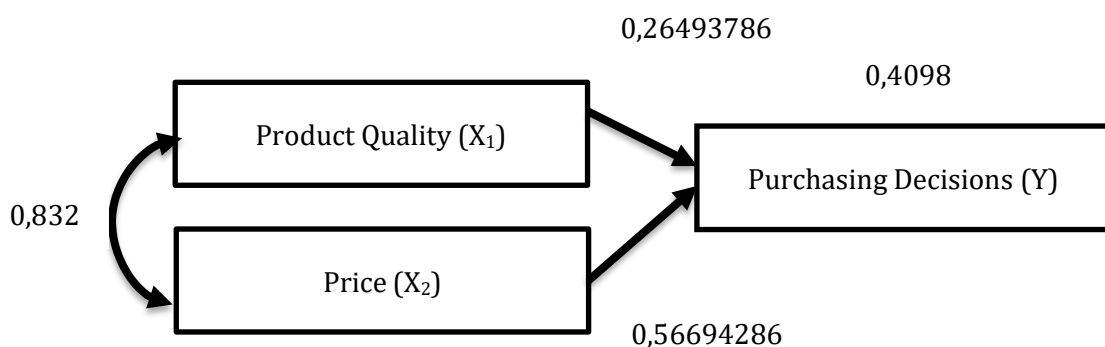
Meanwhile, the residual coefficient value is calculated as follows:

$$p_{y1\mu1} = \sqrt{1 - R^2_{YX1X2}}$$

$$p_{y1\mu1} = \sqrt{1 - 0,832}$$

$$p_{y1\mu1} = 0,4098$$

From these calculations, the structural equation values can be obtained as follows: $Y = 0.26493786 X_1 + 0.56694286 X_2 + 0.4098 U$



Source: Primary Data Processed Results, 2024

F Test

Table 10. F Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	12303,084	2	6151,542	336,753	,000 ^b
	Residual	2484,340	136	18,267		
	Total	14787,424	138			

Source: Primary Data Processed Results, 2024

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), K-POP Album Price, Product Quality

Based on the F test results table, the calculated F value is 336.753 with a significance level of 0.000. F table with 136 degrees of freedom and an error level of 5%, then F table = 3.06. From these calculations, F count > F table (336.753 > 3.06) which means that the product quality variables (X1) and KPOP album price (X2) have a significant effect on purchasing decisions (Y).

DISCUSSION

How to the Quality of KPOP Album Products on the Shopee Application

Based on the results of descriptive data processing, it can be concluded that the product quality variable consists of 14 questions with an average actual weight of 484. This value is in the good category because it ranges between 475-586. These results show the lowest actual weight value in the statement " Purchasing KPOP albums on Shopee is not influenced by the aesthetic elements of the album" with a weight value of 410. And there is also a statement with the highest weight value, namely "The KPOP album concept is unique and eccentric." with an actual weight value of 543.

Based on the results of research and data processing, it is known that the KPOP album product quality variable in the Shopee application is in the good category, the highest actual weight, where the unique and eccentric KPOP album concept is able to make customers make purchasing decisions in the Shopee application.

How to Price KPOP Albums on the Shopee Application

Based on the results of descriptive data processing, it can be concluded that the price variable consists of 8 questions with an average actual weight of 456. This value is in the sufficient category because it ranges between 363-474. These results show the lowest actual weight value in the statement "The price of KPOP albums sold on Shopee is cheaper because the quality is lower than offline purchases " with a weight value of 381. And there is also a statement with the highest weight value, namely " Ability to buy KPOP albums on Shopee " with actual weight value 496. Based on the results of research and data processing, it is known that the price variable for KPOP albums in the Shopee application is in the sufficient category, the highest actual weight is the ability to buy KPOP albums at Shopee which influences purchasing decisions enough to make consumers buy KPOP albums at Shopee.

How to the Decision to Purchase KPOP Albums on the Shopee Application

Based on the results of descriptive data processing, it can be concluded that the purchasing decision variable consists of 12 questions with an average actual weight of 433. This value is in the sufficient category because it ranges between 363-474. These results show the lowest actual weight value in the statement " Still buy KPOP albums even though it's not their idol " with a weight value of 301. And there is also a statement with the highest weight value, namely "Factors such as cheap prices, complete KPOP albums, comfort in interacting with sellers, customer reviews and others influence purchasing decisions" with an actual weight value of 551.

Based on the results of research and data processing, it is known that the decision variable to purchase a KPOP album on the Shopee application is in the sufficient category, the highest actual weight being factors such as cheap prices, complete KPOP albums, interactive sellers on Shopee and reviews of customers who have purchased on the Shopee application. enough to influence consumer purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

1. From the results of respondents' responses to the assessment of the product quality variable (X1), an average of 484 was obtained, in the good category. The highest respondent assessment lies in the statement "The KPOP album concept is unique and eccentric". Meanwhile, the lowest respondent rating lies in the statement "Purchasing KPOP albums on Shopee is not influenced by the aesthetic elements of the album". This shows that the quality of KPOP album products on Shopee has a unique and eccentric concept so that consumers are interested.
2. From the results of respondents' responses to the price of KPOP albums, it shows an average weight value of 456, in the sufficient category. The highest respondent assessment lies in the statement that "Ability to buy KPOP albums on Shopee". Meanwhile, the lowest respondent assessment lies in the statement "The price of KPOP albums sold on Shopee is cheaper because the quality is lower than offline purchases." This shows that the price of KPOP albums on Shopee is affordable.
3. From the results of respondents' responses to purchasing decision assessments, it shows an average weight value of 433, in the sufficient category. The highest respondent assessment lies in the statement that "Factors such as low prices, complete KPOP albums, comfort in interacting with sellers, customer reviews and so on influence purchasing decisions." Meanwhile, the lowest respondent rating lies in the statement "Still buying KPOP albums even though it's not their idol." " This shows that the purchasing decisions of KPOP customers in the KPOP community via the Shopee application are influenced by price, complete KPOP album contents, interactive sellers and positive customer reviews.
4. The influence of the independent variable product quality (X1) on the purchasing decision variable (Y) in total produces a value of 26.5%. This shows that the product quality variable has an influence on purchasing decisions.
5. The influence of the independent variable price (X2) on purchasing decisions (Y) in total produces a value of 56.7%. This shows that the price variable has an influence on purchasing decisions.
6. The results of the R² calculation obtained a coefficient of determination value of 0.832 which shows that it is 83.2%. The ability of the model or all independent variables used in this regression equation together is able to contribute to purchasing decisions by 83.2%.

Recommendations

- To improve the quality of KPOP album products, it is recommended:
 - a. According to respondents, the quality of KPOP album materials is sufficient, so it is better to shop KPOP Fanstore Those at Shopee must ensure that the quality of the KPOP album material is chosen by trusted suppliers and employees in the production and warehouse departments must be given training.

- b. According to respondents, the presence of damage/defects in KPOP albums is considered sufficient, so the KPOP Fanstore shop on Shopee should ensure that the KPOP albums sold are not damaged or defective by carrying out a thorough quality check before delivery, as well as using safe and protective packaging. The team in the packaging department must also be skilled in packing goods so that they are not damaged until they reach the customer.
 - c. According to respondents, KPOP albums on Shopee have sufficient durability, so the KPOP Fanstore on Shopee should provide customers with proper care tips for the packaging .
 - d. According to respondents , KPOP album products are only satisfactory for a while, so it is best for the KPOP Fanstore shop on Shopee to keep in touch with customers by providing the best service and interesting information about other albums.
 - e. According to respondents, purchasing KPOP albums on Shopee is quite influenced by the aesthetic elements of the album, so the KPOP Fanstore shop on Shopee should be able to increase sales of KPOP albums by providing clear and attractive images and providing detailed information regarding the design and visual elements of the album so that it attracts more people. buyers who may be interested in the aesthetic aspect.
 - f. According to respondents, the information regarding the use of KPOP albums sold on Shopee is quite clear, so it would be better for the KPOP Fanstore store on Shopee to add a more detailed usage guide to maintain product quality in the long term.
- To increase KPOP album sales turnover related to price, it is recommended:
 - a. According to respondents, the price of KPOP albums sold on Shopee is quite affordable, so the KPOP Fanstore shop on Shopee should offer regular promotions or discounts and provide bundling packages with other merchandise to attract more customers without sacrificing profits.
 - b. According to respondents, the price of KPOP albums sold on Shopee is quite cheap because the quality is lower than offline purchases, so the KPOP Fanstore shop on Shopee should be able to overcome this perception by providing reviews from previous customers who praise the quality of the product, which can also help build customer trust in the quality of the albums sold on Shopee.
 - c. According to respondents, after purchasing a KPOP album on Shopee it provides sufficient benefits, so the KPOP Fanstore shop on Shopee can increase the benefits after purchasing a KPOP album by offering good after sales service , such as a satisfaction guarantee, fast complaint handling, and good customer support. responsive. They can also provide exclusive bonuses such as photocards or additional merchandise , to provide added value for customers.
 - d. According to respondents, the price of KPOP albums sold on Shopee is sufficient In accordance with the benefits received, it is best for the KPOP Fanstore shop on Shopee to continue to maintain the price of KPOP albums in proportion to the benefits received by customers. This can be achieved

by ensuring high product quality, providing clear and accurate descriptions, and offering satisfactory after-sales services such as warranties and responsive customer support.

- e. According to respondents, discounts on KPOP albums on Shopee compared to other e-commerce are quite affordable, so it would be better for the KPOP Fanstore store on Shopee to increase the visibility of its offers through effective marketing campaigns such as the 6.6 discount example, as well as ensuring clarity of discount information so that customers feel more interested and confident to shop on Shopee.
- To improve purchasing decisions, it is recommended:
 - a. According to respondents, the priority of purchasing KPOP albums on Shopee compared to buying other necessities is not good, so it would be better if the KPOP Fanstore shop on Shopee can provide a unique shopping experience such as providing pre-orders for the latest albums with exclusive bonuses, holding giveaways or contests for buyers albums, as well as ensuring friendly and fast customer service. These steps can increase customer attraction and satisfaction in purchasing KPOP albums on Shopee.
 - b. According to respondents, the priority of purchasing KPOP albums on Shopee is quite prioritized over other KPOP merchandise, so it would be best if the KPOP Fanstore shop on Shopee could offer a special loyalty program for customers who frequently purchase albums, as well as holding special flash sale promotions for popular albums. Providing video reviews or album unboxings by KPOP influencers can also increase appeal and encourage purchases of KPOP albums.
 - c. According to respondents, they do not buy KPOP albums that are not their idols, so it is better to shop KPOP Fanstore Shopee is able to promote many idols by providing interactive content such as quizzes, polls, or online events related to KPOP albums to increase user engagement and expand promotional reach, so that these idols can become choices for their albums to purchase. Apart from that, you can also use algorithms or personalization features to provide recommendations for KPOP album products that suit buyers' preferences based on their purchase history or shopping behavior.
 - d. According to respondents, purchasing KPOP albums on Shopee that have just been released is quite frequent, so it would be better if the KPOP Fanstore shop on Shopee also provides a collection of old albums and limited editions to attract the interest of fans who are looking for collectible items or those that are no longer generally available. In the market, apart from that, you can hold thematic promotions or special sales events, such as commemorating the group's debut anniversary or other special celebrations related to the world of KPOP.
 - e. According to respondents, purchasing KPOP albums during their free time is quite frequent, so it would be better to buy a KPOP store The Fanstore on Shopee is holding a special weekend offer because customers only buy albums when they are free. With discounts or

discounts that apply only on weekends or holidays to attract buyers. Apart from that, you can use cross-platform promotions where customers who don't always check the Shopee application can promote via other applications such as Instagram, Twitter/X, or TikTok to reach more fans who have free time.

- f. According to respondents, they don't buy as many KPOP albums, so it would be better for the KPOP Fanstore shop on Shopee to make bundle offers to attract large purchases or bundle packages that include several KPOP albums at once, giving incentives to customers to buy more .
 - g. According to respondents, they only need to buy one KPOP album, so the KPOP Fanstore shop on Shopee should provide competitive prices that match the product value, as well as offering attractive discounts or promotions to increase purchasing attractiveness. This factor can increase the chances of attracting and retaining customers without relying too much on payment methods.
- It is hoped that the KPOP Fanstore shop on Shopee will increase the aesthetic elements of KPOP albums by advertising the album uniquely and providing information related to the album clearly.
 - It is hoped that the KPOP Fanstore shop on Shopee will improve the quality of albums by packaging them completely, neatly and safely so that they are not easily damaged when they reach customers.
 - It is hoped that the KPOP Fanstore shop on Shopee will be more active in promoting KPOP albums on social media so that they can reach more customers by creating lots of video content or posts about KPOP on Instagram, Tiktok and Twitter/X.

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