

The Influence of Product Quality and Price on Purchasing Decisions for Fashion Products for Users of the Shopee Marketplace in the Community of Sukagalih Village RT 05 Bandung City

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ABSTRACT

The purpose of this study was to determine how much influence product quality and price have on purchasing decisions for fashion products on the shopee marketplace in the Sukagalih RT 05 village community. This research method uses associative and descriptive methods. the sample size of this study was 146 respondents where the unit of analysis in this research was shopee marketplace users who had bought fashion products. The analysis technique used is multiple linear regression analysis, besides that, the t-test and F test were also carried out. Based on the results of the study, it shows that product quality partially has a significant effect on purchasing decisions by 35%, while price has an effect of 54% and simultaneously has a significant effect on purchasing decisions for fashion products on the shopee marketplace in the Sukagalih RT 05 village community by 89%. The implication of this research is that there is a need for improvement in the quality of the products offered by the seller and the need for price adjustments to match the actual value of the product. Sellers need to ensure that the price offered reflects the quality and features of the product provided

INTRODUCTION

In this era of globalisation, the internet has become one of the most important needs for everyone, because with the internet all the information needed can be obtained easily and effectively. In Indonesia, there were 215.63 million internet users in 2022–2023, according to a survey conducted by the Indonesian Internet Service Providers Association (APJII). E-commerce makes a very promising market opportunity for business people. E-commerce is an internet-based business activity (Azmi Nurul et al, 2021).

Indonesia is ranked no. 1 in e-commerce growth in the world, the Ministry of Communications and Information Technology survey results state that the value of e-commerce electronic commerce in Indonesia such as Tokopedia, Lazada, Shopee. With the growth in the value of electronic commerce (e-commerce) in Indonesia reaching 78% (Kekominfo, 2019). Reporting from Databoks said that according to Similarweb data, Shopee is currently the marketplace category e-commerce site with the most visitors in Indonesia. In September 2023 the Shopee site was recorded to receive 237 million visits (Similarweb, 2023).

According to the Jakpat report, the most purchased products on Shopee, Tokopedia, Lazada, Blibli are fashion categories (Katadata, 2023). According to this research, fashion products are frequently employed as commercial chances with escalating competitiveness. Where a person's appearance in their regular activities depends on this fashion. In order to avoid going bankrupt, every e-commerce site and seller must continue to innovate in order to stay competitive and maintain a solid business plan. Here, the vendor must work to keep customers by offering high-quality products at reasonable costs that reflect the true worth of the item, encouraging prospective customers to purchase the fashion item.

Every buyer has a plan when making purchases to obtain superior products based on satisfaction and quality. One factor to take into account while purchasing a fashion item on Shopee is the quality of the goods. Additionally, as customer goods and marketing initiatives are crucial, businesses need to be able to adjust to their needs and deliver high-quality items. Customers have control over purchasing decisions and product quality (Faisal Akbar, 2019).

Another factor in purchasing decisions is price. The prices of Shopee goods sold are also very diverse, which attracts customers to use them. The variety of prices of goods sold makes consumers have different price perceptions (Susilawati et al., 2022). Furthermore, since more and more consumers are making purchases from online retailers, it is critical to guarantee the caliber of the goods being offered because consumers cannot physically view or handle the things. This keeps clients from being dissatisfied when they receive the merchandise (Shahrial Putra et al., 2022).

Using a questionnaire given to Shopee Marketplace users who have bought fashion products, the researchers conducted a pre-survey in February 2024. A total of 20 respondents answered the questionnaire, which was based on the description provided above regarding the significance of the relationship between product quality and price to purchasing decisions.

The following phenomena relate to product quality, cost, and decision-making; the quality of fashion products in the shopee marketplace is satisfactory but the survey results are not good, with 80% choosing to disagree and 20% choosing to agree. the price of fashion products in the Shopee marketplace does not match the quality promised by the seller, with 80% choosing to disagree and 20% choosing to agree. Shopee marketplace as an online shopping channel application cannot always be relied upon and the results are not good, with 75% choosing to disagree and 25% choosing to agree.

The results of the researcher's pre-survey above show that some customers still disagree with the statements submitted. This shows that product quality, price, and purchasing decisions are still missing. According to the research, the importance of product quality and price can influence the decision of buyers of fashion products in the Shopee marketplace.

Scholars draw on prior research to inform current investigations. Consistent with earlier studies carried out by (Faisal Akbar, 2019) with the title "The Influence of Product Quality and Price on Purchasing Decisions at Mitraindo South Tangerang Online Shop". According to this study, decisions on what to buy are significantly and favorably influenced by both product quality and pricing.

Another study conducted by (Baroroh & Sutanto, 2021) with the title "The Effect of Service Quality, Price, and Brand Image on Purchasing Decisions of Moslem Wedding Equipment Service" demonstrates the findings that service quality, cost, and brand image have a favorable, significant, partial, and simultaneous influence on decisions to buy Muslim wedding equipment.

Seeing the background described above, researchers are interested in researching "The Effect of Product Quality and Price on Purchasing Decisions for Fashion Products for Shopee Marketplace Users in the Sukagalih RT 05 Village Community".

LITERATURE REVIEW

Product Quality

Product quality is the capacity of a product or service to meet stated or implied customer needs measured by the number of features and their quality (Harjadi Didik & Arraniri Iqbal, 2021,p.35). A product or service's quality determines how well it can meet the needs of the consumer, either explicitly or implicitly (Kotler & Armstrong, 2018,p.249). Meanwhile, product quality according to (Astuti & Matondang, 2020,p.6) is everything that can be provided by producers so that their products are noticed, used, purchased, and consumed by customers and producers in accordance with certain consumer desires. According (Harjadi Didik & Arraniri Iqbal, 2021,p 36 - 38) to there are 8 dimensions of product quality including :

1. Performance

It is the primary functional feature of the product, distinguished by the material form of the product. A product is deemed to perform well when it meets or exceeds expectations. Depending on the functional value that the supplier promises, each product or service may have different performance measures.

2. Features

A feature or accompaniment of a product is luxury.

3. Reliability

Put another way, a product's dependability is assessed based on how unlikely it is that it would malfunction or break down. The likelihood that a product will malfunction affects how satisfied customers are with it. The more risk a customer is ready to take with an item, the less satisfied they are.

4. Conformance to Specifications

Most things satisfy client preferences for performance and quality as long as they align with the manufacturer's intended criteria and business plan. In essence, every product has specifications. Components of the operation design meet the requirements.

5. Durability

It is a measurement of the product's expected life under normal conditions and relates to the time it can be used.

6. Serviceability

Components include responsiveness to concerns, ability, ease of repair, and timeliness. This fits the following description: To guarantee that clients are not unjustly disadvantaged, dependable repair services might be offered in the event that a product malfunctions or is defective.

7. Aesthetics

A product appeals to five senses : shape, color, model or design, taste, and aroma. Because of this, customers will be attracted when they see the product for the first time.

8. Perceived Quality

Is the customer's assessment of the product's excellence or quality. Customers will perceive the price, brand, and country of manufacture if they are unaware of the features.

From the explanation of the experts above, the researcher can conclude that product quality is a combination of all the features and characteristics that meet customer needs and desires and make the product attractive for use, purchase and consumption.

Price

Price is a representation of value in the form of money, and, given that it is the only component of the marketing mix that brings in money for the business, is quite important (Astuti & Matondang, 2020,p.17). Meanwhile, price according to (Kotler & Armstrong, 2018,p.308) can be interpreted as the sum of money or value paid for a certain good or service, or as the benefit a client receives for utilizing or possessing that good or service. Price is a mutually agreed arrangement between two parties for the sale and purchase of a product or service. Both parties to this arrangement must agree on the price (Indrasari Meithiana, 2019,p.38). According (Astuti & Matondang, 2020,p.33) to there are 4 dimensions of price including :

1. **Price Affordability**
Pricing can be set by businesses for customers. A single brand typically offers a range of product kinds at costs that range from the least expensive to the most expensive. When there is a defined price, a lot of buyers purchase the item since it fits their budgets and fluctuates based on the kind of thing they select.
2. **Price Compatibility With Product Quality**
Price is one of the most prevalent ways that people assess quality; when two products are compared, buyers frequently select the more costly one because they think that a greater price indicates better quality, while a lower price indicates standard quality. Some products, nevertheless, charge less to project a particular brand image. Customers will weigh the anticipated outcomes to decide if the price is fair.
3. **Price Competitiveness**
Consumers frequently contrast one product's price with that of another. In this instance, consumers take the product's price into account before making a purchase. Customers are typically drawn to discounts on products in addition to comparing them with other offerings.
4. **Price Conformity With Benefits**
Customers will decide to purchase a product if the expected advantages outweigh or match the purchase price. If a product's perceived benefits are less than its acquisition cost, customers will view it as pricey and be less likely to make additional purchases. Apart from the advantages of products, clients will consider how well-liked the service is.

The researcher can draw the following conclusions from the opinions of the experts. Price is a crucial element of the marketing mix because it drives revenue. Price is defined as the amount of money or value given or received in exchange for a good or service, and it must be agreed upon by the seller and the buyer.

Purchase Decision

Purchasing decisions are individual actions that directly contribute to the decision to buy goods offered by the seller (Indrasari Meithiana, 2019,p.70). Meanwhile, according to (Kotler & Armstrong, 2018,p.177) Purchasing decision is the choice of brand or product that will be selected or decided by the buyer. Purchasing decision is the process of thinking about various options for doing something before deciding to make a particular purchase (Firmansyah Anang M, 2018,p.48). According (Indrasari Meithiana, 2019,p.74 - 75) to there are 6 dimensions of purchase decision including :

1. **Product Selection**
Companies should focus on the people who are interested in purchasing things and the options they are weighing when consumers decide to pay for goods or services for a variety of reasons.

2. Brand Choice
Consumers need to take into account each brand's distinctive qualities when deciding which one to purchase. In this situation, companies need to know how consumers select brands.
3. Choice of Distributor
Customers selecting the distributor they want to visit. When selecting a distributor, each consumer has distinct requirements. These requirements could include things like being close to the goods, being less expensive, having a larger selection of products, being easy to search for, and more.
4. Purchasing Time
Consumers have the option to buy at various times of the day. Some people decide to buy, for instance, every day, every week, every two weeks, every month, and so forth.
5. Purchase Amount
Consumers selecting the quantity of goods to purchase at once. Several purchases might be made. In this situation, companies ought to plan their product quantities according to fluctuating demand.
6. Payment Method
Customers make this decision when deciding which payment method to utilize for goods or services. These days, the technology used in the transaction influences decisions about purchases in addition to the dynamics of the family and neighborhood.

From the several definitions of purchasing decisions above, the researcher can conclude that a purchase decision is a personal choice made after weighing several possibilities and relevant considerations for a particular brand or product. Purchasing decisions involve a person's direct participation in the decision to buy something from the seller in the end. The process of assessment, consideration, and ultimately the purchase transaction constitutes the overall purchase decision.

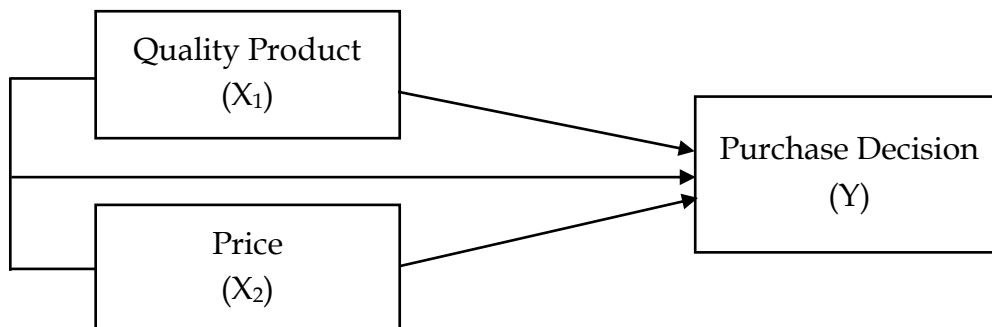


Figure 1. Research Paradigm

Research Hypothesis

H₁ : Product Quality Affects Purchasing Decisions For Fashion Products

H₂ : Price Affects Purchasing Decisions For Fashion Products

H₃ : Product Quality And Price Affects Purchasing Decisions For Fashion Products

METHODOLOGY

The research method is a methodical approach to collecting data for specific applications and purposes (Sugiyono, 2019,p.2). In this study, researchers used quantitative methods. Quantitative methods, which are based on positivism, are used to investigate certain populations or samples (Sugiyono, 2019,p.16). The research design chosen in this study is descriptive and associative methods. This Descriptive Method is focused on the existence of independent variables, which can be one or more variables that stand alone (Sugiyono, 2019,p.64). Whereas the Associative Method inquires about the connection between two or more factors (Sugiyono, 2019,p.65).

Population and Sampling Techniques

Population

Population is a category for generalisation consisting of goods or people with certain numbers and attributes chosen by researchers for analysis and further conclusions (Sugiyono, 2019,p.126). The population in this study is the community in Sukagalih RT 05 village, which consists of 230 people.

Sample

The population's size and makeup include the sample(Sugiyono, 2019,p.127). Purposive sampling was used by the researchers in this investigation. Purposive sampling, according to (Sugiyono, 2019,p.134) is a sampling technique in which the quantity of samples to be analyzed is decided by taking specific factors into account in line with the intended criteria. In order to make the research findings more representative, the researcher establishes the following research criteria :

- 1) Users / Have used the Shopee marketplace application
- 2) Have shopped for fashion products in the Shopee marketplace

According to (Sugiyono, 2019,p.137) determining the sample withdrawal using the Taro Yamane formula as follows :

$$n = \frac{N}{N(d)^2 + 1}$$

Description:

- n : Sample Size
 N : Population
 D : Precision / Accuracy Level 5-10%

$$n = \frac{N}{N(d)^2 + 1} = \frac{230}{230 (0,05)^2 + 1} = \frac{230}{1,575} = 146$$

It is known that 146 respondents were sampled based on the sample computation made using the Taro Yamane formula.

RESULTS**Validity Test and Reliability Test**

Table 1. Result of Validity and Reliability Testing

Variable	Indicator	Test Validity			Test Reliability		
		<i>r</i> count	<i>r</i> critical	Description	Cronbach's Alpha	Category	Conclusion
Product Quality (X1)	X _{1.1}	0,597	0,3	Valid	0,876	0,8	Reliable
	X _{1.2}	0,626	0,3	Valid			
	X _{1.3}	0,509	0,3	Valid			
	X _{1.4}	0,625	0,3	Valid			
	X _{1.5}	0,493	0,3	Valid			
	X _{1.6}	0,583	0,3	Valid			
	X _{1.7}	0,662	0,3	Valid			
	X _{1.8}	0,604	0,3	Valid			
	X _{1.9}	0,607	0,3	Valid			
	X _{1.10}	0,559	0,3	Valid			
	X _{1.11}	0,571	0,3	Valid			
	X _{1.12}	0,579	0,3	Valid			
	X _{1.13}	0,544	0,3	Valid			
	X _{1.14}	0,649	0,3	Valid			
	X _{1.15}	0,698	0,3	Valid			
X _{1.16}	0,605	0,3	Valid				
Price (X2)	X _{2.1}	0,646	0,3	Valid	0,819	0,8	Reliable
	X _{2.2}	0,669	0,3	Valid			
	X _{2.3}	0,610	0,3	Valid			
	X _{2.4}	0,627	0,3	Valid			
	X _{2.5}	0,637	0,3	Valid			
	X _{2.6}	0,695	0,3	Valid			
	X _{2.7}	0,746	0,3	Valid			
	X _{2.8}	0,712	0,3	Valid			
Purchase Decision (Y)	Y ₁	0,715	0,3	Valid	0,898	0,8	Reliable
	Y ₂	0,581	0,3	Valid			
	Y ₃	0,646	0,3	Valid			
	Y ₄	0,715	0,3	Valid			
	Y ₅	0,672	0,3	Valid			
	Y ₆	0,673	0,3	Valid			
	Y ₇	0,680	0,3	Valid			
	Y ₈	0,714	0,3	Valid			
	Y ₉	0,699	0,3	Valid			
	Y ₁₀	0,558	0,3	Valid			
	Y ₁₁	0,731	0,3	Valid			
	Y ₁₂	0,758	0,3	Valid			

Processed by the Researcher,2024

Based on the test results above, it shows that all the data is valid and reliable above the provisions.

Classical Assumption Test

There is a requirement that the classical assumption test be completed before the linear regression test in order to evaluate the hypothesis. If not, the study won't be able to evaluate the researcher's regression model's inaccuracy. (Ghozali & Imam, 2018,p.159) states that testing is necessary to ascertain the model's accuracy in relation to a number of traditional assumptions, including autocorrelation, heteroscedasticity, multicollinearity, and normality.

Normality Test

The purpose of the normality test is to determine whether or not the independent variable, dependent variable, and both have a normal distribution in the regression model. The Kolmogorov-Smirnov test is utilized to assess normalcy, and the following outcomes are obtained:

Table 2. Results of Kolmogorov-Smirnov Normality

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		146
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	4,03303283
Most Extreme Differences	Absolute	0,049
	Positive	0,049
	Negative	-0,048
Test Statistic		0,049
Asymp. Sig. (2-tailed)		,200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Processed by Output SPSS V26, 2024

The aforementioned data indicates that the Kolmogorov Smirnov table's significant value (Sig) is 0,200. The data is considered regularly distributed if the Kolmogorov Smirnov value is greater than alpha 0,05.

Multicollinearity Test

The multicollinearity test aims to ascertain whether there is a correlation between the independent variables in the regression model. A good regression model should not have any association between the independent variables. The multicollinearity test results utilizing the Tolerance Variance Inflation Factor (VIF) approach are as follows :

Table 3. Test Results Using the VIF Method

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Quality Product (X1)	,432	2,313
	Price (X2)	,432	2,313

a. Dependent Variable: Purchase Decision (Y)

Processed by Output SPSS V26, 2024

The multicollinearity test results, which indicate that there is no multicollinearity between the independent variables in this study, are displayed in the table above. The tolerance value is greater than 0,01 and the variance inflation factor (VIF) value is less than 10. Consequently, there isn't any notable multicollinearity.

Heteroscedasticity Test

The picture below displays the results of the heteroscedasticity test ; it is not a clear or regular pattern, with the dots being dispersed above and below the zero on the (Y) axis.

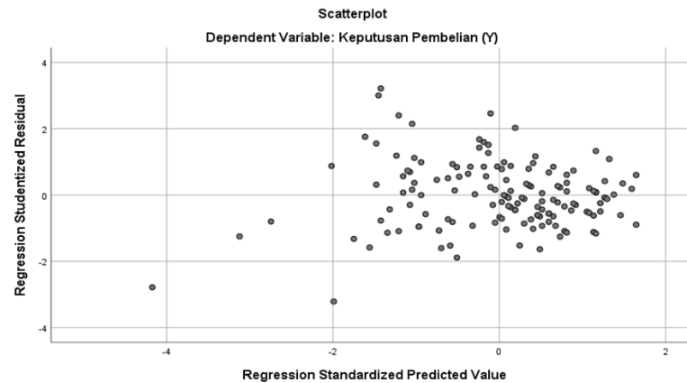


Figure 2. Test Results Using Scatterplot Method Processed by Output SPSS V26, 2024

Autocorrelation Test

Finding the association between confounding mistakes in period t and errors in period t-1 in a linear regression model is the aim of the autocorrelation test. The following are the results of the Autocorrelation Test using the run test method:

Table 4. Test Results Using Run test Method

Runs Test	
	Unstandardized Residual
Test Value ^a	-0,24639
Cases < Test Value	73
Cases >= Test Value	73
Total Cases	146
Number of Runs	63
Z	-1,827
Asymp. Sig. (2-tailed)	,068

a. Median

Processed by Output SPSS V26, 2024

It is known from the preceding SPSS output that there are no autocorrelation symptoms because the Asymp, Sig. (2-tailed) of 0,068 > 0,05.

Multiple Linear Regression Analysis

The multiple linear regression technique is used in this research test. The dependent variable in this study is purchasing decisions, and there are 2 (two) independent variables: product quality and price. The regression output below illustrates how important the impact of pricing and product quality is on buying decisions:

Table 5. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,740	1,253		2,984	,003
	Product Quality (X1)	,324	,032	,407	10,082	,000
	Price (X2)	,811	,054	,603	14,919	,000

a. Dependent Variable: Purchase Decision (Y)

Processed by Output SPSS V26, 2024

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

$$Y = 3,740 + 0,324 X_1 + 0,811 X_2$$

From this equation, it can be explained as follows:

- The constant value $\beta_0 = 3,740$, indicates that the purchase choice variable's magnitude is unaffected by the quality of the product. In other words, it can be understood to signify that the purchasing decision variable's value is 3,740 when the product quality value is zero (0) or remains constant.
- The product quality variable's (X_1) regression coefficient is 0,324, indicating a positive or unidirectional association between the product and purchase decisions.
- The price variable (X_2) has a regression coefficient of 0,811, indicating a positive or unidirectional association between price and purchasing decisions.

Table 6. Simultaneous Determination Coefficient Analysis Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,948 ^a	,899	,898	2,03057

a. Predictors: (Constant), Price (X2), Quality Product (X1)

b. Dependent Variable: Purchase Decision (Y)

Processed by Output SPSS V26, 2024

The coefficient of determination ($R^2 \times 100\%$), or 89%, in table 6 above, with a coefficient of determination (R^2) of 0,899, represents the impact of price and product quality on purchasing decisions. Other factors not covered in this analysis account for the remaining 11% of the variance.

Table 7. Partial Determination Coefficient Analysis Results

Variables	Standardized Beta	Zero-order
Quality Product (X1)	,407	,861
Price (X2)	,603	,910

Processed by Output SPSS V26, 2024

The following computations are therefore made in order to determine the partial effect on each variable:

- 1) Product Quality (X₁) : 0,407 x 0,861 x 100% = 0,350 or 35%
- 2) Price (X₂) : 0,603 x 0,910 x 100% = 0,548 or 54%
- 3) (X₁) + (X₂) : 0,350 + 0,548 = 0,898 or 89%

According to the table above, the price variable (X₂) has the biggest influence, contributing 54% of the total, while the product quality variable (X₁) has a 35% influence.

T Test / Partial Test

The t test, or partial test, is used to determine whether or not product quality significantly affects purchasing decisions. The results of this study's t test are as follows :

Table 8. T Test / Partial Test

Coefficients ^a		
Model		
	t	Sig.
1		
	(Constant)	2,984 ,003
	Quality Product (X1)	10,082 ,000
	Price (X2)	14,919 ,000

a. Dependent Variable: Purchase Decision (Y)

Processed by Output SPSS V26, 2024

T test with level $\alpha = 5\%$ known value $n = 146$ with value $k = 2$ with value $t_{count} = \left(\frac{\alpha}{2}; n - k - 1\right) = \left(\frac{0,05}{2}; 146 - 2 - 1\right) = (0,025; 143) = 1,977$ from this value it can be concluded :

- 1) How product quality influences consumers decisions to buy acquired a probability of significance for product quality (X₁) at the level of 0,000 and a t_{count} value of 10,082 > t_{table} 1,977. According to the criteria, if the significance value is less than 0,05, H₀ is rejected and H₁ is allowed. This indicates that, in the Sukagalih RT 05 village community's Shopee marketplace, judgments about which fashion products to buy are partially influenced by the quality of the product. This implies that when the quality of the product improves, more people will decide to buy it.
- 2) A t_{count} value of 10,082 > t_{table} 1,977 was found for the effect of price on purchase decisions, with a probability of significance for product quality (X₂) at the 0,000 level. According to the criteria, if the significance value is

less than 0,05, H_0 is rejected and H_2 is allowed. This indicates that, in the Sukagalih RT 05 village community's Shopee marketplace, price influences decisions to buy fashion products to some extent. This implies that when the quality of the product improves, more people will decide to buy it.

F test / Simultaneously Test

Table 9. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5253,394	2	2626,697	637,051	,000 ^b
	Residual	589,619	143	4,123		
	Total	5843,013	145			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Price (X2), Quality Product (X1)

Processed by Output SPSS V26, 2024

According to the analysis findings in the aforementioned table , the F_{count} is 637.051 while the F_{table} value at the level of (α) 5% with $n = 146$ then value $F_{table} = (k ; n - k)$ that's $(2; 146 - 2 = 144) = 3,06$

It is clear from the preceding table that the findings of statistical computations indicate the F_{count} value of $637,051 > F_{table} 3,06$. Given that the significance value of $0,000 < 0,05$, H_0 is rejected and H_3 is accepted. This indicates that, when it comes to fashion product purchases made on Shopee in the Sukagalih RT 05 village community, both product quality and price have a substantial impact.

DISCUSSION

The Effect of Product Quality on Purchasing Decisions for Fashion Products

According to the results of the multiple linear regression test table, the Product Quality variable has a value of t_{count} value of $10,082 > t_{table} 1,977$. According to the criteria, if the significance value is less than 0.05, H_0 is rejected and H_1 is allowed. This indicates that, in the Sukagalih RT 05 village community's Shopee marketplace, judgments about which fashion products to buy are partially influenced by the quality of the product. This implies that when the quality of the product improves, more people will decide to buy it. The product quality variable (X_1) contributed an influence of 35%.

One of the main factors in choosing to use or buy a product or service from a business is its quality. As users, consumers will think about the quality of the product and decide which one to buy afterwards. Customers will buy and use a product if the product is of quality. Conversely, if the quality in a product is substandard, they will be disappointed and less likely to buy or even use it because it does not match their expectations (Harjadi Didik & Arraniri Iqbal, 2021,p.11).

Research conducted by (Moh Aep Nurjamad & Eriyani, 2023) on a case study of scarlett product buyers in Cimahi City, 72,5% of the decisions made about purchases are impacted by aspects related to the product's quality and celebrity

endorsers. The celebrity endorsement factor has a 5,6% magnitude of influence over purchasing decisions. However, there is a 66,9% effect on product quality.

It is possible to draw the conclusion that price and product quality have an impact on consumers' decisions to buy based on the findings of the aforementioned study viewpoints. A consumer makes a purchasing choice when a product meets their needs in terms of both price and quality.

The Effect of Price on Purchasing Decisions for Fashion Products

According to the results of the multiple linear regression test table, the price variable had a value of a t_{count} value of 10,082 > t_{table} 1,977 was found for the effect of price on purchase decisions, with a probability of significance for product quality (X_2) at the 0,000 level. H_0 is rejected and H_2 is permitted based on the criteria if the significance value is less than 0,05. This indicates that, in the Sukagalih RT 05 village community's Shopee marketplace, price influences decisions to buy fashion products to some extent. This implies that when the quality of the product improves, more people will decide to buy it. The price variable (X_2) contributed an influence of 54%.

Price plays an important role in influencing customers in making decisions to buy where sellers set different prices by selling lower to attract customers. This makes price affect purchasing decisions (Astuti & Matondang, 2020,p.17).

Similar to research conducted by (Natasya Fadilla Rahmatunnisa & Ayi Muhiban, 2023) where price plays a strategic role in marketing because price serves as a transactional medium of trade, price is an important element in the buying and selling process, and price influences purchasing decisions. If the price offered is commensurate with the worth of the advantages or quality that the buyer receives, then the buyer will make the decision. According to study findings, consumers' decisions on what to buy are largely influenced by price and product quality. A whopping 71.6% of purchase decisions are impacted by elements like product quality and pricing.

It is possible to draw the conclusion that price and product quality have an impact on consumers' decisions to buy based on the findings of the aforementioned study viewpoints. A consumer makes a purchasing choice when a product meets their needs in terms of both price and quality.

The Effect of Product Quality and Price on Purchasing Decisions for Fashion Products

Based on the results of partial testing (F test), the value of Based on the table above, it can be concluded that the results of statistical calculations show the F_{count} value of 637,051 > F_{table} 3,06 . Given that the significance value of 0.000 < 0,05, H_0 is rejected and H_3 is accepted. This indicates that, when it comes to fashion product purchases made on Shopee in the Sukagalih RT 05 village community, both product quality and price have a substantial impact. With a 94% coefficient of determination, the correlation value of 0,948 validates the combined influence of price and product quality on purchase decisions.

To get consumers to pay attention and ultimately buy a product, marketers need to consider factors that may have an impact on these decisions. One of them is product quality and price which can influence purchasing decisions (Harjadi Didik & Arraniri Iqbal, 2021,p.13).

Research conducted by (Mindari et al., 2022) There is a major impact with the study's findings x_1 , x_2 and x_3 on y simultaneously. Product quality has a partial effect x_1 on y . Perception has a significant effect on y . Price gets $t_{count} (1,376) < t_{table} (2,001)$ meaning that there is no partial effect of x_3 on y and $Sig. t=0,174 > \alpha (0,05)$ means that there is no significant effect of x_3 on y .

Based on the results of the opinions of the researchers above, it can be concluded that product quality and price have a relationship with purchasing decisions. If a product has a quality and price that is in accordance with consumer desires, this causes a purchase decision.

CONCLUSIONS AND RECOMMENDATION

Conclusions

The following conclusions can be made in light of the data collected and the outcomes of the data processing in this investigation:

1. Despite having an average actual weight value of 546 and being in the good quality category, there is still an issue with fashion products on the Shopee marketplace that are prone to damage.
2. Even though the price of fashion products on the Shopee marketplace does not match the specifications, the average real weight figure of 579 indicates that the price is still in the good range.
3. With an average actual weighted value of 580, this is a great purchase decision for this category. However, there are few high-quality fashion products on the Shopee marketplace.
4. In the Sukagalih RT 05 village community, decisions to buy fashion products on Shopee are significantly influenced by product quality to the tune of 35%.
5. In the Sukagalih RT 05 village community, 54% of decisions to buy fashion products through the Shopee marketplace are influenced by price.
6. The Sukagalih RT 05 community's decisions to buy fashion products through the Shopee marketplace are significantly influenced by both product quality and price, with a correlation of 89%.

Recommendations

Considering the aforementioned conclusions, the analysis and results of this study can be used to make the following recommendations:

1. The researcher's suggestion for the lowest statement, namely "I feel that fashion products in the shopee marketplace are not easily damaged", with an example of providing more detailed and honest product descriptions regarding materials, manufacturing processes, and product maintenance. Include clear product reviews and ratings, especially regarding aspects of quality and durability. As well as conducting strict product quality testing before products are sold on the platform.
2. Researcher suggestions for the lowest statement, namely "The price of fashion products displayed on the shopee marketplace is in accordance with product specifications" Make sure the product description includes all specification details, avoid using ambiguous or excessive terms in product descriptions that can mislead buyers. Adjust the price of the product to the quality and specifications offered. Products with better

materials and quality should reflect the corresponding price. Conduct periodic reviews of product prices to ensure prices remain competitive and in line with the market.

3. The researcher's suggestion for the lowest statement, namely "I shop at the Shopee marketplace because of the many quality fashion products" by conducting a strict selection of fashion products sold on the platform by ensuring that only quality products are displayed, such as creating special categories or labels for high-quality fashion products to make it easier for buyers to find them, and conducting regular monitoring of products sold and customer feedback to ensure quality is maintained, using this evaluation data for continuous improvement.
4. Product quality is expected to be improved so that customers are more likely to trust the brand or platform and feel more satisfied with their purchase. It can also reduce the likelihood of product returns and increase customer loyalty. Such as by ensuring every stitch and detail of the clothing is done with care and precision to reduce product defects.
5. It is expected that the price and quality of a product will correspond, as this gives buyers the impression that they are receiving good value for their money. Fair and competitive pricing can also increase customer trust in the brand or platform. For example, conduct product trials by involving customers or influencers to get direct feedback before mass production.
6. By improving product quality and matching prices to the value offered, customer purchasing decisions can be more positively influenced. This results in a more satisfying shopping experience for the customer and helps build a long-term relationship between the customer and the brand or platform.

FURTHER STUDY

Among the various limitations of this study are the need for more factors. Future scholars may also study other subjects, such more diverse business sectors or other objects. Therefore, more investigation is required to determine how product attributes such as price and quality affect consumers' decisions to buy fashion products.

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