

ANALYSIS OF FACTORS INFLUENCING PURCHASING DECISIONS IN E-COMMERCE SHOPEE

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ABSTRACT

This research aims to determine and analyze the influence Ease of use, Promotion, Service Quality, Trust and Product Reviews on Purchasing Decisions on Shopee e-commerce . The research method used is a quantitative method. The sample taken in this research was 60 respondents. The sampling method used was purposive sampling and the data analysis technique used was multiple linear Regression Analysis with the t test and F test to test the hypothesis. The results of this research show that Ease of use and Promotion have no partial effect on Purchasing Decisions, while Quality Service, Trust and Product Reviews are proven to partially influence Purchasing Decisions on Shopee e-commerce , and together (simultaneously) Ease of use, Promotion, Service Quality, Trust and Product Reviews together have a significant influence on Purchasing Decisions on e-commerce. Shopee

Keywords: Ease of use , Promotion, Quality of Service, Trust, Product Reviews and Purchasing Decisions

1. INTRODUCTION

Currently, the development of information technology has become a part of modern human life. The development of technology and information has also resulted in various changes which are marked by a shift in practical lifestyle which creates the habit of using gadgets and a tendency to engage in activities in cyberspace such as shopping online .

An online shop is a place to carry out transaction activities or buying and selling goods that occur in one network, namely the internet (Yusuf & Yusuf, 2012). In Indonesia itself, many e-commerce sites such as Shopee, Tokopedia, Lazada, BliBli, Bukalapak, and others can be used to make purchases. Shopee is one of the largest e-commerce in Indonesia with a total of 190.7 million users and is ranked first. Tokopedia is in second place with a total of 147.7 million users, followed by Lazada in third place with a total of 64.1 million users, then in fourth place is BliBli with a total of 24.9 million users, and fifth place is Bukalapak with a total of 24.1 million users (Watiknas 2022). For the first time, Shopee was launched in Singapore in 2015. Because the Shopee application is easy to use, many people use it. Through strong logistics and payment support, Shopee provides an easy, safe and fast online shopping experience.

In this era of emerging new e-commerce attacks, Shopee can maintain first place with the highest number of users. This can happen because of several important factors that influence purchasing decisions, including ease of use , promotions, service quality, trust and product reviews . Before making a purchasing decision, someone will see whether there are conveniences provided, look at the promotions used, good service quality, e-commerce is well known and trustworthy, and compare product reviews listed. Purchasing decisions are actions taken by customers in considering whether to buy the product or not. Customers will sort out information about the product before deciding to buy. Purchasing decisions are defined as the process by which someone searches for, selects, uses, and disposes of goods and services to satisfy their needs and desires (Kotler, 2016).

Ease of use is one of the factors to consider when making online purchases. Ease of use includes ease of obtaining information, using applications and payment systems. Research results from Dewi Sartika (2021) Lestari & Widyastuti (2019), Wahyuni (2017) concluded that ease of use influences online purchasing decisions. In contrast to research by Atika Mardiyah Simamora & Asyarifah Evi Zuhra, they concluded that convenience has no effect on online purchasing decisions.

Promotion is also very influential in marketing activities in e-commerce. With promotions, sellers can attract customers' attention through special promotions offered via e-commerce. Promotions offered by e-commerce players can be done in various ways, namely through social media, television, print media and other interesting content. Promotions can also encourage consumers to try new goods and buy more. According to Sandra Tria Karininia & Triana Ananda Rustam, (2023) promotions influence online purchasing decisions, Rusydi Abubakar (2018), promotions are part of an organization's marketing series which functions to inform, persuade and remind the market about the goods or organization being sold, in the hope of influencing the recipient's feelings, beliefs, or behavior. Setyarko (2016), promotions have a positive and significant impact on online purchasing choices.

Furthermore, another factor that also influences is service quality. Shopee has quality service by providing features such as Shopee Pay as an electronic wallet used for transactions on Shopee. Shopee also provides a shopee pay later feature to purchase goods that will be paid for at a later date. The Shopee Pay transfer feature is used for inter-bank transfers via Shopee

and there is also Shopee Food, bill payments and many other interesting features . The quality of the service provided provides comfort when shopping and this will of course influence purchasing decisions.

Apart from what has been explained, the trust factor is also a consideration in making purchasing decisions. Something that is formed so that someone can accept what is given with the assumption of believing in the product or service is called trust. Research by Tirtayasa *et.al* (2021), Septiani & Widayatsari (2020), Kartika & Ganarsih (2019) and Ahmadi *et.al* (2017) which concluded that trust has an influence on purchasing decisions. Different research results from Siti Muslimah, *et.al* (2021) which concluded Trust has no influence on online purchasing decisions.

Napitupulu & Supriyono (2022). Previous customer reviews about the product to be purchased before making a purchase are also factors that influence purchasing decisions. Fanti Puspita Sari (2022) wrote that product reviews influence online purchasing decisions. A product review is a report that states a person's opinion about a product or service they purchased. Customer reviews about products that have been purchased are a form of assessment about the item. These product reviews help customers to see positive or negative product ratings that have been given by previous customers. If the product reviews listed are positive and match the product displayed, it will increase the customer's purchasing decision. On the other hand, if the product reviews are negative and do not match what is shown, it will reduce the level of customer purchasing decisions.

Based on the existing description and the discovery of different research results on the factors that influence online purchasing decisions, researchers are encouraged to conduct research. The problem formulation in this research is related to whether the variables , ease of use, promotion, service quality, trust, product reviews have a partial or simultaneous influence on online purchasing decisions. The aim of the research is to determine and analyze the influence of these variables on online purchasing decisions

2. LITERATURE REVIEW

Purchasing decisions are defined by Kotler *et al* (2016) as the way a person or group chooses, buys, uses and utilizes goods, services, ideas and experiences to fulfill their desires.

Ease or ease of use, according to Yogananda and Dirgantara (2017) is the idea that someone believes the information technology they use is easy to understand and operate, requiring little time or effort for them.

According to Philip Kotler *et al* (2016) promotion is a communication process between sellers and potential buyers through the dissemination of information or messages about products, goods or services.

Service quality is a form of seller activity to fulfill consumer expectations and the added value of a product in terms of providing benefits to consumers, where when a product is equipped with good service, it will give rise to satisfaction and feelings of comfort from consumers which will give rise to consumers' tendency to use the product returns Anindya (2020)

According to Kotler *et al* (2016) trust is a person's willingness to rely on a business partner depending on interpersonal and inter-organizational factors.

Pradika (2020) quotes the opinion of Valant (2015) that product reviews are opinions resulting from customer experiences with products or services sold by a company and distributed through online media.

Research hypotheses that can be formulated are:

First: it is suspected that convenience, promotion, service quality, trust and product reviews partially influence purchasing decisions

Second: it is suspected that convenience, promotion, service quality, trust and product reviews simultaneously influence purchasing decisions

3. RESEARCH METHODOLOGY

This type of research is quantitative research, namely research that requires a lot of use of numbers, starting from data collection, processing, interpretation and displaying the results files. In this research, the variables studied are convenience (X1), promotion (X2), service quality (X4), trust (X4), product reviews (X5) and purchasing decisions (Y). The population in this research are consumers from Shopee, the samples taken in this research are consumers or buyers who have purchased more than twice. The sampling method is purposive sampling. The data analysis method uses multiple linear regression analysis with partial and simultaneous hypothesis testing.

4. RESULTS AND DISCUSSION

Based on gender, the majority of respondents were female, based on age, the majority were 21-25 years old, 45 people. Based on type of work, the majority were in student positions, 37 people, based on income, mostly less than 1 million rupiah, 39 people and based on frequency of purchases, the highest number was more than 5 purchases, 30 people.

Description of the research variable convenience (X1)

Table 1 Description of the research variable Ease of Use (X1)

indicator	Answer											
	SS	%	S	%	N	%	TS	%	STS	%	amount	%
X1.1	15	25	35	58.3	9	15	1	1.7	0	0	60	100
X1.2	13	21.7	31	51.7	15	25	1	1.7	0	0	60	100
X1.3	11	18.3	26	43.3	15	25	8	13.3	0	0	60	100
X1.4	18	30	32	53.3	8	13.3	2	3.3	1	1.7	60	100
X1.5	13	21.7	31	51.7	14	23.3	2	3.32	0	0	60	100

Source: Data Analyzed (2024)

From the respondents' answers, the majority answered agree to all indicators, this indicates that the majority of respondents have the same opinion that Shopee makes it easy to use.

Description of Promotion research variables

Table 2 Description of promotion research variables (X2)

indikacor	Answer											
	SS	%	S	%	N	%	TS	%	STS	%	amount	%
X2.1	18	30	33	55	8	13.3	0	0	1	1.7	60	100
X2.2	32	53.3	22	36.7	5	8.3	1	1.7	0	0	60	100
X2.3	23	38.3	30	50	5	8.3	2	3.3	0	0	60	100

Source : Data Analyzed (2024)

From the respondents' answers, it can be seen that the majority answered in the affirmative, this indicates that the majority of respondents have the same opinion that the promotions carried out have been able to attract consumer interest, and every month there are events that attract interest and Shopee often provides promotional coupons for product sales.

Description of service quality variables (X3)

Table 3 Description of service quality research variables (X3)

indicator	Answer											
	SS	%	S	%	N	%	TS	%	STS	%	amount	%
X3.1	18	30	37	61.7	3	5	2	3.3	0	0	60	100
X3.2	9	15	25	41.7	19	31.7	5	8.3	2	3.3	60	100
X3.3	9	15	26	43.3	22	36.7	1	1.7	2	3.3	60	100
X3.4	15	25	34	56.7	9	15	2	3.3	0	0	60	100
X3.5	18	30	24	40	13	21.7	5	8.3	0	0	60	100

Source : Data Analyzed (2024)

From the respondents' answers, it can be seen that the majority answered in the affirmative, this indicates that the majority of respondents have the same opinion that the quality of the service provided is good and that is indeed a consideration for consumers.

Description of Trust Variables (X4)

Table 4 Description of trust research variables (X4)

Indicator	Answer											
	SS	%	S	%	N	%	TS	%	STS	%	amount	%
X4.1	27	45	29	48.3	4	6.7	0	0	0	0	60	100
X4.2	17	28.3	36	60	7	11.7	0	0	0	0	60	100
X4.3	28	46.7	24	40	8	13.3	0	0	0	0	60	100

Source : Data Analyzed (2024)

From the respondents' answers, it can be seen that the majority answered in the affirmative, this indicates that the majority of respondents have the same opinion that Shopee can indeed be trusted and that trust is indeed considered by consumers.

Product Review variable description (X5)

Table 5 Description of product review research variables (X5)

Indictor	Answer											
	SS	%	S	%	N	%	TS	%	STS	%	amount	%
X5.1	25	41.7	31	51.7	4	6.7	0	0	0	0	60	100
X5.2	31	51.7	25	41.7	3	5	3	5	1	1.7	60	100
X5.3	32	53.3	24	40	4	6.7	0	0	0	0	60	100
X5.4	38	63.3	17	28.3	5	8.3	0	0	0	0	60	100

Source : Data Analyzed (2024)

From the respondents' answers, it can be seen that the majority answered in the affirmative, this indicates that the majority of respondents have the same opinion that product reviews are an important source of information and have an influence on consumers.

Description of the Purchase Decision variable (Y)

Table 6

Statem ent	Answer											
	SS	%	S	%	N	%	TS	%	STS	%	amount	%
Y1	20	33.3	34	56.7	6	10	0	0	0	0	60	100
Y2	21	35	33	55	5	8.3	1	1.7	0	0	60	100
Y3	13	21.7	38	63.3	9	15	0	0	0	0	60	100
Y4	14	23.3	38	63.3	7	11.7	1	1.7	0	0	60	100

Source : Data Analyzed (2024)

From the respondents' answers, it can be seen that the majority answered in the affirmative, this indicates that the majority of respondents have the same opinion that consumers buy products because they really need them and according to the price and quality.

The validity test shows that all variables and indicators show valid results. The calculated r values are all above the table r values. For the reliability test, the *Cronbach Alpha* value is above 0.60 so it can be concluded that it is reliable.

The resulting regression equation is: $Y = 1,219 + 0.129 X_1 - 0,130 X_2 + 0.191 X_3 + 0.353 X_4 + 0.382 X_5$.

The Determination coefficient value obtained was 61.4%. This can be interpreted as meaning that the contribution of the dependent variable is 64.1%.

The results of the hypothesis test are as follows

For partial test/t test

Table 7 Partial test results / t test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,219	1,666		,732	,468
	Ease of Use	,129	,124	,155	1,045	,301
	Promotion	-,130	,132	-,110	-,982	,331
	Service Quality	,191	,085	,291	2,253	,028
	Trust	,353	,146	,275	2,418	,019
	Product Reviews	,382	,085	,408	4,477	,000

Source : Data Analyzed (2024)

From the results of the analysis it can be concluded as follows:

Table 8 Recapitulation of hypothesis test results

variable	T count	T table	sig	information
Ease of Use (X1) – Purchase Decision(Y)	1,045	2.05	0.468	No effect
Promotion (X2) – Purchase Decision(Y)	-0.982	2.05	0.301	No effect
Service Quality (X3) – Purchase Decision(Y)	2,253	2.05	0.028	Influential
Trust (X4) –Purchase Decision(Y)	2,418	2.05	0.019	Influential
Product Review (X5) –Purchase Decision(Y)	4,477	2.05	0,000	Influential

Source : Data Analyzed (2024)

From the table above, it can be seen that the ease of use and promotion variables partially have no effect on purchasing decisions. The variables of service quality, trust and product reviews partially influence purchasing decisions.

Simultaneous test results

Table 8 Simultaneous test results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	147,597	5	29,519	19,781	,000 ^b
	Residual	80,586	54	1,492		
	Total	228,183	59			

Source : Data Analyzed (2024)

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), ease of use, promotions, trust service quality, product reviews

From the table of simultaneous test results, the calculated t value is 19.781 and the t table is 2.383. The calculated F value is > from the f table value and the sig value is 0.00, so it can be concluded that simultaneously the variables of convenience, promotion, service quality, trust and product reviews influence purchasing decisions.

Discussion

The influence ease of use on purchasing decisions

Based on the results of data analysis which gives a statistical t value of $1.045 < 2.005$ and a sig value > 0.05 , it can be concluded that H_0 is accepted, meaning there is no influence between convenience and purchasing decisions. Consumers think that there are no difficulties in using it, the technology used is relatively the same as other market places, this can also be strengthened by the characteristics of the respondents, most of whom are students and are in an age range that is familiar with digitalization so the technology used is very easy. The results of this research are in line with research from Atika (2023) which states that convenience has no effect on purchasing decisions

The influence of promotions on purchasing decisions

Based on the results of data analysis which gives a statistical t value of $-0.982 < 2.005$ and a sig value > 0.05 , it can be concluded that H_0 is accepted, meaning there is no influence between promotions and purchasing decisions. The promotions carried out are good and intensive, consumers consider the promotions carried out by Shopee to be good and not much different from other market places so that consumers do not really consider the promotions carried out by Sophee except for information relating to discounts or price cuts. These results are different from research from Sherly Marlina, et al (2020), Jilhansyah Ani, et al (2021), Iffa Ainur Rozi (2021) and Hesti Noor Fatimah (2022).

The influence of service quality on purchasing decisions

Based on the results of data analysis which gives a statistical t value of $2.253 > 2.005$ and a sig value < 0.05 , it can be concluded that H_a is accepted, meaning there is an influence between service quality and purchasing decisions. The quality of existing services as measured by an attractive application appearance, good product quality, orders arriving on time, quick responses to consumer complaints are considered in purchasing decisions. Good service quality encourages increased purchasing decisions. This is in accordance with research from Dewi Pujiani et al (2023), Iffa Ainur Rozi (2021), Sherly Marlina et al (2020) which states that service quality variables influence purchasing decisions.

The influence of trust on purchasing decisions

Based on the results of data analysis which gives a statistical t value of $2.418 > 2.005$ and a sig value < 0.05 , it can be concluded that H_a is accepted, meaning there is an influence between trust and purchasing decisions.

From the description of the research variable, trust is measured by 3 indicators, namely, Integrity is related to shopee's consistency in running its business, the ability to handle every problem experienced by consumers and fulfill all consumer needs, benevolence is related to empathy, attention, confidence and gratitude which is second beneficial. both parties. Respondents gave positive or good appreciation as evidenced by the answers of many respondents in the agree and strongly agree categories.

Trust occurs when one of the parties carrying out a transaction has confidence in the exchange of a partner's reliability and integrity. Trust is something that is difficult to control and this is an obstacle, because in online transactions there is no interaction or direct face-to-face contact between the seller and the buyer, the buyer or consumer cannot see directly the product to be purchased. When consumers want to buy online, the first thing to consider is whether the purchasing site used is safe and trustworthy. In this case, Shopee can give confidence to consumers, this can be seen from the responses of respondents who give good and positive appreciation. This shows that trust can make consumers decide to buy. The ability to build trust will encourage consumers to make purchases which ultimately results in satisfaction resulting in repeat purchases. This research supports research from Tirtayasa *et.al* (2021), Septiani & Widayatsari (2020), Kartika & Ganarsih (2019) and Ahmadi *et.al* (2017) who concluded that trust has an influence on purchasing decisions

The influence of product reviews on purchasing decisions

Based on the results of data analysis which gives a statistical t value of $4.477 > 2.005$ and a sig value < 0.05 , it can be concluded that H_a is accepted, meaning there is an influence between product reviews and purchasing decisions.

The results of this research analysis show that the information provided in product reviews is a source of consumer information for selecting products to purchase. Consumers use the review results listed in the *review column* to compare product quality with other stores. Product reviews also help consumers to see original images of the products being sold so that they can attract consumers to make purchasing decisions.

This makes this research support research from Aisyah et al (2021); Madina Nurul Ivadah et al (2021); Fransiska Vania Sudjatmika et al (2017) , the results showed that the product review variable had a significant effect on purchasing decisions .

The influence Ease of use , promotions, service quality, trust and product reviews on purchasing decisions.

Based on the results of data analysis, the statistical F value was $19.781 >$ from F table 2.383 So it can be concluded that simultaneously convenience, promotion, service quality, trust and product reviews influence purchasing decisions

4. CONCLUSIONS AND RECOMMENDATIONS

The conclusions of this research are:

Partially, the ease of use and promotion variables have no partial effect on purchasing decisions.

Partially, service quality, trust and product reviews influence purchasing decisions.

Simultaneously, Ease of use, promotion, service quality, trust and product reviews influence purchasing decisions.

Recommendations that can be given:

For Shopee, even though ease of use has no effect, it is not a consideration when making a purchase. You still have to pay attention to the issue of ease of use, so that consumer perceptions do not change. Likewise, promotions, even though they are good in their promotions, still have to be maintained and even given more attention, becoming more intensive and more creative. For the quality variable, good quality should be maintained, even if it can be improved, so that it will truly provide satisfaction for consumers and then influence purchasing decisions. To maintain consumer confidence and further increase consumer confidence. It is also necessary to pay attention to product reviews, for example, the more information about products is improved, the more complete the information obtained will increase consumer satisfaction and will encourage increased purchasing decisions.

Future researchers can add other variables, such as content marketing, price, security and increase the number of respondents. It is also recommended that the scope of the research be carried out by comparing it with other market places which are Shopee's competitors

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