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THE EFFECT OF SERVICE QUALITY AND PRICE ON CONSUMER PURCHASE DECISIONS THROUGH PURCHASE INTEREST ON ONLINE SHOPEE SHOPPING SITES IN INDONESIA

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Abstract

This study aims to: 1) Analyze the effect of service quality and price on consumer buying interest, 2) Analyze the effect of service quality and price on consumer purchasing decisions, 3) Analyze the effect of buying interest on consumer purchasing decisions, 4) Analyze the effect of service quality and price on purchasing decisions through buying interest. This research was conducted on customers of the Shopee online shopping site which is managed by PT. Shopee Indonesia. The sampling technique used a random technique with analytical methods using descriptive analysis methods and path analysis. The results show that: 1) there is an influence of service quality and price on buying interest, 2) there is an influence of service quality and price on purchasing decisions, 3) there is an influence of buying interest on purchasing decisions, 4) buying interest cannot mediate to increase the effect of quality services and prices on consumer purchasing decisions on the Shopee online shopping site managed by PT. Shopee Indonesia.

Keywords: *Quality of Service, Price, buying interest, purchase decision, Shopee*

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INTRODUCTION

The phenomenon of the problem of differences in research results (research gap) that affects purchasing decisions in the perspective of consumer behavior seems to be relatively interesting to study. This is because previous studies have not indicated the existence of a model, which is capable of providing a strong methodological basis, to explain the complexity of the phenomena encountered see (Tecoalu, Yonathan, & Tj, 2021); (Astuti & Dewi, 2019); (Hartanto,2020); (Prasetyo, Aziiz, Maruf, Alvia, & Tarmidi, 2021); (Nursiam, Yanissa, & Ariani, 2020) and (Sholichin & Wisnalmawati, 2021) In other words, this condition reflects that the previous study models are still divergent, which in turn has an impact on their applicability and the resulting generalization is still limited. Therefore, such conditions provide an opportunity for this study to try to review the (Hartanto, 2020) study model to be re-tested on different objects, taking the theme "how do service quality and price influence consumer purchasing decisions through Shopee's online shopping purchase intention. in Indonesia". The following is a cursory description of the "research problem" which is the background of the phenomenon of the problems mentioned above.

Indonesia is a country with very fast e-commerce growth. The number of internet users who reach 82 million people or about 30% of the total population in Indonesia, this business space is a very good land for those who can see its potential. This statement is also supported by data from the Minister of Communication and Information which states that the value of e-commerce transactions in 2013 reached Rp130 trillion. This is a very fantastic number because it can be interpreted that only 7% of the total potential for online shopping, based on data from McKinsey. The ICD research institute predicts that the e-commerce market in Indonesia in the following years will grow rapidly by 42%. This figure is higher than other countries, as Malaysia (14%), Thailand (33%) and the Philippines (28%) know this value is very good potential for future investors. This shows that actually, Indonesia can still make better progress in the world of e-commerce.

The results of the 2019 Central Statistics Agency (BPS) survey with the title "2019 E-commerce Statistics" page 22 stated that, "during 2018, the number of transactions from 13,485 e-commerce businesses was 24,821,916 transactions with a transaction value reaching 17.21 trillion Rupiah. From this data, it can be said that on average each e-commerce business conducted transactions during 2018 as many as 1,841 times with an average transaction value of 694 thousand Rupiah/transaction. The number of Shopee visitors is 55.9 million people, while this year the number of visitors reached 96.5 million, an increase of about 72% (idprice.com).

METHOD

The method used in this study uses quantitative methods. This quantitative research is research that is used to answer problems through careful measurement techniques of certain variables, so as to produce conclusions that can be generalized, regardless of the context of time and situation as well as the type of data collected, especially quantitative data.

This study is to test how much influence the service quality and price variables have as independent variables, buying interest as a mediating variable (intervening), and purchasing decisions as the dependent variable. Intervening variables or variables that affect the relationship between the independent variable and the dependent variable are stated in the buying interest variable. This variable is an intermediary variable that lies between the independent variable and the dependent variable and affects the dependent variable. Then combined with relevant theories using data analysis techniques with reference to the variables used (Bintarti, 2015).

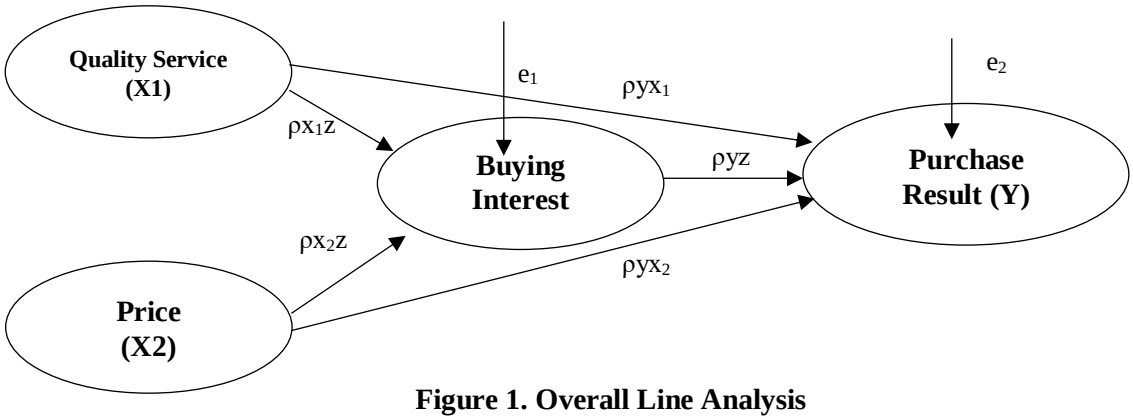

Figure 1. Overall Line Analysis

Data collection methods commonly used in quantitative research are surveys. The survey method is a research method that uses a questionnaire as the main instrument in data collection. The use of survey methods with questionnaire data collection tools will make it easier for writers to get actual and factual information that is in accordance with field conditions. Questionnaires were distributed to respondents to fill in in accordance with the instrument statement items with the following choices: Strongly Disagree (STS), Disagree (TS), Doubtful (R), Agree (S) and Strongly Agree (SS). All data collected will be analyzed to determine the relationship or influence between variables statistically using the SPSS 24 application.

Data Sources

In this study, the data sources used were primary data. According to (Sugiyono, 2013), primary data is data obtained directly from the object of research. Meanwhile, according to (Mbete & Tanamal, 2020), primary data is data collected and processed by certain individuals or organizations that come directly from the object of research.

In this study, primary data were obtained through research questionnaires given to respondents with certain criteria. To get good data, researchers tried to get data with the following methods:

a. Questionnaire (questionnaire)

Questionnaire is an instrument for data collection, where participants or respondents fill out questions or statements given by researchers. Researchers can use questionnaires to obtain data related to the thoughts, feelings, attitudes, beliefs, values, perceptions, personalities and behaviors of the respondents (Bintarti, 2015).

Questionnaire is a data collection technique that is carried out by giving several questions to respondents to answer (Sugiyono, 2016). Researchers in this study used the Google Form facility from Google as a questionnaire to obtain primary data from respondents.

b. Literature Study

Data collection techniques by seeking information from various sources relevant to this research. Sources of information can be obtained from journals, books, articles, and various other references (Hartanto, 2020).

RESULT AND DISCUSSION

Path Analysis

To examine the effect of the mediating variable, the path analysis method was used. Path analysis is an extension of multiple linear regression analysis, or path analysis is the use of regression analysis to estimate causality relationships (causal models) between predetermined variables based on theory (Ghozali, 2018). Path analysis in this study can be described as follows:

Analysis of the Effect of Service Quality and Price on Purchase Interest

Path coefficients use standardized regression coefficients. The results of the regression analysis of the influence of service quality and price on buying interest can be seen in the table below:

Table 1. Test Results of the Effect of Service Quality and Price on Buying Interest

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.409[a]	.167	.150	2.488

a. Predictors: (Constant), Harga, Kualitas_Pelayanan

Shows the value of R2 (R Square) of 0.167, this value of R2 will be used to calculate the value of the coefficient e1. The coefficient of e1 is the variance of buying interest which is not explained by service quality and price.

The coefficient of e_1 = ((1-R^2)) = ((1-0.167)) = 0.833 = 0.913

Table 2. Buying Interest Regression Analysis Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,508	3,044		3,123	,002
	KL	,173	,091	,194	1,898	,031
	HR	,260	,093	,286	2,792	,006

a. Dependent Variable: MB

From the table it can be seen the following regression equation:

Z= b1X1 + b2X2 +e1
Z=0.194X1+0.286X2+0.913e1……(1)

The equation shows that:
Every 1 increase in the service quality variable will be accompanied by an increase in buying interest of 0.194. Every 1 increase in the price variable will be accompanied by an increase in buying interest of 0.286.

Analysis of the Effect of Service Quality and Price on Purchase Decisions

Table 3. Test Results of the Effect of Service Quality and Price on Purchase Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.203[a]	.041	.021	2.622

a. Predictors: (Constant), Harga, Kualitas_Pelayanan

Table 23 shows R2 of 0.041, the magnitude of the coefficient e2 = ((1-R^2)) = ((1-0.041)) = ((0.959) = 0.979

Table 4. Purchase Decision Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	19,214	3,208		5,990	,000
	KL	,105	,096	,120	1,088	,009
	HR	,199	,098	,223	2,025	,006

a. Dependent Variable: KP

Y = b1X1 + b2X2 + e1

Y = 0.12X1 + 0.223X2 + 0.979e2…….(2)

The equation shows that:

Every 1 increase in service quality variable will be accompanied by an increase in Purchase Decision by 0.120

Every 1 increase the price variable will be accompanied by an increase in purchasing decisions of 0.223

From the above equation it can be seen that if the quality of service increases then customer satisfaction will increase purchasing decisions, as well as an increase in the price variable will increase purchasing decisions.

Analysis of the influence of service quality and price on purchasing decisions through buying interest

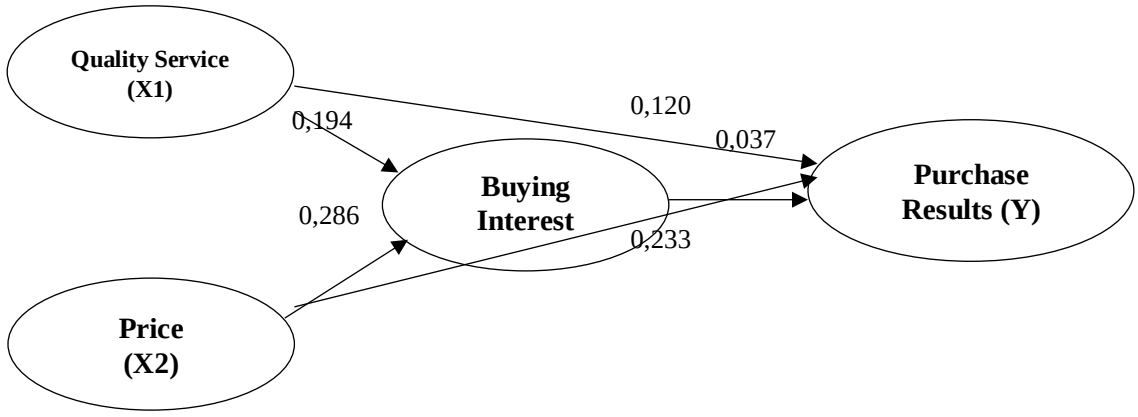

Figure 2. Path Analysis Model

Hypothesis Testing

It is suspected that there is an effect of service quality and price on Shopee consumer buying interest

Value ofh product quality and price on customer satisfaction

through buying interest as follows:

X1 → Z → Y = (ρZX1) x (ρYZ) = 0.194 x 0.037 = 0.007
X2 → Z → Y = (ρZX2) x (ρYZ) = 0.286 x 0.037 = 0.010

Table 5. F Test Results The Influence of Service Quality and Price on Purchase

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120,347	2	60,174	9,721	.000[b]
	Residual	600,413	97	6,190		
	Total	720,760	99			

a. Dependent Variable: MB

b. Predictors: (Constant), HR, KL

Intention From the results of data processing using the SPSS version 23 program, it was found that the F-count value was 9.721 with an F-table 3.09. It is known that the calculated F value is greater than the F-table, thus H0 is rejected and H1 is accepted with a 5% significance. So it can be concluded that the variables of service quality and price have a simultaneous effect on buying interest. Thus the first hypothesis is tested and proven.

It is suspected that there is an influence of Service Quality and Price on Purchase Decisions

Table 6. F Test Results The Influence of Service Quality and Price on Purchase Decisions

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28,611	2	14,305	2,081	.130[b]
	Residual	666,699	97	6,873		
	Total	695,310	99			

a. Dependent Variable: KP

b. Predictors: (Constant), HR, KL

From the results of data processing using the SPSS version 23 program, it was found that the F-count value was 2.081 with F-table 3.09. It is known that the F-count value is smaller than the F-table, thus H0 is accepted and H1 is rejected. So it can be concluded that the service quality and price variables have no simultaneous effect on buying interest. Thus the second hypothesis is untested and unproven.

It is suspected that there is an influence of buying interest on purchasing decisions

Table 7. results of t-test of the effect of buying interest on purchasing decisions

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21,296	2,278		9,348	,000
	MB	,037	,099	,037	,369	,003

a. Dependent Variable: KP

From the results of data processing using SPSS version 23 program, it was found that the t-count value was 0.369 with a t-table of 1.660. It is known that the t-count value is smaller than the t-table, thus H0 is accepted and H1 is rejected. So it can be concluded that there is no influence of buying interest on purchasing decisions. Thus the third hypothesis is untested and unproven.

It is suspected that there is an influence of service quality and price on purchasing decisions through purchase intention

$X1 \rightarrow Z \rightarrow Y = (\rho ZX1) \times (\rho YZ) = 0.194 \times 0.037 = 0.007$
$X2 \rightarrow Z \rightarrow Y = (\rho ZX2) \times (\rho YZ) = 0.286 \times 0.037 = 0.010$

In the service quality variable, the indirect influence value is obtained from the path coefficient value ZX1 multiplied by the path coefficient value YZ. The multiplication result shows that the value of the coefficient of indirect influence (0.007) is smaller than the value of the coefficient of direct influence (0.120).

While on the price variable, the indirect influence value is obtained from the path coefficient value ZX1 multiplied by the path coefficient value YZ. The multiplication result shows that the value of the coefficient of indirect influence (0.010) is smaller than the value of the coefficient of direct influence (0.233).

The results of the analysis above, it shows that the buying interest variable cannot mediate the quality of service and price on purchasing decisions. So it can be concluded that the fourth hypothesis is untested and unproven.

CONCLUSION

Based on the results of research on the effect of service quality and price on consumer purchasing decisions at Shopee through buying interest, the following conclusions can be drawn:

Quality of service

Based on the analysis of the description of reliability indicators providing the greatest support for the formation of service quality variables, Shopee is considered to have the ability to provide excellent service. promised promptly, accurately, and satisfactorily.

Price

The price affordability indicator provides the largest contribution to the formation of the price variable, namely that products at Shopee are considered affordable and cheap.

Buying Interest

The indicator that provides the greatest support for the formation of the buying interest variable is the desire to know the product, that is, many consumers seek information about the product and tend to have clear and easy-to-find information.

Purchase Decision

The indicator that provides the greatest support for the formation of the purchasing decision variable is the speed in buying the product, which is the main choice in finding needs and providing satisfaction in transactions.

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