

## THE EFFECT OF PRICE PERCEPTIONS AND PURCHASE INTENTION ON PURCHASE DECISIONS OF FASHION PRODUCTS THROUGH THE MARKETPLACE SHOPEE IN STUDENTS OF WALISONGO STATE ISLAMIC UNIVERSITY

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### ABSTRACT

Fashion needs are still a product that is favored by all groups, especially students. In this digital era, Shopee is one of the marketplaces that provides various types of fashion products and encourages people to tend to make purchasing decisions online. Purchasing decisions from consumers on a marketplace are influenced by many factors, ranging from price perceptions by consumers, purchase interest, brand ambassadors, advertisements, marketplace appearance, service quality, and many more. This study aims to measure the effect of price perception and purchase interest on purchasing decisions for fashion products through the Shopee marketplace for students of Walisongo State Islamic University Semarang. This research was conducted using linear regression data analysis techniques and using a quantitative approach through purposive sampling techniques with a sample of 100 respondents. Based on the results of the analysis, it can be stated that price perception and purchase intention simultaneously influence the decision to purchase fashion products with an F-count value of 49.757 with sig <0.001. The results of this study indicate that price perceptions and purchase intention have a partially significant positive effect on purchasing decisions for fashion products through the Shopee marketplace for UIN Walisongo Semarang students, so it can be concluded that the effect of variables X1 and X2 on Y is positive so it is very likely that price perceptions and purchase intention will simultaneously influence purchasing decisions.

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**Keywords:** Price Perception, Purchase Intention, Purchase Decision, Shopee.

### INTRODUCTION

In the digital era like now, the many choices of marketplaces circulating in Indonesia make people even more confused in choosing where to shop. Each platform offers its own advantages and disadvantages, making the decision even more difficult. However, before making a purchase decision, there are several factors that influence consumers when choosing a product or service to buy.

In determining purchasing decisions are influenced by many factors such as perceived price, ease of use, promotions, customer trust, product quality, and other variables. As we know, in today's era, there are many marketplaces competing to attract customers to buy the products offered. According to Sungadji and Sopiah (2013:24), consumers in decision making are influenced by three main factors, namely, psychological factors, situational factors, and social factors.

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In Hanum and Hidayat (2017:42), personal factors provide the highest factors, in which there are price perceptions and buying interest.

Purchasing decisions are crucial for companies to consider in developing and maintaining their business. According to Soliha and Fatmawati (2017:1-20), customer perception of price is one of the things that influence purchasing decisions. Perceived price is the consumer's tendency to use price benchmarks in making purchasing decisions. As stated by Lestari, (2021); Sari & Wahyuni, (2020); Setiawan, (2020). From previous research it can be concluded that consumers' views of price perceptions and purchase intentions have a significant influence on their purchasing decision making.

Consumer purchasing decisions are decisions that also involve the consumer's own price perception of a product to be purchased. Here we can see how far the influence of price perception and purchase intention to decide to purchase goods or services. With a variety of price offers by the market, it will form a perception of product prices by consumers and buying interest will also appear in consumers as a response to products that show how consumers want to make purchases. So that it is able to influence consumers in making purchasing decisions, namely from product selection, shopping, to transaction processing, and shipping goods.

Based on Similar Web data, the marketplace that has the highest website visitors is Shopee, with an average of 181 million visitors per month in the last 3 months (October - December 2022). Shopee is an e-commerce startup running on commercial e-site sections. In addition, Shopee is an online store in the form of applications that are centered on mobile platforms and can be downloaded on application markets such as Playstore or Appstore. There are many products offered by Shopee, one of which is fashion products which are everyone's primary needs, so that they are highly marketable by the public.

Meanwhile, the Shopee marketplace offers prices that have a special appeal for consumers. This is because Shopee offers various prices and is able to compete with

other marketplaces. Shopee also provides a variety of imported products that are sold at lower prices than market prices. In addition, Shopee also provides a price screening feature that is tailored to your wishes, starting from the lowest price to the highest price and vice versa. Of course, this feature makes it easier for potential buyers to find items that suit their budget. This is one of the comparisons for buyers when making decisions to buy goods through Shopee.

This research will discuss how the influence of price perceptions and purchase intention on purchasing decisions through the Shopee marketplace for students of UIN Walisongo Semarang. Based on a review of previous studies and in terms of the urgency of the problem, this research is in a strategic position to be able to see how price perceptions influence and buying interest through the Shopee marketplace in this digital era. This research is an in-depth study of the Effect of Perceived Price and Purchase Intention on Purchase Decisions Through the Shopee Marketplace for Students of Walisongo State Islamic University Semarang. The findings and results of this study can be used as a reference for subsequent researchers and can contribute to becoming one of the literature in the development of science which has something to do with this research.

## LITERATURE REVIEW

### Price Perception

Price is one of the factors that influence purchasing decisions, so the success of marketers in marketing their products is, of course, influenced by the price offered. According to Wariki et al. (2015), price perception is a person's view of the price that is considered suitable for a particular product, as well as the extent of a person's financial ability to buy that product. Because price perceptions can vary between individuals, marketers must be able to set the right price for their products and provide advice and solutions that are suitable for their potential customers. Each individual has a relative price perception, so setting a price that suits the product will be a good guide for consumers and marketers in making purchasing decisions.

Every consumer has different individual needs. Consumer assessments of the products they use vary, so the price perception of each consumer is different. Perception can greatly affect the awareness of each consumer when evaluating a product (Prabowo, 2016). Consumer perceptions of the price of a product certainly have a strong influence on consumer purchasing decisions. This shows that a consumer assesses the reasonableness of the price of goods and services depending on how to choose them.

Price perception can be measured based on customer perceptions by asking what the most important variables are in choosing a product. According to Tjiptono (2008), there are five aspects to measuring a price: the ability to buy, willingness to buy, consumer lifestyle, product benefits, and the price of other products. According to Kotler in Krisdayanto et al. (2018), price perception consists of several indicators, namely, the affordability of product prices, the match between price and quality, price competitiveness, and the match between price and benefits.

#### Purchase Interest

In Latief (2018), interest refers to the urge in a person to take certain actions. Purchase interest is triggered by strong internal stimuli, influenced by stimulus, and positive feelings towards the product. In this case, internal factors refer to the needs and desires of consumers, while the stimulus can be information about the product or the experience of using the product. The combination of these factors will affect the level of someone's interest in the product. Meanwhile, according to Kinnear and Taylor in Faradiba and Astuti (2013), purchase interest is the stage of the respondent's tendency to act before making a purchase decision. Likewise, Insani et al. (2013) argue that purchase interest arises as a result of the learning and thinking processes, so that a person's perception is formed. This interest will create an impulse that is always imprinted in his mind and becomes a very strong desire. Thus, when consumers have to meet their needs, they will realize what they think. In the context of this study, purchase intention refers to interest in making transactions.

According to Lucas and Britt in Fitriah (2018), there are five aspects to purchasing interest. First, attention, where consumers are very oriented towards a product. Second, interest: consumers will feel interested after paying attention. Third, desire, namely the feeling of having a product. Fourth, belief, namely the existence of confidence in consumers in a product so that a decision to get it appears through the act of buying. And fifth, the decision. In addition, there are two factors that influence consumer buying interest: internal factors and external factors. Internal factors consist of lifestyle, occupation, and motivation. Lifestyle is defined as an individual's pattern of life related to daily activities. While external factors consist of price, social, and product quality.

#### Purchase Decision

In the view of Kotler and Armstrong (2016: 177), purchasing decisions refer to consumer actions as individuals, groups, or organizations to select, purchase, use goods, services, and experiences. So that the purpose of this action is to fulfill the needs and desires that are owned. Meanwhile, according to Tjiptono in Hidayati (2018) purchasing decisions are the stage where consumers understand the problem, look for information on a product to consider through several options in solving the problem so that they can make a purchase decision. Meanwhile, according to Mahkota (2014), purchasing decisions are a selection process in evaluating several alternative behaviors to choose one of them.

Kotler and Armstrong (2016) explain that there are five aspects to decision making, the first, need recognition, is the beginning of consumers recognizing the needs they want to meet. Second, information search, which is in the form of consumer activities to find information about products according to what they need. Third, evaluate alternatives, namely evaluating several alternative choices or information that has been previously sought. Fourth, purchasing decisions, which include consumer activities in deciding to buy a product in reality. Fifth, post-purchase processes and behavior, which includes how consumer behavior after purchase, whether to repurchase the product or stop purchasing the

product that has been purchased. Kotler and Armstrong (2016: 188) argue that purchasing decision indicators consist of product selection, brand selection, place selection, purchase quantity, purchase time, and payment method.

## METHODS

This research uses a quantitative approach because the observed symptoms are converted into numbers that can be analyzed using statistics. The data source is obtained from filling out questionnaires by respondents. The population who became respondents of this research were students of Walisongo State Islamic University Semarang. As for the sample, this research uses purposive sampling technique with a total of 100 respondents.

The criteria for respondents in this research are active students of UIN Walisongo Semarang and have purchased fashion products on the Shopee marketplace. The data collection technique used in this research involves three types of scales, namely the price perception scale, purchase intention scale, and purchase decision scale. Each scale uses four answer options, namely Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD). The data analysis techniques in this research are, first, testing the validity and reliability of research instruments, second, conducting assumption tests, and finally using multiple linear regression tests.

## RESULTS AND DISCUSSION

In this study, several analyses have been conducted. First, the validity and reliability tests of the research instruments, the assumption test, and finally the multiple linear regression test. The results are as follows.

### Validity Test

The validity test was conducted to determine whether the research instrument used to measure the accuracy of the information on the subject related to the information needed by the researcher was valid or not. The validity test of this research instrument was conducted on 30 student respondents at Walisongo State Islamic

University Semarang. The requirement for an item to be valid is if the item rest correlation score  $< 0.3$ . In the scale validity test, 56 items were analyzed using JASP. Of the 56 items tested, there were 14 items scored an item rest correlation below 0.3 so the item was canceled and there were 42 valid items.

### Reliability Test

Reliability test is a test of the instrument to determine whether or not a research instrument is reliable. Reliability shows how consistent and reliable a measurement result is. In this study, the test instrument was tested on 100 students at Walisongo State Islamic University, with a reliability score at the Cronbach's alpha value of  $0.917 > 0.7$ , so it can be concluded from the results of this test that this research instrument is reliable.

### Normality Test

In this research, the classical assumption test in the form of a normality test using Kolmogorov-Smirnov. Data can be said to be normally distributed if the significant value is  $\geq 0.05$ . Based on the results obtained from the normality test, it is known that the Asymp sig. value is  $0.200 > 0.05$ . So it can be concluded that the residual value of the data is normally distributed.

### Multicollinearity Test

The multicollinearity test results show that the tolerance value of the two independent variables is  $0.763 > 0.10$  and the VIF value of the two independent variables is  $1.310 < 10$ . A data has no multicollinearity problem if the tolerance value is  $\geq 0.1$  and the VIF value is  $\leq 10$ . So it can be concluded that variable price perception and purchase intention do not occur multicollinearity problems.

### Hypothesis Test

Hypothesis tests 1 and 2 can be seen in **Table 1**. According to Basuki & Prawoto (2015), the hypothesis is shown to be accepted if the significance value is  $\leq 0.05$ . **Table 1** shows the sig value. The effect of Price Perception (X1) on Purchasing Decisions (Y) is  $< 0.001 < 0.05$ . This means that there is a significant effect of Price Perception (X1) on Purchasing Decisions (Y). H1 is accepted. To see how much influence price perceptions

have on purchasing decisions, it can be seen in column B where the Unstandardized B value of price perception is 0.703 or 70.3%.

**Table 1** also shows the sig value. The effect of Purchase Intention (X2) on Purchasing Decisions (Y) is <0.001 <0.05. This

shows that there is a significant effect of Purchase Intention (X2) on Purchasing Decisions (Y). H2 accepted. To see how much influence buying interest has on purchasing decisions, it can be seen in column B where the Unstandardized B value of price perception is 0.403 or 40.3%.

**Table 1 Hypothesis Test 1 and 2**

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	9.512	4.012		2.371	0.020
Price Perception (X1)	703	0.126	0.456	5.588	<.001
Purchase Intention (X2)	403	0.090	0.367	4.499	<.001

Hypothesis test 3 can be seen in **Table 2** which shows that the F value is 49.757 and the significance value of the Effect of Price Perception (X1) and Purchase Intention (X2) on Purchasing Decisions (Y) is <0.001 <0.05.

According to [Basuki & Prawoto \(2015\)](#), the hypothesis can be shown to be accepted if the significance value is  $\leq 0.05$ . This means that there is a significant effect of Price Perception (X1) and Purchase Intention (X2) on Purchasing Decisions (Y). H3 is accepted.

**Table 2 Hypothesis Test 3**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regerssion	2132.311	2	1066.156	49.757	0.000
Residual	2078.499	97	21.427		
Total	4210.760	99			

### Test Coefficient of Determination (R Square)

**Table 3** Model Summary is used to measure the extent of the influence of price perceptions and purchase intention on purchasing decisions. According to [Basuki & Prawoto \(2015: 43\)](#), the R Square value shows how much the independent variable explains the dependent variable. It can be seen in the Adjusted R Square column that the value is 0.506 or 50.6% rounded up to 51%. This value indicates that price perception and purchase interest influence purchasing decisions by 51% while the other 49% is influenced by other factors.

**Table 3 Model Summary**

R	R <sup>2</sup>	Adj R <sup>2</sup>
0.712	0.506	0.496

Based on the hypothesis testing that has been conducted, according to **Table 1**, the regression coefficients of Price Perception (X1) and Purchase Intention (X2) on Purchasing Decisions (Y) can be found, and the multiple

linear regression equation formed can be stated as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 9,512 + 0,703X_1 + 0,403X_2$$

Purchasing Decisions = 9,512 + 0,703 Price Perception + 0,403 Purchase Intention. Based on the results of the multiple linear regression test, an equation is found that explains that the constant value (a) is 9.512 with a positive value. This shows that there is a unidirectional relationship between these variables. In this case, if price perception and purchase intention have a value of zero, the purchase decision will be 9.512.

The price perception coefficient (b1) has a value of 0.703, which is also positive. This indicates that each one unit increase in the price perception variable will result in an increase in purchasing decisions by 0.703 assuming other variables are constant.

The purchase interest coefficient (b2) has a value of 0.403, which is also positive.

This shows that each one unit increase in the purchase interest variable will result in an increase in purchasing decisions by 0.403, assuming other variables are constant. So it can be concluded that the higher the price perception and purchase interest, the higher the purchasing decision.

In this study, there are three main topics of discussion related to the hypothesis tested on each variable in the study. The main objective of this study is to determine and measure the effect of price perception and purchase intention on purchasing decisions through the Shopee marketplace for students of UIN Walisongo Semarang. From the hypothesis test that has been obtained previously in the data analysis, the results are; first, there is an effect of price perception on purchasing decisions for fashion products through Shopee for students of UIN Walisongo Semarang with a significant value of  $<0.001 <0.05$ , meaning that H1 is accepted. It is also known that the price perception coefficient (b1) has a value of 0.703 which has a positive value. This indicates that each one unit increase in the price perception variable will result in an increase in purchasing decisions by 0.703 assuming other variables are constant. So the higher or better the price perception, the higher the purchasing decisions by consumers. This shows that a good price perception in a marketplace will encourage consumers to make purchasing decisions in the marketplace.

This is in line with Alfred's (2013) which shows that price has a significant influence on consumer purchasing decisions and consumers consider price factors in their purchasing situation. Meanwhile, Jamaludin et al (2015) in their research also revealed that price perception has a significant impact on purchasing decisions. In research of Anggraeni and Soliha's (2020), price perceptions have a positive and significant effect on purchasing decisions. In this case, price is an important factor in influencing purchasing decisions in online stores, because the price is significantly smaller than the manufacturer's price list. Thus, in making decisions, consumers will consider several things such as product prices, price affordability, and price compatibility with

consumer budgets and price competition with similar products.

Second, there is an effect of buying interest variables on purchasing decisions for fashion products through Shopee for students of UIN Walisongo Semarang with a significant value of  $<0.001 <0.05$ , meaning that H2 is accepted. It is also known that the coefficient value of buying interest (b2) has a value of 0.403 which is also positive. This shows that each one unit increase in the purchase interest variable will result in an increase in purchasing decisions by 0.403, assuming other variables are constant. So the higher the buying interest, the higher the purchasing decisions made by consumers. This shows that the existence of high buying interest in consumers in a marketplace will encourage consumers to make purchasing decisions in the marketplace.

This is in line with the research of Septifani et al (2014), buying interest has a positive and significant influence on purchasing decisions for tea drinks in RGB packaging. In addition, it is also in line with Jamaludin et al. (2015) which states that buying interest has a direct positive and significant effect on purchasing decisions. Purchase interest is the phase in which consumers tend to take purchasing action before making a final decision. Consumer buying interest to buy can arise in response to certain stimuli or stimuli. From this study, it shows that buying interest plays an important role for consumers in determining whether to buy or not.

Third, there is an effect of price perception and purchase intention on purchasing decisions for fashion products through Shopee for UIN Walisongo Semarang students with a significant value of  $r < 0.001 < 0.05$ , meaning that H3 is accepted. It is also known that the Adjusted R Square is 0.506 or 50.6% rounded up to 51%. This shows that there is a significant effect of price perception and purchase intention on purchasing decisions for fashion products through Shopee for UIN Walisongo Semarang students with an influence of 51%. While the other 49% is influenced by other factors as explained by Sungadji and Sopiah (2013: 24), there are three main factors that influence consumer

decisions, namely psychological factors, situational factors, and social factors.

### CONCLUSION

Based on the results of the research along with the discussion previously described, it can be concluded that there is a significant effect of price perception and purchase intention on purchasing decisions for fashion products through the Shopee marketplace for students of UIN Walisongo Semarang. There is a simultaneous influence of price perception and purchase intention on purchasing decisions. Price perception and purchase intention contribute 51% in influencing purchasing decisions for students of UIN Walisongo Semarang. The high decision to purchase fashion products through Shopee by students of UIN Walisongo Semarang is influenced by the high price perception and high purchase intention possessed by these students. Vice versa, when students of UIN Walisongo Semarang do not have good price perceptions and high buying interest in the Shopee marketplace, their purchasing decisions are low.

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#### Author's declaration

#### Authors' contributions and responsibilities

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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#### Availability of data and materials

All data are available from the authors.

#### Competing interests

The authors declare no competing interest.

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