
THE INFLUENCE OF PRODUCT QUALITY, PRICE AND BRAND IMAGE ON CONSUMER PURCHASE DECISIONS ON SHOPEE

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Abstract

This study aims to analyze the influence of product quality, price, and brand image on consumer purchase decisions on Shopee. The independent variables in this study are product quality, price, and brand image, while the dependent variable is the purchase decision. This study uses a quantitative approach with a survey method. The sampling technique used purposive sampling with a total of 96 respondents who had made purchases at Shopee. Data were collected through questionnaire deployment and analyzed using multiple linear regression. The results of the study show that partially product quality, price, and brand image have a positive and significant effect on purchase decisions. Simultaneously, these three variables also have a significant effect on consumer purchase decisions. Product quality variables and brand image have a more dominant influence than price in driving purchase decisions. These findings show that improving product quality, competitive pricing, and building a strong brand image are important strategies in improving consumer purchasing decisions in the marketplace.

Keywords: Product Quality, Price, Brand Image, Purchase Decision

INTRODUCTION

The development of e-commerce in Indonesia in recent years has significantly changed people's consumption patterns, including in areas that were previously dominated by offline shopping activities such as Rantauprapat. People are starting to take advantage of digital platforms such as Shopee because of the ease of access, complete product variety, and many competitive price options. This phenomenon is increasingly visible after the pandemic, where consumer behavior in Rantauprapat has gradually shifted from traditional shopping in markets and physical stores to online shopping.

In Rantauprapat itself, the use of Shopee has increased sharply along with the development of digital infrastructure, an increasingly stable internet network, and buying and selling activities among students, students, and housewives. Shopee is the main choice because it offers easy product search, various payment methods, and relatively fast delivery to the Labuhanbatu Regency area. Many local consumers prefer to buy goods online rather than physical stores, mainly due to the availability of more complete products.

One of the important phenomena that affects consumers' purchasing decisions on Shopee is product quality. In Rantauprapat, many consumers complain that products sold in some local stores do not always meet the expected quality standards, so they prefer to buy from large stores on Shopee that provide quality assurance, high ratings, and clear reviews. This shows that product quality is one of the main considerations of the community when deciding to transact in e-commerce.

The trust of the people of Rantauprapat in product quality on Shopee is also influenced by the product review feature and user ratings. Many buyers become very cautious because cases of items not according to description are quite common. However, consumers still choose Shopee because they can compare the quality of various products from many sellers. This reality reinforces that guaranteed product quality is a determining factor in purchasing decisions.

The next phenomenon is the price factor, which is very sensitive for consumers in Rantauprapat. The majority of people tend to consider prices before buying, and Shopee offers the opportunity to compare prices from hundreds of sellers with similar products. In many cases, consumers prefer to buy on Shopee because the price of the product is often cheaper than in a physical store, even after calculating shipping costs.

Consumers in Rantauprapat are very responsive to discount programs, flash sales, and free shipping vouchers. Many postpone purchases until a certain promo moment because the price difference is quite significant. This shows that the price factor is not only a matter of nominal, but also the perception of value that consumers feel. Therefore, competitive prices are a strong reason why Shopee is increasingly in demand by the local community.

In addition to product quality and price, the brand image factor also has a big influence on purchasing decisions. In Rantauprapat, people are increasingly selective in choosing product brands due to the high awareness of counterfeit goods, low quality, and unknown brands that are widely circulated in the marketplace. Consumers are more likely to choose well-known and reputable brands, even if the price is higher.

Shopee provides a wide selection of official brands through the Shopee Mall feature, which further strengthens consumers' perception of product safety and authenticity. Consumers in Rantauprapat are more comfortable buying branded products such as

electronics, cosmetics, and fashion from official stores because the brand image guarantees authenticity, quality, and more reliable service.

Phenomena at the local level show that branded products attract consumer attention faster than generic products. For example, in the fashion and beauty category, consumers often choose certain brands that are trending on TikTok or social media, even though there are alternatives to similar products at lower prices. This illustrates how strong the influence of brand image is in influencing the purchasing decisions of the people of Rantauaprat.

Electronic products and household appliances also show a similar pattern. Consumers prefer well-known brands over unbranded goods even though they are much higher. This reflects that the brand image has been proven to provide a sense of security, comfort, and confidence that the products purchased will last and live up to expectations.

On the other hand, the competition between sellers on Shopee is also getting tighter. Many local sellers from Rantauaprat have also started to open stores on Shopee to reach a wider market. However, they face a huge challenge to build a reputation, maintain product quality, and set competitive prices in order to compete with big sellers from other cities. The tendency of people to choose products with better quality, affordable prices, and strong brands is a real picture of how consumer behavior changes in the digital era. This change does not only occur in big cities, but also evenly in areas such as Rantauaprat which have now entered the digital economy ecosystem.

The fact that Shopee is one of the widely used platforms in Rantauaprat shows that consumers have high expectations for the quality of marketplace products and services. When the quality is not suitable, the price is not transparent, or the brand is not trusted, consumers immediately turn to other sellers. This confirms that purchasing decisions are heavily influenced by these three variables.

In making purchases through the Shopee platform, consumers are faced with a choice between shopping at Shopee Mall Ori or regular stores. Shopee Mall Ori is known for providing original products with guaranteed authenticity and official guarantees, so that the level of consumer trust is higher. However, regular stores often offer more affordable prices and a more diverse variety of products.

With the increasing number of online purchase transactions in Rantauaprat, it is important to research what factors influence purchasing decisions more specifically. Research on the influence of product quality, price, and brand image on purchase decisions on Shopee will provide an empirical picture of the consumption patterns of local people who continue to undergo transformation. Based on the real phenomenon and conditions that occur in Rantauaprat, the researcher is interested in examining the extent to which product quality, price, and brand image play a role in influencing consumers' purchasing decisions on Shopee.

REVIEW OF LITERATURE

Product Quality

According to (Ely, 2021) product quality is a totality that has the characteristics of a product or service that can have the ability to meet needs that will be stated implicitly. According to (Rusmawan, 2018) states that one of the product qualities that can show a size that can be durable so that we can trust our product. We can see in terms of marketing a quality measurement in various perceptions about a buyer what the quality and quality of the product is. According to Rosyidi Ririn (2020), it is the word that product quality as a whole

can have characteristics and characteristics of a product quality that can affect the ability to satisfy the quality of our products to consumers and customers. The better the quality of a product, we make new variants so that consumers are interested in our products.

According to (Sinulingga, 2023) product quality is a business element that we need to pay attention to by consumers or customers, but there is especially for consumers or customers who want to maintain the quality of our products that we want to market. According to (Astuti Miguna and Matondang Nurhafifah, 2020) product quality is everything that we can offer by producers that to be considered, can be used, bought and can also be consumed by consumers and producers according to the needs of certain consumers.

According to Zeithaml (2018) e-service has seven dimensions, namely: Efficiency, ease and speed of consumers in accessing websites or platforms in searching for products, information about products so that consumers do not have to bother searching. Fulfillment, this dimension concerns the promise of service, the availability of product inventory, and the delivery of products on time. System availability, where the system of the website or platform or site can function as it should. Privacy, the extent to which a website or site is secure and protects the customer's personal information, by not providing the customer's information to other parties such as identity, phone number, and some means of payment. Responsiveness, where the platform or site provides solutions to problems faced by consumers such as providing information about these problems. Compensation is how the platform or site can compensate for problems faced by consumers, such as returns, refunds, and others. Contact, the availability of assistance by phone such as online customer service.

Pricing

According to Phillip (2021), price is the value of something that can be expressed in monetary terms. Meanwhile, Ibrahim Daud (2021) states that price is the amount of money (plus several other products) required to obtain a combination of goods and services. In addition, Istikhomah and Susanta (2019) define price as the amount of money needed to obtain a number of products and services. According to Sugiharto and Darmawan (2021), price is a monetary unit or other measure (including other goods and services) that is exchanged to obtain ownership rights or the use of a product or service, which ultimately creates consumer satisfaction.

Price is one of the important marketing factors that must be considered by company management because it directly affects product sales and the profits earned by the company. As stated by Batubara (2020), price plays a crucial role in business activities because it serves as a medium of exchange in transactions and becomes one of the competitive factors used by companies to market and sell their products.

According to Tonce, Yosef, and Rangga (2022), the indicators of price include the following: Price Affordability, Price affordability refers to the extent to which the price of a product can be reached or afforded by consumers according to their purchasing power. Price Conformity with Product Quality, This indicator reflects the suitability between the price paid and the quality of the product received by consumers. Price Competitiveness, Price competitiveness indicates the ability of a product's price to compete with similar products offered by other sellers or competitors in the market. Price Conformity with Benefits, This indicator refers to the appropriateness of the price with the benefits or value obtained by consumers after using the product.

Brand Image

Brand image can influence consumer purchasing decisions, because a good brand image is considered to be able to captivate consumers' hearts. Brand image is also the main impression of a product or a person, therefore a brand image can be beneficial to a product.

According to Sangadji and Sopiah in Bancin (2021), brand image is a perception that can be both positive and negative that every consumer has towards a brand. According to Untari & Atmoko in Rahmadhani, et al. (2022) brand image is a person's knowledge and attitude towards a product or service that conveys the impression and message that a person feels about a brand, as well as influencing the intention to take action against the brand.

According to Silmi, et al in Ajnya, et al (2023) brand image is an observation and belief held by consumers, as can be seen in consumer associations or memories. According to Candra & Yasa (2023), brand image is a consumer perception of a product's brand that is formed from information obtained by consumers through the experience of using the product. It can be concluded based on some of the quotes above that brand image is a thought or opinion that appears in the mind of consumers and can be in the form of positive or negative opinions depending on consumer perception. In addition, brand image is also a badge used by a company to differentiate their products from competitors.

Brand image indicators according to (Setiyawati et al., 2021): 1) User's image, 2) Manufacturing image, 3) Product image.

Purchase Decision

Purchasing decisions are a process where consumers go through certain stages to purchase a Sussanto product in Pratama (2021). Purchase decisions made by consumers or buyers are also influenced by habits. Buying habits include when the purchase is made, in what amount the purchase is made, and where the purchase is made Assauri in Pratama (2021). Buchari Alma in Pratama (2021), Purchase decisions as a consumer decision that is influenced by financial economics, technology, politics, culture, products, prices, location, promotions, physical evidence, people, processes, so as to form an attitude in consumers to process all information and draw conclusions in the form of responses that emerge what products to buy.

Kotler and Keller in Pratama (2021) explain six (6) indicators of purchasing decisions, which are as follows: 1. Product selection, Consumers can make decisions to buy a good or service or use their money for other purposes. 2. Brand selection, Consumers must be able to determine what brand they want to buy. 3. Selection of a distributor place, Consumers must be able to determine the service provider they want to visit. 4. Time of purchase, Consumer decisions in determining when to make a purchase. 5. Purchase amount, Consumer decisions regarding the amount of goods or services they want to buy. 6. Payment methods, Consumer decision in choosing which payment method to use.

RESEARCH METHOD

The research method used in this study is quantitative research. In a book (Kusumastuti et al., 2020) titled Quantitative Research Methods, Creswell states that quantitative research methods are techniques used to examine the relationships between variables in order to test certain theories. This type of research is a survey in the form of a questionnaire that is distributed using the likert scale (1-5) as a measuring scale. The population of this study was Labuhanbatu University students who lived in the Simpang Mangga and Aek Tapa areas of Bakaran Batu Village, Rantauprapat. A sample is a collection

of the numbers and characteristics of a population or group of people (Sekaran & Bougie, 2016). The researchers concluded that the material would be publicly available. The sample also consisted of members selected from the total population. The sample characteristics used in this study are as follows:

1. Respondents are active users of the Shopee application.
2. Respondents have purchased products through Shopee at least once.
3. Respondents are 17-40 years old, because this age group is the dominant user of Shopee.

$$n = \frac{z^2 pq}{e^2}$$

$$n = 96,04$$

The calculation results showed that the n obtained was $96.04 = 96$ people, so in this study the author took data from a sample of at least 96 people.

The analysis method used in this study is descriptive statistics, and the analysis tool uses regression analysis. Based on the relationship between the two variables represented by the correlation line, it can be used to predict (estimate) the magnitude of the value of Y (bound variable) based on the value of X (free variable) given. The multiple-line model used in this study can be designed:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

RESULTS AND DISCUSSION

Table 1
Results of the Validity Test of Research Instruments

Variable	Statement	Calculated r-value	Value r table	Remarks
Product quality (X₁)	P1	0.630	0,367	Valid
	P2	0.793	0,367	Valid
	P3	0.693	0,367	Valid
	P4	0.747	0,367	Valid
	P5	0.685	0,367	Valid
	P6	0.789	0,367	Valid
	P7	0.647	0,367	Valid
Price (X₂)	P1	0.804	0,367	Valid
	P2	0.783	0,367	Valid
	P3	0.807	0,367	Valid
	P4	0.690	0,367	Valid
Brand Image (X₃)	P1	0.831	0,367	Valid
	P2	0.780	0,367	Valid
	P3	0.802	0,367	Valid
	P4	0.844	0,367	Valid
	P5	0.564	0,367	Valid
Purchase Decision (Y)	P1	0.841	0,367	Valid
	P2	0.723	0,367	Valid
	P3	0.776	0,367	Valid

P4	0.762	0,367	Valid
P5	0.819	0,367	Valid
P6	0.692	0,367	Valid

Source: Data processed in SPSS.25, 2026

The validity test was conducted using the Pearson Product Moment correlation between the item score and the total score (*Corrected Item–Total Correlation*). A statement item is declared valid if the value of r is calculated $> r$ of the table at a significance level of 0.05 or has a significance value (Sig.) < 0.05 . Based on Table 1 above, all statement items in each variable have a correlation value greater than the r -table of 0.367, so it can be concluded that the research instrument is valid and suitable for data collection and further analysis.

Table.2
Reliability Test Results

Variable	Calculated r-value Reliability	Standard Cronbach's Alpha	Remarks
Product Quality (X1)	0,785	0,60	Reliable
Price (X2)	0,823	0,60	Reliable
Brand Image (X3)	0,809	0,60	Reliable
Purchase Decision (Y)	0,800	0,60	Reliable

Source: Data processed in SPSS.25, 2026

Based on Table 2, the reliability test showed that the product quality value (X1) had an Alpha Cronbach of 0.785, price (X2) of 0.823, brand image (X3) of 0.809, and a purchase decision (Y) of 0.800. Since all variables have an Alpha Cronbach value above 0.60, they are considered reliable. So, it can be concluded that all instruments in the research can be continued.

Table 3
Normality Test Results

One-Sample Kolmogorov-Smirnov Test				Unstandardized Residual
N				96
Normal Parameters ^{a,b}	Mean		.0000000	
	Std. Deviation		1.63041919	
Most Extreme Differences	Absolute		.145	
	Positive		.145	
	Negative		-.139	
Test Statistic				.145
Asymp. Sig. (2-tailed) ^c				<,001
Monte Carlo Sig. (2-tailed) ^d	Sig.			<,001
	99% Confidence Interval	Lower Bound	.000	
		Upper Bound	.000	
a. Test distribution is Normal.				
b. Calculated from data.				

Source: Data processed in SPSS.25, 2026

Based on Table 3, it is known that *Asymp. Sig. (2 tailed)* is 0.145 and above the significant value (0.05), indicating that all data have a normal distribution. Thus, the residual variables are distributed regularly.

Table 4
Multicollinearity Test Results

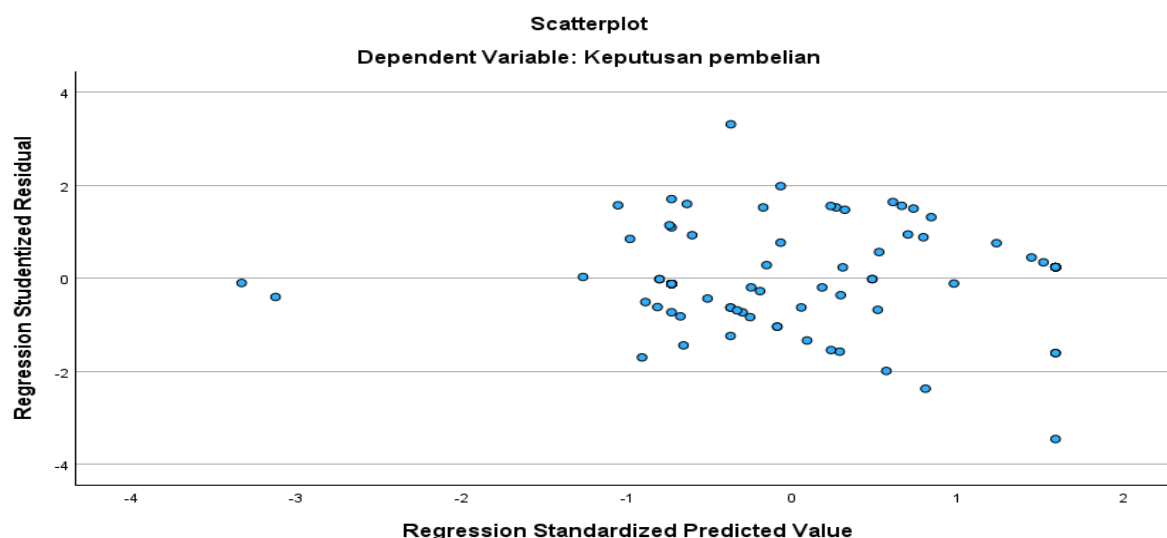
Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Product quality	.415	2.409
	Price	.311	3.211
	Brand image	.466	2.146

a. Dependent Variable: Purchase decision

Source: Data processed in SPSS.25, 2026

From Table 4, it shows that the VIF value of product quality (X1) is 2,409, price (X2) is 3,211 and brand image (X3) is 2,146 < 10, so there is no Multicollinearity. From the *product quality tolerance* value (X1) of 415, the price (X2) of 0.311, and the brand image (X3) of 0.466 > 0.1, there is no multicollinearity.

Figure 1.
Heteroscedasticity Test Results



Based on the results of the heteroscedasticity test using the Scatterplot graph, it can be seen that the residual points are randomly spread above and below the zero on the Y-axis and do not form a specific pattern, such as a funnel, undulating, or forming a certain line. The random and irregular spread of the points indicates that the residual variance is constant (homoscedasticity). Thus, it can be concluded that the regression model in this study does not experience symptoms of heteroscedasticity, so the classical assumption of regression is fulfilled and the model is suitable for further analysis.

Table 5
Multiple Linear Regression Test Results

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	2.561	1.765	
	Product quality	.169	.085	.184
	Price	.537	.160	.360
	Brand image	.416	.100	.365

a. Dependent Variable: Purchase decision

Source: Data processed SPSS.25, 2026

Based on the calculation in table 5, multiple linear regression can be obtained as follows:

$$Y = 2.561 + 0,169X_1 + 0,537X_2 + 0,416X_3$$

Description:

1. The constant of 2.561 means that if the variables of product quality, price, and brand image, the value is 0, then the purchase decision will increase by 2.561.
2. The product quality regression coefficient of 0.169 means that every time there is an addition of one unit of product quality, the purchase decision increases by 0.169.
3. The price regression coefficient of 0.537 means that every time there is an increase in one unit in price, the purchase decision increases by 0.537
4. The brand image regression coefficient of 0.461 means that every time there is an addition of one unit of brand image, the purchase decision increases by 0.461

Table 6
Partial Test Results (t-test)

Coefficients ^a			
Model		t	Sig.
1	(Constant)	1.451	.150
	Product quality	1.987	.050
	Price	3.365	.001
	Brand image	4.172	<.001

a. Dependent Variable: Purchase decision

Source: Data processed in SPSS.25, 2026

Based on Table 6, it can be seen that the table t-value for 96 respondents at a significance value of 0.05 with a degree of freedom (df=96-4-1) is 1.661 for the one-way test. If t is calculated to exceed t of the table and the significance level is less than 0.05, then the variable is significant, and the hypothesis is acceptable. The following is an explanation of each variable:

1. Based on the results of the t-test, the product quality variable (X1) has a calculated t-value of 1,987 > the table t-value and a significance value of 0.05 < 0.05, so H1 is

- accepted, namely the product quality variable shows a positive and significant relationship to the purchase decision.
2. Based on the results of the t-test, the price variable (X2) has a calculated t-value of 3,365 > the table t-value and a significance value of 0.001 < 0.05, so that H2 is accepted, namely the price variable shows a positive and significant relationship to the purchase decision.
 3. Based on the results of the t-test, the brand image variable (X3) has a calculated t-value of 4.172 > a table t-value and a significance value of 0.001 < 0.05, so that H3 is accepted, namely the brand image variable shows a positive and significant relationship to the purchase decision.

Table 7
Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	515.621	3	171.874	62.615	<.001 ^b
	Residual	252.535	92	2.745		
	Total	768.156	95			
a. Dependent Variable: Purchase decision						
b. Predictors: (Constant), Brand image, Product quality, Price						

Source: Data processed in SPSS.25, 2026

Based on Table 7, it shows that the results of the F test are 62,615 with a significant level of 0.001 while the Ftable value in the distribution statistics table t with *the level of test* $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) 92$ is 2.471. When comparing the value of Fcal (62,615) > Ftable (2,471), it is concluded that together the variables of product quality (X1), price (X2), and brand image (X3) affect the bound variable, namely the purchase decision (Y).

Table 8
Result Coefficient of Determination (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.819 ^a	.671	.661	1.657
a. Predictors: (Constant), Brand image, Product quality, Price				
b. Dependent Variable: Purchase decision				

Source: Data processed in SPSS.25, 2026

Table 8 shows that the R Square value of 0.671 or 67.1% means that the relationship between product quality (X1), price (X2), and brand image (X3) to the purchase decision variable (Y) is 67.1%, while the remaining 32.9% is influenced by other variables that are not studied in this study.

The effect of product quality on purchase decisions

Product quality is the main determinant in shaping consumer purchase decisions on e-commerce platforms such as Shopee. In online transactions, consumers cannot touch or try products directly, so the perception of quality is built through product descriptions, photos or videos, ratings, and customer reviews. Therefore, the quality of products displayed informatively and consistently is an important factor in reducing uncertainty and purchase risk.

The results of the research hypothesis were obtained that the value of the product quality variable (X1) was 1.987 with a significant value (0.005); As for the ttable value in the statistical table of the distribution t with the level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 91$ of 1.661. Based on the criterion that if the value of $t_{cal} (1,987) > t_{table} (1,661)$; It can be concluded that product quality (X1) has a positive and significant effect on purchase decisions (Y). This study is supported by Ramadhani and Saino (2021) found that product quality has a positive and significant effect on purchase decisions on Shopee.

The effect of price on buying interest

Price is an important factor that influences consumer purchasing decisions on e-commerce platforms. In the context of Shopee, price is the main consideration because consumers can easily compare prices between stores in one application view. Price transparency, the cheapest filter feature, and promotional programs such as free shipping and flash sales strengthen consumer sensitivity to prices.

The results of the research hypothesis were obtained that the value of the price variable calculation (X2) was 3,365 with a significant value (0.001); As for the value of the table on the distribution statistics table t with the level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 91$ is 1.661. Based on the criterion that if the value of $t_{cal} (3,365) > t_{table} (1,661)$; it can be concluded that the price (X2), has a positive and significant effect on the purchase decision (Y). These findings are supported by a study by Pratama and Wulandari (2023) showing that competitive prices supported by positive ratings and reviews strengthen purchasing decisions because consumers feel they are getting the best value with lower risk.

The influence of brand image on buying interest

Brand image is a perception, association, and belief that is embedded in the consumer's mind towards a brand. In the context of e-commerce such as Shopee, brand image is an important factor because consumers do not interact directly with products or sellers. Therefore, purchase decisions are greatly influenced by the perception of brand reputation, trust, and previous consumer experience.

The results of the research hypothesis were obtained that the value of the brand image variable (X3) was 4,172 with a significant value (0.001); As for the ttable value in the distribution statistics table t with the level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 91$ is 1.661. Based on the criterion that if the value of $t_{cal} (4,172) > t_{table} (1,661)$; It can be concluded that brand image (X3) has a positive and significant effect on purchase decisions (Y). This finding is supported by Rahmawati and Hidayat (2022) concluding that brand image has a direct and indirect effect on purchase decisions and indirectly through the variable of consumer trust (*brand trust*). Brands with a positive image are considered more able to provide quality assurance so as to reduce the risk of online purchases

The influence of social media, price, and product quality on buying interest

Through hypothetical testing of product quality, price, and brand image, it is proven to have a positive and significant influence on buying interest. This is seen from the value of

Fcal (62,615) > Ftable (2,471); and a significant level ($0.001 < 0.05$) of these results indicate that social media, price, and product quality affect buying interest. To find out the amount of contribution of social media, price, and product quality to buying interest, you can see from *R Square* of 67.1%. This value means that social media, price, and product quality are able to influence purchase decisions by 67.1% while the remaining 32.9% are affected. The influence of social media, price, and product quality on buying interest can be explained that these three variables complement each other in shaping consumer buying interest.

CONCLUSION

Based on the results of the analysis and discussion of the research, it can be concluded that Product quality has a positive and significant effect on consumer purchase decisions on Shopee. The better the consumer's perception of product quality, including durability, suitability of the description with the product received, and perceived benefits, the higher the consumer's tendency to make a purchase.

Price has a positive and significant effect on purchasing decisions. Shopee consumers tend to be sensitive to prices because of the ease of comparing prices between stores. Competitive prices, accompanied by promos such as discounts and free shipping, increase perceived value and encourage purchase decisions.

Brand image has a positive and significant effect on purchasing decisions. Brands that have a good reputation, high ratings, and positive reviews are more trusted by consumers, thus reducing the perception of risk in online transactions.

Simultaneously, product quality, price, and brand image have a significant effect on consumers' purchasing decisions on Shopee. The most dominant variable is generally product quality or brand image, as both are directly related to consumer trust and satisfaction. For the Next Researcher, add mediation variables such as brand trust, consumer satisfaction, or perceived risk. Expand the research object to different product categories to obtain more generalizable results.

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