

**THE INFLUENCE OF PRICES, ADVERTISING, AND PRODUCT ASSESSMENT
ON PURCHASE DECISIONS AT SHOPPE BY STATE HIGH SCHOOL
STUDENTS IN CIBODAS DISTRICT, TANGERANG CITY**



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Abstract

The findings of research conducted using Smart PLS version 4.0 show that, with a path coefficient value of 0.000 for each, product and advertising ratings have a big impact on high school students' decisions to buy on Shopee. Price, however, also has an impact on the decision about what to buy (with a path coefficient value of 0.165), but is not statistically significant. Overall, advertising, product ratings, and price together explained approximately 95.6% of the variation in students' purchasing decisions. These findings provide an important picture of the factors that influence purchasing decisions on Shopee for high school students in Cibodas District, Tangerang City.

Keywords: Price, Advertising, Product Assessment, Purchase Decision

INTRODUCTION

With the rapid development of technology today, it makes it easier for people to carry out daily activities (Fatah et al, 2022). Starting from traveling, ordering food, and house cleaning needs, to purchasing other daily necessities. With smartphones and the internet, all needs can be met at one time without having to bother going to the seller's place (Karim, 2023). Shoppe, Tokopedia, Lazada, and many more have grown rapidly in Indonesia, thanks to Indonesia's status as one of the countries with the largest internet users in the world (Cakranegara et al, 2022).

Several factors influence the decisions consumers make when making a purchase. Khafidatul (2020) claims that customers identify a problem, search for information, weigh their options, decide to buy, and then take action or behave after making a purchase. On the other hand, according to Fanti (2020), purchasing decisions are selecting among several alternatives using predetermined criteria. Fanti (2020) cites Kotler and Keller's research which suggests consumers go through five steps before making a purchase: identifying the problem, gathering information, evaluating alternatives, making a final decision, and acting on that decision. These phases start long before the transaction is executed and last long afterward. The value of an item is determined by its price. According to Fanti (2020), Tjiptono and Chandra stated that the price of a good or service is the total amount of money, units of money, and other non-monetary factors, such as utility and certain uses needed to obtain it. In determining the price of a product, something interesting is needed so that it can attract consumers' attention to buy (Rosyid et al, 2023).

Apart from price, advertising is an interesting way of communicating between sellers and consumers so that customers are interested in buying the product (Alamsyah & Safitri, 2024). Advertising, according to Arga (2022), is an effort to build brand awareness, preferences, and product or service selection in the minds of consumers. I agree with Minati that advertising is a form of mass communication that disseminates information about the market and brings consumers and sellers together at the point of sale (2017). Reaching a larger audience can be facilitated by advertising on social media. Nowadays, because

everything is done online, many people are familiar with social media advertising. Social media advertising can persuade potential buyers of the superiority of the goods offered.

Another factor that is no less important in a marketplace that can determine consumer purchasing decisions is product assessment. The product assessments made are used by potential consumers to assess customer satisfaction with a product sold on the marketplace. Hoppe, as a marketplace that has a variety of features, makes this marketplace platform popular with consumers. Features that are easy to use and the diversity of goods sold at the shop have made Shopee quickly known to the public. Launched in 2015 and entering Indonesia in December 2015, with the vision and mission of uniting sellers and buyers on a platform that makes transactions easier, making significant progress from year to year on the Shopee marketplace platform. Starting from school equipment needs to other daily needs they can fulfill them through the current marketplace.

The problem formulation in this research is:

1. How does price influence purchasing decisions among State High School students in Cibodas District, Tangerang City?
2. How does advertising influence purchasing decisions among State High School students in Cibodas District, Tangerang City?
3. How does product assessment influence purchasing decisions among State High School students in Cibodas District, Tangerang City?

The aims of this research are:

1. To find out how much influence price has on purchasing decisions among State High School students in Cibodas District, Tangerang City.
2. To find out how much influence advertising has on purchasing decisions among State High School students in Cibodas District, Tangerang City.
3. To find out how much influence product evaluation has on purchasing decisions among State High School students in Cibodas District, Tangerang City.

4. To find out how much influence price, advertising, and product assessment together have on purchasing decisions among State High School students in Cibodas District, Tangerang City.

Theoretically, this research is expected to provide benefits in the development of marketing management economics regarding purchasing decisions. Meanwhile, practically, the results of this research are expected to provide suggestions and input for further research which will research the development of marketing economics.

REVIEW OF LITERATURE

Purchase Decision

Hilda (2021), Kotler, and Keller stated that the stage of the decision-making process where consumers make a purchase is known as the purchasing decision. The process of recognizing problems, searching for information, evaluating and selecting alternatives, selecting distribution channels, and putting decisions about the goods consumers will use or buy into action are all part of the buyer's decision-making process. so that consumer behavior can enter purchasing decisions. Kotler cites several indicators in Meithiana (2019:75) that influence purchasing decisions. These indicators include (1) Recognition of needs, (2) Search for information, (3) Evaluation of alternatives (4) Behavior after purchase.

Price

Price is the amount that has been set by the seller and must be paid to obtain the goods or services needed. For customers who find it difficult to evaluate the quality of complex products provided to satisfy their needs and aspirations, price serves as a proxy. Price, in the language of Kotler and Armstrong (2012; 345), summarizes all the benefits that buyers obtain from a product or service. A customer's decision to buy or use a good or service is largely influenced by the price. However, currently, there are many influences other than price that are a consideration for customers, although price is still something that needs to be considered when making a purchase transaction. The indicators that influence prices according to Fure

in Meithiana (2019; 43) include: (1) Prices are affordable according to consumers' purchasing power. (2) Matching the price with the quality provided, (3) Price competition, (4) Price according to benefits.

Advertisement

Promotion is a type of marketing communication used to expand a target market, influence, persuade, or spread information to help a business make more money. Promotion is a form of communication that has high appeal to attract consumers to buy a product. Lupiyoadi in Bernard (2020) states that promotion is one element of the marketing mix that business actors must use carefully when promoting their goods and services. Apart from functioning as a communication channel between business actors and customers, promotional activities can also be used to persuade them to use or buy products according to their needs and desires. The indicators of advertising according to Wibisono in Arga (2022) include: (1) Can attract attention, (2) Attractive. (3) Can generate a desire to buy, (4) Produce an action

Product Assessment

In the current digital era, product assessment in a marketplace is a consideration that potential buyers can make so that they don't get a disappointing product later. Consumers' honest opinions about the quality of goods—including color issues, inconsistent specifications, or usage—can be found in reviews posted by e-commerce sites (Khafidatul, 2020). Two observations can be made to identify indicators in product assessment, as stated by Yu et al. in Hilda (2021): (1) The majority of customers usually comment on this element, (2) Customer perceptions of these features have a big impact on their feelings towards the product as a whole.

RESEARCH METHOD

Based on data collected on the kemdikbud.go.id website, there is only one school in the Cibodas sub-district area, namely SMA Negeri 8 with a population of 1028 students per

year in 2023, so in this research, the researchers will take the sample at SMA N 8 Tangerang City. To determine the sample for this study, researchers used the Yount table which uses the following formula:

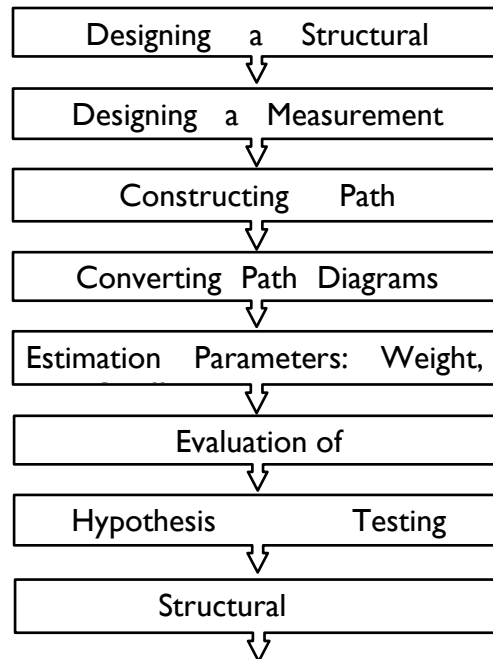
Table 1.
Youth Table

Population Size	Sample Size
0-100	100%
101-1000	10%
1,001-5,000	5%
5,001-10,000	3%
>10,000	1%

With the population size at SMA Negeri 8 Tangerang city being 1028, then based on the youth table the sample size is 51 students ($5\% \times 1028 = 51.4$).

RESULTS AND DISCUSSION

Partial Least Square (PLS) or SmartPLS software, along with structural equation modeling (SEM) are the data analysis techniques used in this research. The steps in analyzing data using SmartPLS 4 software are as follows:



The results of the outer model processed from the smart PLS application, it can be shown in the image below.

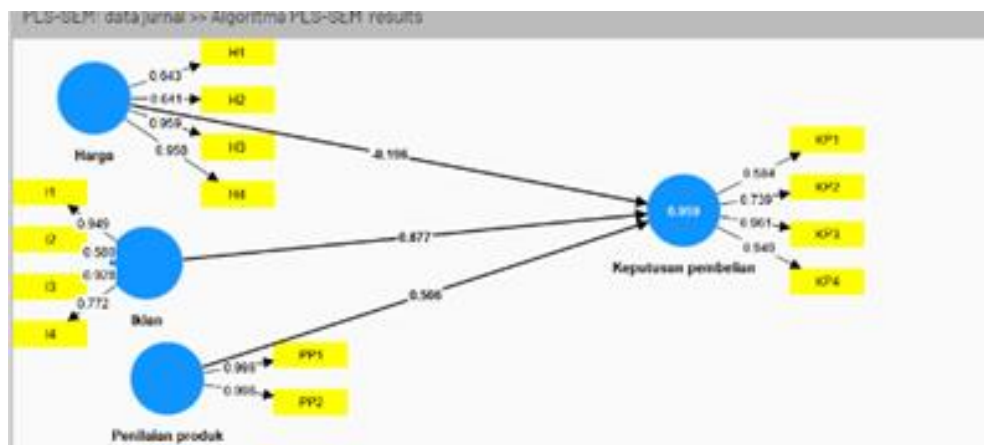


Figure 1.
Outer Model

From the test results above, it can be concluded that all influencing indicators are valid because the indicator values are above 0.5. So the indicator can be said to represent the variable it represents.

Koefisien jalur - Rata-rata, STDEV, Nilai-T, Nilai-p					
	O	Rata-rata sampel (M)	Standar deviasi (STDEV)	T statistik (O /STDEV)	Nilai P (P values)
Harga -> Keputusan pembelian	196	-0.185	0.141	1.387	0.165
Iklan -> Keputusan pembelian	377	0.684	0.147	4.615	0.000
Penilaian produk -> Keputusan pembelian	306	0.488	0.130	3.887	0.000

Figure 2.
Path Coefficient

The P values of these two variables, 0.000 and 0.000, are below 0.050, indicating that advertising and product evaluation have a significant impact on purchasing decisions, following the test results above. Meanwhile, price has an effect but is not significant, because the P value of this variable is above 0.050, namely 0.165.

f-square - Matriks				
	Harga	Iklan	Keputusan pembelian	Penilaian produk
Harga			0.047	
Iklan			0.678	
Keputusan pembelian				
Penilaian produk			0.398	

Figure 3.
F-Square Test Results

From the test results the following conclusions can be drawn: the impact of pricing is 0.047, the impact of advertising is 0.676, and the impact of product evaluation on purchasing decisions is 0.396.

R-square - Ringkasan		
	R-square	Adjusted R-square
Keputusan pembelian	0.959	0.956

Figure 4.
R-Square Test Results

CONCLUSION

The study's conclusion shows that although price has an impact on the decision to purchase, it is not statistically significant. In contrast, advertising and product ratings have a considerable impact on purchasing decisions. The finding of the path coefficient value of the two variables - product assessment and advertising - with a value of 0.000 and 0.000 and the path coefficient value of the price variable which has a value of 0.165 shows this. The R-square value of 0.956 or 95.6% indicates that the combined influence of these variables is large enough to explain why 95.6% of the three variables influence purchasing decisions, while the remaining 4.4% is influenced by other factors.

Based on the results of research on prices, advertising, and product assessments on purchasing decisions made by senior high school students in the Cibodas sub-district, Tangerang City, it can be concluded that when making purchasing decisions, students are more likely to look at advertisements and product assessments rather than the price offered. In this case, the researcher concludes that good advertising and good product evaluation are the basic basis for students in making purchasing decisions, so the researcher assumes that the prices given in the marketplace shop have a basis in which the prices are different" so that students do not mind if the price is low. more expensive but the product assessment and advertising are attractive. This is a note for sellers in the marketplace shop to be able to create more attractive advertisements and honest product assessments so that in the future customers will be able to assess the quality of the products offered based on product assessments and realistic advertisements.

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