

How Online Promotions and Price Affect Purchasing Decisions on Shopee

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ABSTRACT

The main objective of this research is to investigate the considerable impact of online promotions and pricing on purchase interest and purchasing decisions in Shopee's online shopping. The study employed a descriptive quantitative research approach, involving a sample of 96 residents from Gunung Anyar, Surabaya. Data analysis was conducted using tests for validity, reliability, and path analysis. The findings of the research indicate that online promotions and prices play a significant role in influencing purchasing decisions on Shopee's online platform. Additionally, purchase intention also plays a significant role in influencing purchasing decisions. Furthermore, online promotion and price indirectly influence purchasing decisions through their impact on purchase interest.

SARI PATI

The aim of this study is to obtain information regarding the significant influence of online promotions and pricing on purchase interest and purchase decisions in online shopping on Shopee. This research adopts a descriptive quantitative research method with a sample population of 96 residents in Gunung Anyar, Surabaya. Data collection is performed using questionnaire filling. The data analysis involves path analysis and the Sobel test. The research findings indicate that online promotions and pricing significantly influence purchase interest and purchase decisions in online shopping on Shopee. Purchase interest also exhibits a significant impact on purchase decisions. Moreover, online promotions and pricing have both direct and indirect effects on purchase decisions through purchase interest.

INTRODUCTION

The rapid advancement of business, particularly in its integration with online media (Internet), has revolutionized operations for companies of all sizes. The shift to the online realm has made buying and selling more convenient and accessible, with online promotion playing a vital role in showcasing products and services through digital platforms, eliminating the need for direct face-to-face interactions.

Indonesia's 150 million internet users (56% of the population) have accelerated digital economic growth, launching numerous online stores, e-commerce platforms, and technology companies. Smartphone-based online shopping applications offer convenience and profitability.

Understanding Indonesian purchasing trends is crucial due to digital transformation, particularly in online purchases. Online business concepts like classified ad platforms and B2C models have evolved to cater to evolving consumer preferences. Small and medium-sized online stores use social media platforms like Facebook, Twitter, Instagram, BBM, and WhatsApp Messenger to reach their target audience.

Understanding consumer behavior is crucial for understanding their interest and intention to acquire goods and services. Purchase intention represents potential customers, shaping attitudes towards consumption and decision-making before final purchases.

Digital transformation and online media growth in Indonesia have led to changes in consumer behavior and purchasing trends. Shopee, an online shopping platform, capitalizes on strategic promotion and innovative practices to attract users and secure market share. Understanding

consumer behavior is crucial for businesses to thrive in the evolving digital landscape.

Based on the above phenomenon, factors of online promotions, price, and purchase interest have an important function in helping purchasing decision on Shopee. For this reason, The aim of conducting this research is:

1. Conduct testing and analysis to examine the potential significant impact of online promotions and price on purchase interest.
2. Conduct testing and analysis to evaluate the potential significant effect of online promotions, price and purchase interest on purchasing decisions.
3. Conduct testing and analysis to analyze the potential significant impact of online promotions and price on purchasing decisions through buying interest in online shopping at Shopee.

Marketing Mix

As per Kotler and Armstrong (2016:47), the marketing mix theory is a framework that explains how businesses use product, price, place, and promotion elements to influence customer behavior and achieve marketing goals. In the case of Shopee, the marketing mix strategy involves a diverse product range, competitive pricing, a convenient online platform, and promotional campaigns. These elements, such as the "Cheapest Price Guarantee" and 2x Money-Back, attract and retain customers in the highly competitive online market. By understanding the role of each element in the marketing mix (Sutriyani, 2019:31), businesses can create effective marketing strategies that attract and retain customers in the highly competitive online market.

Online Promotions

According to Kotler & Armstrong (2012) in (Kleind & Burrow, 2005), online promotions is a marketing process involving businesses offering products or services through digital channels, aiming to increase brand awareness, and create a targeted presence for customer retention. Indicators of online promotions in this study according to (Ramadani, 2022) among others: advertising, public relations, sales promotion, promotional media, message

Price

According to Kotler and Armstrong (2001) define price as the value consumers exchange for benefits from a product or service. Price indicators in this study according to Kotler & Amstrong (2017) include: price affordability, pricing, competitor price growth, selling price setting

Purchase Interest

Kotler & Bowen (2017), define that purchase interest is consumer behaviour shows the extent of their commitment in making purchases. Indicators of purchase interest in this study according to Sutiyati & Welsa (2020) include: transactional interest dan explorative interest

Purchasing Decision

According to (Schiffman & Kanuk, 2009), the decision to choose between two or more purchasing options involves considering several alternatives before making a final decision. According to Sutrayani (2019), the indicators of purchase decision in this study include need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

Previous Research

- a) Jamaludin & Arifin (2015) conducted a study titled "The Impact of Online Promotion and Price Perception on Purchasing Decisions (survey of Aryka shop customers in Malang City)". The research sample consisted of 91 customers of Aryka Shop. Data analysis techniques employed included multiple linear regression analysis and descriptive statistics. The study findings revealed that the variables of price perception and online promotion significantly influenced purchasing decisions.
- b) This research was conducted by Iwan (2019) with the title "Analysis of Product Quality on Purchase Intention and Influence on Buying Decisions for Oriflame Products", which investigated 100 respondents as the research sample. Path analysis was utilized as the analysis method. The study findings indicate a significant influence, either directly or indirectly, of product quality variables on purchasing decisions and purchase interest.
- c) The research was conducted by Hilmawan (2019), The study examines the impact of product quality and price on purchasing decisions among Vario Motorcycle Consumers in Serang City. Results show that price and product quality significantly positively affect purchase intention, while product quality has no significant impact. Buying interest functions as an intermediary variable, playing a mediating role in the connection between price and product quality.

d) The research was conducted by Kusumo (2020) found that social media marketing affects purchase intention in Indonesia, with distribution of offers affecting buying attitudes and intention. Ease of use and satisfaction with information also affect buying attitudes. Finding products and information on social media did not directly affect buying attitudes or purchase intention.

Conceptual Framework

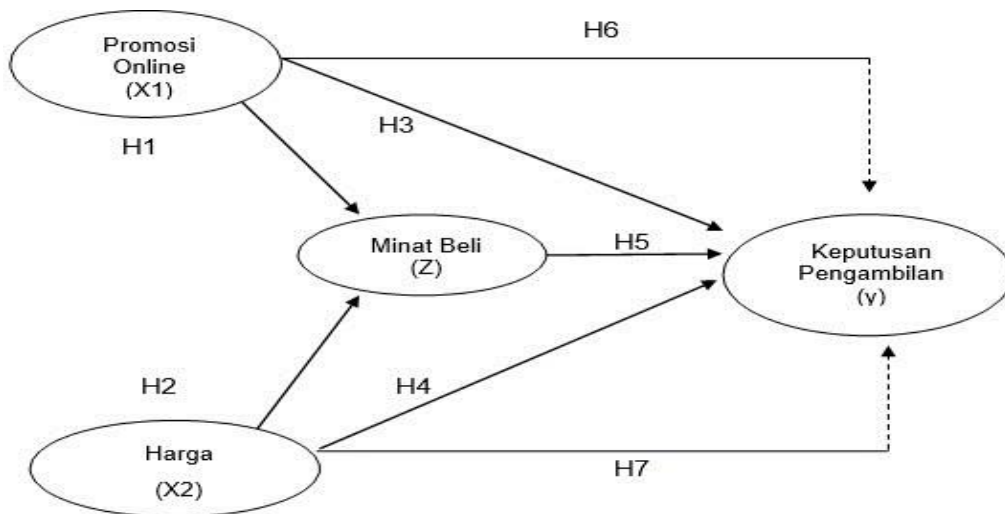


Figure 1 Conceptual Framework

Hypothesis

- H1 = Online Promotions significantly influence purchase interest.
- H2 = Price has a significant impact on purchase interest.
- H3 = Online Promotions significantly affect purchasing decisions
- H4 = Price significantly impacts purchasing decisions
- H5 = Purchase Interest has a significant effect on purchasing decisions

H6 = Online promotion significantly influences purchasing decisions through purchase interest in online shopping at Shopee.

H7 = Price significantly affects purchasing decisions through purchase interest in online shopping at Shopee.

METHODS

This research uses descriptive quantitative research methods. Using respondents as many as 96 citizen in the Gunung Anyar Surabaya, Central Java.

The sampling technique utilized in this study is the saturated sampling technique, which is a sampling method in which all members of the population are taken into account as potential samples (Sugiono: 2018).

Variable Operational Definitions

1. Online Promotions (X1)

Online promotion involves indirectly promoting products through online media, such as social media and so on which is done indirectly (face to face).

Indicators in this study according to Ramadani et.al (2022), include:

- a. Advertising
The ability of the message in the advert to provide information, persuade, and reminders
- b. Public Relations
The company's ability to create good relations with the public, so that the public has a good image of the company.
- c. Direct Marketing
Direct communication with a number of consumers to obtain direct responses.
- d. Sales Promotion
refers to promotional activities (samples, discounts, bonuses, gifts) that can influence consumers.
- e. Message
Is very important in making an internet advert. In fact, some markets try their best to be able to create internet adverts with entertainment value in order to attract consumer attention.

2. Price (X2)

Price refers to the value consumers receive for a good or service.

Indicators in this study according to Kotler & Armstrong (2005), include:

- a. Price Affordability
Price affordability refers to the tangible price displayed on a product, representing the actual amount customers are required to pay. Clients generally focus on the end price and evaluate its suitability.
- b. Pricing
Running a buying and selling firm will not be divorced from pricing difficulties. Through price, the feasibility position of the product will be seen from its economic value.

Because of this issue, corporations normally set a price that is agreed upon before the items hit the market. The objective of pricing is to meet company targets, gain profits from sales, increase and improve product production and expand marketing targets.

c. Competitor Price Growth

Another aspect that influences the pricing decisions of the company are influenced by both competitors' prices and the likelihood of competitors' responses to the company's pricing actions. A consumer who tends to buy a product on price evaluation and the value of other similar comparative products.

d. Selling Price Setting

Pricing considerations, like other marketing mix selections should be buyer-orientated. Effective buyer-centred pricing entails recognizing assessing the significance buyers attach to the product's benefits and setting a price that aligns with this perceived value.

3. Purchase Interest (X3)

Purchase interest is the desire of buyers to buy a product and is based on various considerations and elections to get the product they want.

Indicators in this study according to Sutiyati et.al, (2020), include:

a. Transactional Interest

Transactional interest refers to a type of interest that is primarily focused on immediate or short-term transactions or purchases. It is typically driven by the desire to buy or acquire a specific product, service, or item at a particular moment.

Transactional interest is often associated with impulsive buying behavior, where the consumer makes a purchase decision based on immediate needs, emotions, or external stimuli, rather than careful consideration or long-term planning. E-commerce platforms and retail stores often utilize tactics to capitalize on transactional interest, such as limited-time offers, flash sales, and discounts, to attract customers and encourage immediate purchases.

b. Explorative Interest

Explorative interest refers to a type of interest characterized by curiosity, a desire for learning, and a willingness to explore new ideas, topics, or experiences. Unlike transactional interest, which is primarily focused on immediate purchases, explorative interest is more about seeking knowledge, understanding, and novelty. Individuals with explorative interest tend to engage in activities that stimulate their intellect, broaden their horizons, and satisfy their curiosity.

4. Purchasing Decision (Y)

According to Sutrayani (2019), the buying process begins upon noticing an issue or necessity.

Indicators of purchasing decision in this study according to Sutrayani (2019), include:

a. Need Recognition

The initial step in the consumer decision-making process involves an individual becoming conscious of a difference between their current situation... (i.e., what they have) and their desired state (i.e., what they want or need).

b. Information Search

Following the recognition of a need or desire, consumers initiate an information search to acquire pertinent details about products or services that could potentially satisfy their needs.

c. Evaluation of alternatives

Understanding the evaluation of alternatives stage as a purchasing decision indicator is essential for businesses. Marketers can influence consumers' evaluations by highlighting the unique selling points and advantages of their products or services.

d. Purchase Decision

The fourth phase in the consumer decision-making process is the purchase decision stage, where the consumer evaluates the information, alternatives, and criteria gathered during the previous stages and ultimately makes the final decision to purchase a specific product or service.

e. Post-purchase behavior

Post-purchase behavior pertains to the behaviors and attitudes displayed by consumers following a purchase, reflecting their contentment or discontentment with the product or service and their likelihood of engaging in repeat purchases or recommending the product to others.

For this research, data collection involved gathering both primary and secondary data. Primary data sources used come from observation methods and questionnaire approaches. As for secondary data, namely literature study techniques. Instrument testing uses validity and reliability. The analytical tools used are multiple linear regression analysis, path analysis. Partial hypothesis testing using the t-test.

RESULTS AND DISCUSSION

Test Instruments

A. Validity Test

As stated by Sugiyono (2018: 134), the validity test can be conducted by correlating the item's value with the total variable value (item-total correlation). If the item-total correlation value is greater than 0.3, the instrument item is considered valid.

The findings from table 4.1 indicate that the validity of the indicators for all independent and dependent variables is confirmed as they demonstrate a correlated item-total correlation value greater than 0.3.

Table 4.1 Validity Test

Variabel	Pernyataan	Corrected item-total correlation	Kesimpulan
Promosi Online (X ₁)	X _{1.1}	0.803	Valid
	X _{1.2}	0.716	Valid
	X _{1.3}	0.910	Valid
	X _{1.4}	0.871	Valid
	X _{1.5}	0.873	Valid
Harga (X ₂)	X _{2.1}	0.813	Valid
	X _{2.2}	0.830	Valid
	X _{2.3}	0.806	Valid
	X _{2.4}	0.807	Valid
	X _{2.5}	0.749	Valid
	X _{2.6}	0.658	Valid
Minat Beli (Z)	Z ₁	0.834	Valid
	Z ₂	0.809	Valid
	Z ₃	0.898	Valid
	Z ₄	0.816	Valid
Keputusan Pembelian(Y)	Y ₁	0.845	Valid
	Y ₂	0.789	Valid
	Y ₃	0.880	Valid
	Y ₄	0.810	Valid
	Y ₅	0.840	Valid

Source : Data processed

B. Reliability Test

As mentioned by Ghozali (2021:61), a reliability test is a technique used to assess the questionnaire's measurement, which is one of the variables indicators. If the Cronbach Alpha number is more than 0.60 then it can be ascertained that the questionnaire is reliable or consistent

Test Classical Assumptions

A. Normality Test

The regression model relies on the assumption that the data distribution is either normal or approximately normal. To identify normality, one can examine the dispersion of data points along the diagonal axis.

Table 4.3 presents a curve analysis revealing that the data is well-distributed across the diagram and closely follows the regression line along the diagonal. This observation suggests that the processed data follows a normal distribution.

Table 4.2 Reliability Tests X1, X2, Z and Y

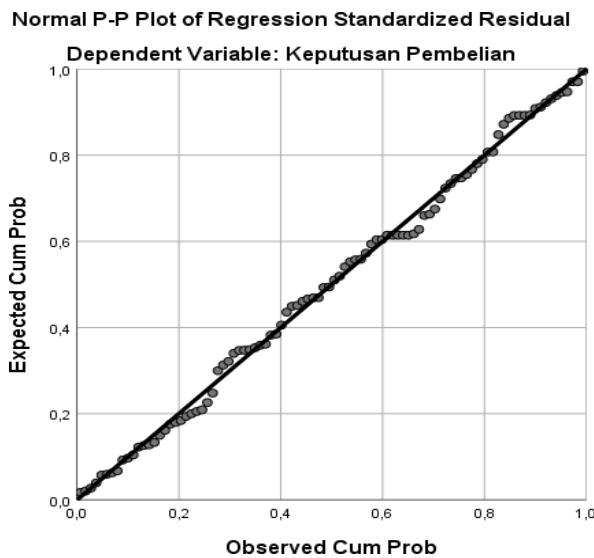
Variabel	Alpha	Alpha	Kesimpulan
Promosi Online (X ₁)	0.892	0.6	Reliabel
Harga (X ₂)	0.867	0.6	Reliabel
Minat Beli(Z)	0.858	0.6	Reliabel
Keputusan Pembelian(Y)	0.886	0.6	Reliabel

Source : Data processed

The value on cronbach Alpha in each variable is more than 0.60 which means that the answer given by the respondent has been trusted or reliable or has been reliable.

The results of table p-plot can confidently conclude that the normality test is met.

Table 4.3 p-plot



Source : Data processed

B. Multicollinearity Test

According to Ghozali (2021:157), Multicollinearity occurs when many or all of the variables considered independent turn out to be strongly related to each other.

C. Heteroskedasticity Test

As per Ghozali's findings (2021:178), the purpose of heteroskedasticity test is to determine the presence or absence of variance and residual variance in the regression model between

Table 4.4 Multicollinearity Test

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	1,815	1,252		1,449	,151		
	Promosi Online	,194	,069	,191	2,818	,006	,548	1,825
	Harga	,497	,084	,488	5,912	,000	,369	2,709
	Minat Beli	,372	,105	,292	3,559	,001	,375	2,669

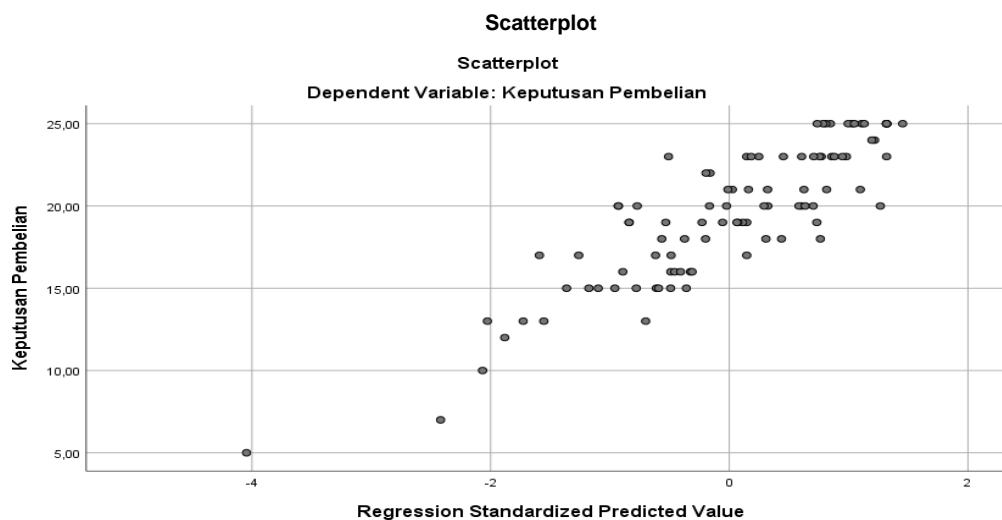
a. Dependent Variable: Keputusan Pembelian

Source: Data Processed

Based on the information in the output above, it is apparent that all independent variables have a Tolerance value greater than 0.01 (Tolerance \geq 0.01) and a VIF value smaller than 10 (VIF \leq 10). Therefore, we can conclude that there is no multicollinearity in this study.

one observation and another. The presence or absence of heteroskedasticity can be determined by observing the scatterplot chart between SRESID and ZPRED, where the Y-axis represents the predicted Y and the X-axis represents the studentized residuals (Y prediction - true Y). The absence of a specific pattern on this chart indicates the absence of heteroskedasticity.

Figure 4.1 Scatterplot Chart



Source : Data processed

Based on the information provided in the output above, it is evident that points on the graph spread out and do not form a pattern, so there is no heteroskedasticity in regression model.

Path Analysis Test

The development multiple regression analysis where this analysis is utilized to discover the causal link between the independent variable, the dependent variable through the intervening variable as a conduit.

Hypothesis Test

A. t-test (Partial)

The partial t-test is a statistical method used in multiple regression to assess the significance of individual predictor variables and their effects on the dependent variable while controlling for other predictors. The t-test can be observed in Table 4.7.

Table 4.5 Path Analysis

Persamaan Jalur Sub-Struktur 1 (Pengaruh Promosi Online (X1) dan Harga (X2) terhadap Minat Beli

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,791 ^a	,625	,617	2,03914

a. Predictors: (Constant), Harga, Promosi Online

b. Dependent Variable: Minat Beli

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,801	1,238		,647	,519
	Promosi Online	,186	,065	,234	2,841	,006
	Harga	,496	,066	,621	7,553	,000

a. Dependent Variable: Minat Beli

From the table above, it can be concluded that in the coefficient table, online promotion (X1) has an effect of 0.234, and price (X2) has an effect of 0.621 on purchase interest (Z).

The Sig. Column Coefficient Table indicates that both online promotion variable (X1) and price variable (X2) have a significant effect with Sig values of 0.006 and 0.000, respectively.

The model summary in the table shows that X1 and X2 account for 62.5% of the effect (E1), while the remaining 37.5% is attributed to other variables

The value of is calculated in ϵ_1 :

$$\epsilon_1 = \sqrt{1 - R \text{ Square}}$$

$$\epsilon_1 = \sqrt{1 - 0.625}$$

$$\epsilon_1 = \sqrt{0.375} = 0.612$$

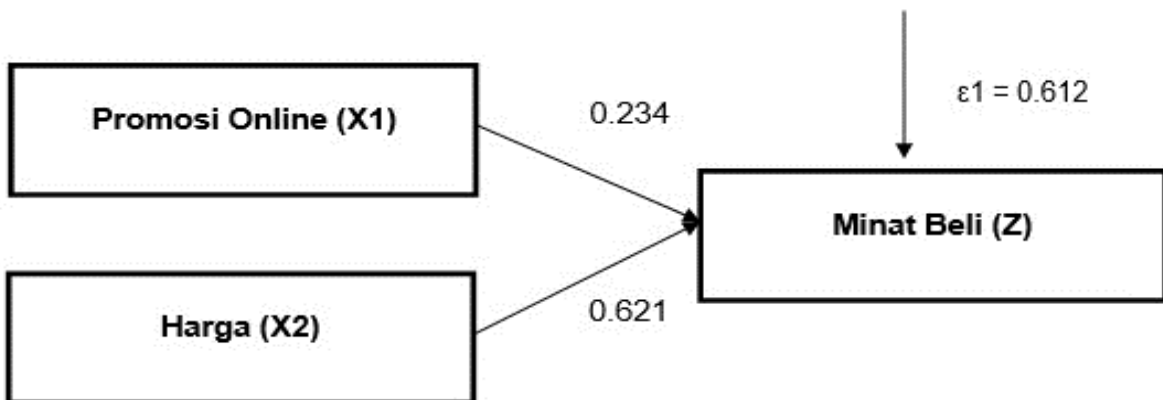


Figure 4.2 Sub Structure I

Berikut merupakan persamaan yang diperoleh dari struktur I :

$$Z = 0.234X_1 + 0.621X_2 + 0.612 \epsilon_1$$

Table 4.6 Path Analysis

Persamaan Jalur Sub-Struktur 2 (Pengaruh X1, X2, Z terhadap Y)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,877 ^a	,768	,761	2,05815

a. Predictors: (Constant), Minat Beli, Promosi Online, Harga

b. Dependent Variable: Keputusan Pembelian

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,815	1,252		1,449	,151
	Promosi Online	,194	,069	,191	2,818	,006
	Harga	,497	,084	,488	5,912	,000
	Minat Beli	,372	,105	,292	3,559	,001

a. Dependent Variable: Keputusan Pembelian

In the Coefficient table, the Standard Coefficients indicate that Online Promotion (X1) influences 0.191, Price (X2) has an influence of 0.488, and Purchase Interest (Z) has an influence of 0.292 on Purchase Decision (Y).

The Sig. column in the same table confirms that all three variables significantly affect the Purchase Decision (Y) with Sig values of 0.006, 0.000, and 0.001 for X1, X2, and Z, respectively. Moreover, the Model Summary table reveals that the combined influence of X1, X2, and Z is 0.768 or 76.8%, with the remaining 0.232 or 23.2% attributed to other variables.

The formula to determine the value of ϵ_2 is

$$\epsilon_2 = \sqrt{1 - R^2}$$

$$\epsilon_2 = \sqrt{1 - 0.768}$$

$$\epsilon_2 = \sqrt{0.232} = 0.482$$

The structural equation obtained can be summarized from table 4.6 and figure 4.3 as follows:

The analysis shows that X1 significantly influences Z with a value of 0.006 < 0.05, indicating that Online Promotion has a direct and significant effect on Purchase Interest (Z).

Similarly, the analysis reveals that X2 significantly influences Z with a value of 0.000 < 0.05, indicating that Price has a direct and significant effect on Purchase Interest (Z).

X1 also significantly influences Y with a value of 0.006 < 0.05, indicating that Online Promotion has a direct and significant effect on Purchase Satisfaction (Y).

Likewise, X2 significantly influences Y with a value of 0.000 < 0.05, indicating that Service Quality has a direct and significant effect on Purchase Decision (Y).

The analysis indicates that Z significantly influences Y with a value of 0.001 < 0.05, showing that Purchase Interest has a direct and significant effect on Purchase Decision (Y).

The indirect effect of X1 through Y on Z is 0.068, while the direct effect is 0.191. Thus, Online Promotion (X1) through Purchase Interest (Z) significantly influences Purchase Decision (Y).

The indirect effect of X2 through Y on Z is 0.181, while the direct effect is 0.488. Hence, Price (X2) through Purchase Interest (Z) significantly influences Purchase Decision (Y).

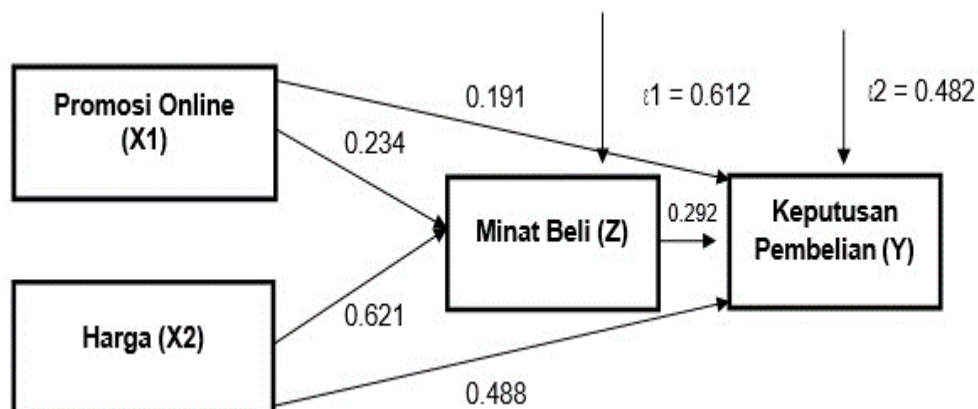


Figure 4.3 Sub Structure II

The following is the equation obtained from structure II:

$$Y = 0.234X_1 + 0.621X_2 + 0.292Z + 0.612\varepsilon_1 + 0.482\varepsilon_2.$$

Table 4.7 t tests (Partial)
 Partial Test of Online Promotion (X1) and Price (X2) on Purchase Interest (Z), Sub 1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,801	1,238		,647	,519
	Promosi Online	,186	,065	,234	2,841	,006
	Harga	,496	,066	,621	7,553	,000

a. Dependent Variable: Minat Beli
Sumber : Output SPSS 26

Partial Test of X and Z on Y , Sub II

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,815	1,252		1,449	,151
	Promosi Online	,194	,069	,191	2,818	,006
	Harga	,497	,084	,488	5,912	,000
	Minat Beli	,372	,105	,292	3,559	,001

a. Dependent Variable: Keputusan Pembelian
Sumber : Output SPSS 26

Based on the table Partial Test Sub 1, the results of the partial testing can be explained as follows:

a. The significance value obtained for the Online Promotion variable is 0.006, which is smaller than 0.05. This means that the Online Promotion variable (X1) has a significant effect on Purchase Interest (Z).

b. The significance value obtained for the Price variable is 0.000, which is smaller than 0.05. This means that the Price variable (X2) has a significant effect on Purchase Interest (Z).

The table above shows the following partial testing results sub II that the Online Promotion variable (X1) significantly influences Purchase Decision (Y) with a significance value of 0.006 (<0.05).

The price variable (X1) significantly influences Purchase Decision (Y) with a significance value of 0.000 (<0.05). Purchase Interest variable (Z) significantly influences Purchase Decision (Y) with a significance value of 0.001 (<0.05).

MANAGERIAL IMPLICATION

- a) Online Promotion significantly and positively influences the Purchase Interest variable (coefficient: 0.234, p-value: $0.006 < 0.05$), supporting the hypothesis that "Online Promotion significantly affects the Purchase Interest of online shopping on Shopee."
- b) Price (X₂) significantly and positively influences the Purchase Interest variable (coefficient: 0.621, p-value: $0.000 < 0.05$), supporting the hypothesis that "Price significantly affects the Purchase Interest of online shopping on Shopee."
- c) Online promotion significantly and positively influences the Purchase Decision variable (coefficient: 0.191, p-value: $0.006 < 0.05$), supporting the hypothesis that "Online Promotion significantly affects the Purchase Decision of online shopping on Shopee."
- d) Price significantly and positively influences the Purchase Decision variable (coefficient: 0.488, p-value: $0.00 < 0.05$), supporting the hypothesis that "Price significantly affects the Purchase Decision of online shopping on Shopee."
- e) Purchase Interest significantly and positively influences the Purchase Decision (coefficient: 0.292, p-value: $0.01 < 0.05$), supporting the hypothesis that "Purchase Interest significantly affects the Purchase Decision of online shopping on Shopee."
- f) Online Promotion significantly influences the Purchase Decision through Purchase Interest, as evidenced by the significant mediation. Therefore, the sixth hypothesis stating "Online Promotion significantly affects the Purchase Decision through Purchase Interest in online shopping on Shopee" is supported and accepted.

- g) Price significantly influences Purchase Decision through Purchase supporting the seventh hypothesis. This aligns with Hilmawan et al.'s (2019) study, where purchase interest as an intervening variable mediates the relationship between Online Promotion, price, and the purchase decision.

CONCLUSION

The analysis and hypothesis testing conducted on the existing variables lead to the following conclusions, all hypotheses are supported: Online Promotion significantly influences purchase interest and online shopping purchase decisions on Shopee, while Price also has significant effects on both interest and purchase decisions. Additionally, Online Promotion and Price significantly influence purchase decisions through purchase interest on Shopee.

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