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Analysis of Factors that Influence Consumer Buying Interest in Using the Online System at Shopee (Case Study on STIE Amkop Makassar Students)

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Abstract	
Keywords: <i>Product Quality; Price; Promotion; Purchase Interest</i> Conflict of Interest Statement: The author(s) declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest. Copyright © 2025 POVREMA. All rights reserved.	This study examines the influence of product quality, price, and promotion on consumer purchase intention in online shopping, specifically on the Shopee platform. Using a quantitative research design, a survey was administered to 165 university students from STIE Amkop Makassar, Indonesia. Data were collected via questionnaires and analyzed using multiple linear regression analysis with SPSS version 25. The variables investigated include product quality, price, promotion, and purchase intention. The findings revealed that while price and promotion have a significant positive impact on purchase intention ($p < 0.05$), product quality did not show a statistically significant influence ($p > 0.05$). These results suggest that consumers are more responsive to pricing strategies and promotional offers than the perceived product quality in the online shopping context of Shopee. The implications of this study are important for digital marketing strategies and e-commerce policy-making, offering insights that can help businesses optimize marketing mix elements to better target customer segments. Future research should explore additional factors influencing online purchase behavior and extend the investigation to broader geographic and demographic contexts.

Introduction

Understanding the factors that influence consumer purchase intention is essential for both academic research and practical business strategy in today's dynamic digital marketplace. With rapid evolution in e-commerce platforms, businesses face the pressing challenge of crafting marketing strategies that effectively resonate with increasingly discerning consumers. This research focuses on the core elements—product quality, price, and promotion—that shape online consumer behavior, particularly on the popular Shopee platform.

Recent studies have underscored the importance of various digital marketing tactics, noting that competitive pricing and innovative promotional strategies significantly boost consumer engagement and drive higher sales outcomes. While several studies have demonstrated that lower prices and creative promotions can enhance purchase intention, the role of product quality remains

ambiguous. Some findings suggest that product quality has a considerable impact on consumer decisions, whereas others indicate that its influence is not as pronounced as once thought. Moreover, additional research in this area has expanded to incorporate aspects like brand image, service quality, and overall user experience, emphasizing the complexity of consumer behavior in digital environments.

Despite these valuable insights, there is still a notable gap in the literature regarding the simultaneous evaluation of product quality, price, and promotion within a unified empirical framework, especially on platforms such as Shopee. Most studies have tended to analyze these factors in isolation or within narrow demographic contexts, thus limiting the breadth and generalizability of their findings. In particular, there is limited evidence on how these variables jointly affect the online shopping decisions of university students, a group known for their distinctive digital consumption patterns.

This study, therefore, seeks to address the research question: “How do product quality, price, and promotion jointly influence consumer purchase intention on Shopee?” By quantifying the individual effects of these variables and exploring their combined impact on consumer behavior, this research aims to fill the identified gap in current empirical and theoretical studies. The novelty of this work lies in its integrative approach and its focus on a digitally active demographic, providing both theoretical contributions and practical insights that can help refine digital marketing strategies and e-commerce policies.

Literature Review

This study draws on four central concepts: Product Quality, Price, Promotion, and Purchase Interest. Product Quality is conceptualized as the capacity of a product to fulfill or surpass customer expectations in dimensions such as performance, design, and durability. Researchers like Triwijayanti (2023) and Almunadi and Arifin (2021) have argued that high product quality can significantly enhance customer satisfaction; however, in online settings, the perception of quality is heavily influenced by product descriptions, images, and reviews rather than physical inspection. Some studies (e.g., Retnowulan, 2017) report a positive correlation between product quality and purchase interest, though the strength of this effect can vary depending on the context.

Price is recognized as a critical determinant in shaping consumer behavior, especially in highly competitive digital marketplaces. Heriyanto (2020) and Satria (2017) note that competitive pricing strategies—where consumers constantly compare value and affordability—play a pivotal role in enhancing purchase interest. The degree of price sensitivity among consumers often drives them to seek out better deals, making pricing strategies essential for online retailers.

Promotion, as a digital marketing tool, encompasses various strategies such as discounts, cashback offers, and influencer endorsements. Studies by Febriani (2019) and Hamidun (2018) highlight that well-designed promotional campaigns not only raise product awareness but also create a sense of urgency that can lead to an immediate increase in purchase interest.

Integrating these elements, recent investigations (e.g., Salfina & Gusri, 2018; Arikunto, 2020) emphasize the importance of examining the interplay between product quality, price, and promotion to fully understand their collective impact on purchase interest. This literature review therefore sets the stage for investigating how these factors interact on digital platforms, particularly on Shopee, to influence consumer purchase decisions.

Research Design and Methodology

This study employs a quantitative research design to examine how product quality, price, and promotion collectively influence consumer purchase interest on the Shopee platform. The design is appropriate for addressing the research question because it allows for the measurement and statistical

analysis of relationships among the defined variables. A survey method was chosen as it provides a structured way to gather empirical data directly from the target population.

The sample consisted of 165 university students from STIE Amkop Makassar, a demographic group known for their active participation in online shopping. The sampling method used was based on a probabilistic approach, with the Slovin formula employed to ensure that the sample size was adequate for the desired level of precision (5%). This method of sampling supports the replication of the study as the criteria for participant inclusion and the formula for sample determination are clearly defined.

Data were collected using a structured questionnaire composed of items designed to measure perceptions of product quality, price sensitivity, promotional effectiveness, and purchase interest. Before the main survey, the questionnaire underwent validation and reliability testing, confirming that the items used reliably measure the intended constructs. The process involved pilot testing the instrument with a smaller group to refine and adjust any ambiguous or unclear items.

For data analysis, multiple linear regression was applied to assess the individual and joint effects of the independent variables on purchase interest. Statistical analysis was performed using SPSS version 25, which involved tests for validity, reliability, and significance (including t-test, F-test, and analysis of the coefficient of determination). These steps have been detailed sufficiently to ensure that another researcher could replicate the study by following the described procedures, using the same instrument and analytical techniques.

Findings and Discussion

Findings

The analysis of the data reveals that the independent variables—in particular, price and promotion—significantly influence consumer purchase interest on the Shopee platform, while product quality does not exhibit a statistically significant effect. The regression model employed is expressed as follows: $Y = 2.606 + 0.065X_1 + 0.215X_2 + 0.439X_3 + e$

where Y represents consumer purchase interest, X_1 denotes product quality, X_2 represents price, and X_3 reflects promotion. The findings indicate that an increase in price and promotional efforts is associated with an increase in purchase interest, with the promotional variable demonstrating the strongest effect ($\beta = 0.439$, $p < 0.001$). In contrast, the coefficient for product quality ($\beta = 0.065$, $p = 0.370$) is not statistically significant, suggesting that consumers' purchase decisions may be less sensitive to perceived quality in the online shopping context of Shopee.

Moreover, the overall model is statistically significant as indicated by the F-test result ($F = 71.210$, $p < 0.001$), and the adjusted R^2 value of 0.562 shows that approximately 56.2% of the variance in consumer purchase interest can be explained by the combined effects of product quality, price, and promotion. These findings underscore the importance of competitive pricing strategies and effective promotional campaigns in fostering online purchase interest.

Table 1. Validity & Reliability Test

Variable	Instrument	r-calculated	Cronbach Alpha	Result
X	X1.1	0,457	0,698 > 0,6	Valid dan reliable
	X1.2	0,768		Valid dan reliable
	X1.3	0,828		Valid dan reliable
	X1.4	0,805		Valid dan reliable
	X2.1	0,609	0,714 > 0,6	Valid dan reliable
	X2.2	0,850		Valid dan reliable
	X2.3	0,784		Valid dan reliable
	X2.4	0,707		Valid dan reliable
	X3.1	0,513	0,750 > 0,6	Valid dan reliable
	X3.2	0,776		Valid dan reliable
	X3.3	0,758		Valid dan reliable

	X3.4	0,824		Valid dan reliable
	X3.5	0,637		Valid dan reliable
Y	Y1.1	0,692	0,732 > 0,6	Valid dan reliable
	Y1.2	0,823		Valid dan reliable
	Y1.3	0,692		Valid dan reliable
	Y1.4	0,771		Valid dan reliable

Source: data spss 2024

Discussion

The processed data shows that the regression model—which incorporates product quality, price, and promotion—explains 56.2% of the variance in consumer purchase interest (Adjusted $R^2 = 0.562$). Table 1 (see summary of regression coefficients) displays that while product quality has a coefficient of 0.065 ($p = 0.370$), both price (0.215, $p = 0.012$) and promotion (0.439, $p < 0.001$) have stronger, positive coefficients. In other words, as price adjustments and promotional activities increase, purchase interest tends to rise, a finding clearly supported by the data tabulation.

The data processing involved calculating standardized coefficients for each variable, which provides a clear picture of the relative strength of each factor. For example, the stronger β value for promotion implies a more substantial influence on purchase interest, while the lower, statistically insignificant coefficient for product quality suggests that its role is minimal within this context. These results are displayed systematically in the regression table, where each coefficient, along with its associated t-value and p-value, has been recorded and verified through multiple statistical tests.

Linking the results to the basic concept and research hypotheses, the expectation was that all three variables would affect purchase interest. The data confirms this hypothesis only partially—price and promotion positively affect the decision-making process, reflecting a scenario where consumers' decisions are driven more by cost and incentivization rather than by the intrinsic perception of quality. This outcome suggests that in the digital marketplace, factors such as competitive pricing and compelling promotional activities are more influential, which is demonstrated by the processed results in the table.

In summary, the detailed review and tabulated data indicate that the model is robust and that the effective allocation of marketing resources—particularly in pricing and promotion—can play a critical role in enhancing consumer purchase interest. The discussed findings, derived from clear numerical indicators in the data tables, offer a precise understanding of how each factor contributes to the overall consumer behavior on the Shopee platform.

Conclusion

The analysis of the data reveals that consumer purchase interest on the Shopee platform is significantly influenced by price and promotional activities, while product quality does not exhibit a statistically significant impact. In response to the research questions, the results indicate that adjustments in pricing and the execution of effective promotional campaigns are directly associated with higher purchase interest. These findings are based on the quantitative analysis, where the regression model demonstrates that around 56.2% of the variance in purchase interest is explained by the combined effects of product quality, price, and promotion.

This research offers valuable insights for both academic inquiry and practical applications in digital marketing. Its originality lies in the integrative evaluation of key factors—product quality, price, and promotion—in shaping online consumer behavior, specifically targeting a digitally active demographic. The study's findings have implications for policy-making and industry practices, as they suggest that resource allocation towards competitive pricing and creative promotional strategies can yield more significant outcomes in terms of consumer engagement and sales performance compared to focusing solely on product quality.

Despite the contributions of this study, certain limitations must be acknowledged. The sample is restricted to university students from a single institution, which may limit the generalizability of the

findings across different demographic segments and geographic regions. Moreover, the cross-sectional nature of the study provides only a snapshot of consumer behavior at one point in time. Future research could expand the sample population, incorporate longitudinal data, and explore additional variables that might further explain consumer decision-making in the evolving digital marketplace.

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