



Price promotion trust and product quality factors in affecting interest in buying in online store

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ABSTRACT

The purpose of this study was to determine the impact of celebgrams. The study question is whether price, advertising, trust, and product quality have a partially significant effect on the economics student's interest in his online shop purchases at her Wijaya Kusuma University in Surabaya. The population consists of economics students at her Wijaya Kusuma University in Surabaya. Determining a sample using a targeted sampling method characterized by having purchased clothes from an online shop. Survey variables consist of his four independent variables, price, promotion, trust, and product quality, and one dependent variable, willingness to buy. Distribute surveys to collect data and process up to 100 respondents. The analysis method uses multiple regression analysis and the hypothesis test uses t-test. The results are as follows.1) Price positively influences purchase intent in online stores, but not by a large amount. (2) Advertising has a positive and significant effect on purchasing interest in online shops. (3) Trust has a large positive impact on purchase intentions in an online shop. (4) Product quality has a large positive impact on purchase intentions in online stores.

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INTRODUCTION

The rapid development of digital technology during this period has influenced human behavior in various activities such as trading and buying and selling activities. In the past, before digital technology, buying and selling was done through face-to-face or offline meetings between sellers and buyers. However, with the advent of digital technology, sellers and buyers no longer need to meet face-to-face when buying or selling.(Huda, 2020). Trading takes place over the Internet or online.

According to the results of a survey conducted by the Indonesian Association of Internet Service Providers (APJII), the number of internet users in Indonesia will reach 215.63 million from 2022 to 2023. This number increased by 2.67% from 210.03 million users in the previous quarter. The number of internet users is 78.19% of Indonesia's total population of 275.77 million. Compared to the previous survey period, Internet penetration in Indonesia increased by 1.17% this year

compared to 77.02% from 2021 to 2022. For reference: Internet penetration rate in Indonesia is increasing year by year. In 2018, the country's internet penetration reached 64.8%, and from 2019 he increased to 73.7% in 2020. (Source: indonesiabaik.id graphic info of internet users accessed 19/03/2023).

As explained by Shopper Approved through his study in the USA explaining that the reason someone shopped online compared to offline was because there were more choices (25.4%), more affordable prices (25%), convenience (24.7%), time saving (7.2%), easy to compare (3.6%) and no sales tax (3.3%). Then what are the advantages of shopping online compared to offline for consumers? How do you attract the attention of consumers to make purchases on your eCommerce website? Here's an explanation: Consumers like to compare products with one another, through online shopping consumers only need to open one browser with another without visiting stores one by one. So that consumers save more time when shopping online. It is better to provide complete and clear information such as size, material, model, price and other specifications on the website and include contact information so that website owners can communicate with consumers. Online shopping provides a wider choice of products on one website than offline stores which are limited by space. (Rita et al., 2019)

Now consumers are not only shopping for clothes but at the same time consumers can shop for electronic goods or other products through one website. It is better to carry out the shopping and purchasing process on one website or page to provide convenience and comfort for consumers. Usually consumers first visit offline stores to find the items they are looking for and then search again online for more affordable prices. This is done by most online shop consumers, especially Bargain Hunters. It is better to provide the best price for consumers, for example by promoting 'Deal of The Day' or 'Best Price' on your website. (Andriyanti & Farida, 2022). Trust is the most important thing in doing business online. To increase website credibility and consumer trust, you should display reviews or comments from other consumers on your website. The review can be a consideration for consumers to make a purchase or not. There are several things that must be considered in online shopping such as internet connection, product damage guarantee, fraud, delivery period and many more. However, by highlighting the advantages of online shopping or integrating the two, besides being able to boost sales levels, it also provides easy access for consumers. In addition, provide shopping promos that can attract consumers' attention such as free shipping programs, discounts on certain days or product sizes and specifications according to consumer needs.

The advantages and disadvantages contained in purchasing at online stores can be used as material for consideration for consumers in making purchases at online stores. According to (Setyowati & Respati, 2017), that people prefer shopping at online stores because it is easier, cheaper, profitable and efficient. Consumers in making purchases cannot be separated from price considerations. Given a choice of products of the same quality, consumers will choose the lower priced product among the available product choices. Online stores are typically able to offer lower prices to reduce costs, which intrigues consumers and stimulates interest in shopping at online stores. The results of (Rita et al., 2019), this price has a big impact on his purchasing interest in Lazada online shop.

According to Zeithaml and Berry cited by (Zayyan & Saino, 2021), argued that appropriate promotions should be conducted to influence consumer purchasing intentions. Advertising is done to inform, persuade and remind consumers in the hope that they will be interested in purchasing the products offered. The more consumers watch product shows and hear promotions, the more they remember the product and become more interested in purchasing it. Also, the information conveyed in the promotion is very interesting, understandable, understandable and clear. A study by (Rustandi et al., 2020), came to the conclusion that promotions influence his willingness to buy on the Shopee market. According to (Setyowati & Respati, 2017), research results, the factor analysis conducted shows that one of the factors influencing purchases in online stores is the trust

factor. Trust is a key component of online transactions and directly influences consumer purchase intentions. There is a positive correlation between trust and interest in online purchases for both potential and repeat buyers (Yasmin Zafira, Santoso Budi, 2020). According to Pavlou and Gefen cited by (Saneva & Chortoseva, 2020) trust is a very important factor influencing online purchases. Trust is promoted when consumers receive good information. But disappointing consumer information leads to mistrust. Getting a warranty for products purchased online builds consumer trust. (Liu et al., 2020). This warranty is, for example, the replacement of ordered products in the event of damage, non-compliance with the order or non-compliance with the information on the website.

Higher consumer confidence in online shopping sites leads to higher consumer interest in purchasing online (Makhrian, 2022). Lack of consumer trust negatively impacts purchase intentions on online shopping sites (Miao et al., 2022). According to a study by (Al-Surimi et al., 2022), trust has a significant positive impact on Shopee's online shopping intent. (Siewanto et al., 2022), suggests that the quality of a product that a company explicitly advertises is likely to influence consumer interest in purchasing it. Consumers consider product quality before purchasing. Consumers judge product quality based on the experience and information they receive. Consumers choose superior product quality. That is, the product can meet or exceed consumer wants and requirements. Product quality describes a product's ability to satisfy consumers. (World Health Organization; London School of Hygiene and Tropical Medicine, 2017), argues that the quality of the products sold determines the success or sustainability of a company. If the quality of the product is good, it will lead to consumer satisfaction, and the consumer will buy it. According to (Riva et al., 2022) manufacturers and companies should pay particular attention to this product quality as it relates to consumer satisfaction, which can influence consumer purchases. A study by (Fitriana et al., 2020) shows that product quality has a positive impact on his repurchase intention on the Shopee market.

From the above description, the following research questions can be derived. Do price, promotions, trust, and product quality each have a significant impact on purchase intentions in an online shop? The aim was to determine the importance of price, promotions, trust, and product quality influencing purchase intentions in online shops.

RESEARCH METHOD

This study is an explanatory study that explains causal relationships between independent and dependent variables and tests hypotheses. The selected approach uses a quantitative approach. In other words, the distribution results of questionnaires are converted into numerical values and processed statistically. The population is economics students from Wijaya Kusuma University in Surabaya. The sampling technique used is targeted sampling with the following sampling characteristics: 1) You purchased the product online. 2) The purchased item is clothing. The sample size is her 100 respondents. Data collection by distributing closed-ended questionnaires using a Likert scale. Beginning with the answer number 1 that you completely disagree with and ending with the answer number 5 that you strongly agree with. The variables under study consisted of independent variables such as price, promotions, trust and product quality, and the dependent variable was willingness to buy. The analysis method uses partial least square

RESULTS AND DISCUSSIONS

Results

Measurement Model Analysis (Outer Model)

Validity test

Based on the results of outer loading shows that the entire construct has a loading factor value above 0.50 and significant (t-statistic is bigger than t-table). Price and promotion have 7

construct that has a loading factor value above 0.50 and significant because the value of the t-statistic is higher from 1.96. Trust and product quality has 6 constructs that have values loading factor above 0.50 and significant because the t-statistic value is more than 1.96. So, all variables can be said to be valid. Based on the Average Variance results m Extracted (AVE) indicates that variable endogenous latent, namely affecting interest has value AVE 0.620 can be said to be valid because of the value AVE more than 0.50. Exogenous variables is Buying and online has an AVE value 0.542 and 0.633 can be said to be valid because the AVE value is more than 0.50. intervening variable namely trust has an AVE value of 0.595 can be said to be valid because the AVE value is more than 0.50.

Reliability Test

To measure the reliability of a constructs with reflective indicators can be done by looking at the value of Cronbach's Alpha and Composite Reliability. Construct said reliable if Cronbach's Alpha and Compote values Reliability above 0.70. Based on the results Cronbach's Alpha and Composite Reliability shows that the entire construct has a value above 0.70. the value means that the consistency and stability of the instrument used is very high, then constructs or variables in this study have be a fit measuring tool and all questions submitted to the respondent for measure each construct within research is per question reliable. It can be concluded that each construct used in the model this study has a level of reliability that Good.

Table 1. R Square

	R-Square
KC	0.715
MB	0.796

In the PLS model, the assessment of goodness of fit known from the value of Q². From table 1 can calculated value of Q² as follows:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R1^2) (1 - R2^2) \\
 &= 1 - (1 - 0.715) (1 - 0.796) \\
 &= 0.942
 \end{aligned}$$

From the calculation results it is known that the value of Q² of 0.942. The Q² value is greater than 0, meaning that the research model in this study has predictive relevance so it's worth it further analysis is carried out.

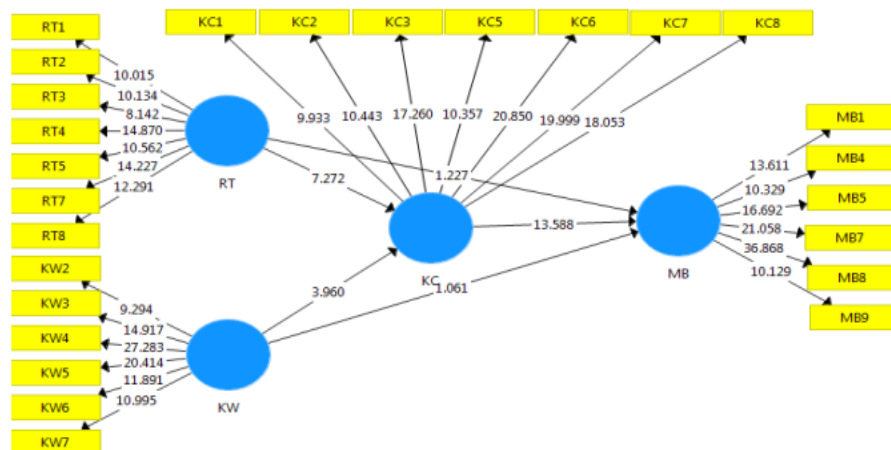


Figure 1. SEM-PLS Algorithm Full Model Test

Discussion

Price has a positive effect on online store purchase interest among economics students at Wijaya Kusuma University in Surabaya, but the effect is not significant. Price has a positive effect on interest in making purchases in online stores. In other words, if consumers are offered affordable prices and feel that the price paid corresponds to the quality of the product they want and the associated benefits, they will be more interested in purchasing from online stores. I mean This is consistent with the findings of (Sambodo Rio, 2021) that price can be measured by affordability, price match with quality, price competitiveness, and price match with profit.

The study shows that price has a small impact on interest in purchasing online. In other words, the price does not provoke interest in buying in the online shop. This is probably because respondents already perceive that buying online is cheaper than buying offline. This is consistent with the finding of (Pebriyanti et al., 2022) that online purchases are more advantageous than offline purchases, i.e. cheaper prices. The results of this study do not support the study of (Fajar Permadi & Nanang Suryadi, 2019), this price has a big impact on his purchasing interest in Lazada online shop.

Advertising has had a significant positive impact on the online shopping interest of economics students at Wijaya Kusuma University in Surabaya. This means that with increased advertising activity, interest in buying from online shops will increase. This means that the purpose of advertising is to inform, persuade and remind consumers of the brands and products being sold that they are interested in purchasing those brands and products. (Liu et al., 2020) are consistent with the findings of What sellers can do to get their promotions to consumers is pay attention to the scope of promotions, quantity of promotions, and quality of promotions. Also, the promotion should be attractive, easy to understand, understand and clear. The results of this study support the work of (Rustandi et al., 2020) and (Mada et al., 2016), this promotion will have a significant impact on the interest of purchasing on the Shopee Marketplace. Trust has a positive impact on online store purchase interest among economics students at Wijaya Kusuma University in Surabaya. This means that as online store sellers become more trusted by consumers, they will become more interested in purchasing from online stores. Therefore, sellers should strive to increase trust in the eyes of consumers by further improving their honesty, friendliness and ability to serve consumers. A seller's honesty can be judged based on consumer habits and behavior. For example, honesty in providing information about the products offered in the form of images on the site. Kindness that not only maximizes profit but also provides maximum satisfaction to the consumer. The ability to serve consumers is reflected in the abilities and skills of the seller. The results of this study support the findings of Rosiana, Surindra, and Plastyaningtyas (2021) that trust has a significant positive impact on purchase intent in Shopee online shopping.

Product quality has a positive impact on the online shopping interest of economics students at Wijaya Kusuma University in Surabaya. This means that as the product quality improves, people will be more interested in purchasing from your online store. Consumers judge quality products with features that meet or exceed consumer desires. Features here include form, performance, style, and design. Efforts that online store clothing sellers can make to improve the quality of the products they sell include offering a variety of sizes and designs, using quality materials, and conforming to the consumer's appearance. includes. The findings of this study corroborate the findings of (Fitriana et al., 2020) that product quality positively impacts repurchase intentions in the Shopee market. The results of this study also support those of (Miao et al., 2022)

CONCLUSION

The conclusions that can be drawn from the results of this study are as follows: 1) Price has a positive effect on online shopping among students of the Department of Economics and Trade, Wijaya Kusuma University, Surabaya, but the effect is not significant; 2) Promotion has a positive and significant effect on online store shopping interest among students of the Faculty of

Economics, Wijaya Kusuma University, Surabaya; 3) Trust has a positive and significant effect on online shopping interest among students of the Faculty of Economics, Wijaya Kusuma University, Surabaya; and 4) Product quality has a positive and significant effect on online shopping among students of the Faculty of Economics, Wijaya Kusuma University, Surabaya. Suggestions that can be made are as follows: 1) keep online shop prices affordable, prices according to quality, prices suitable to compete with competitors and prices that are commensurate with consumer benefits; 2) online stores always offer attractive, easy-to-understand, clear and extensive promotions; 3) Building and increasing trust in the eyes of consumers through online shops by increasing honesty, friendliness and competence; 4) maintain and even improve the quality of products sold in online stores; and 5) for prospective researchers to explore research variables that have not been explored such as B. Quality of information, security and convenience. For this reason, the future research agenda is to make research look more complex, other variables can be added, such as moderation or intervening. And, preferably because the four variables are related, it would be better to walk together to get what is expected

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