

THE EFFECT OF PRICE, PROMOTION, AND E-SERVICE QUALITY ON PURCHASE DECISIONS ON TOKOPEDIA E-COMMERCE IN BOGOR CITY



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ABSTRACT

The present research examines the impact of pricing, promotional strategies, and quality of electronic services on consumer buying choices on Tokopedia e-commerce. Using a quantitative approach with random sampling, as many as 100 samples as respondents. Data were analyzed through multiple linear regression using SPSS 25. The results showed that pricing, promotional strategies, and quality of electronic services had a notable and meaningful impact simultaneously on consumer buying choices, and the most dominant variable was the pricing variable. Partially, the pricing variable had a notable and meaningful impact on consumer buying choices, promotional strategies had a notable and meaningful impact on consumer buying choices, and quality of electronic services had a notable and meaningful impact on consumer buying choices.

Keywords: Price; Promotion; E-Service Quality; Purchasing Decisions

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INTRODUCTION

Technological innovation has an impact on the productivity and needs of humans which are increasingly developing (Annisa, 2019). Technology can provide useful services for humans, such as offering convenience for humans in daily activities and in business (Kurniawati, 2020). Along with the development of the era, humans can easily access the internet through digital media, including for shopping and meeting daily needs

E-commerce is a business activity carried out by utilizing the internet media (Kurniawati, 2020). According to Wong in Widianingsih (2022), e-commerce is the process of buying and selling and marketing goods and services through systems, television and the internet. The development of this e-commerce system has increased. Even along with the development of information systems, mobile commerce has emerged. Mobile commerce is a transaction process or business activity that occurs through mobile devices (Annisa, 2019). From time to time, shopping is one of the daily activities carried out by people to meet their needs. By utilizing current technological developments, these activities can be done anywhere and anytime, such as shopping through online shops which are accessed through various devices such as smartphones or computers.

Technology now plays an important role in the business world, before the value of money was known, buying and selling transactions could only be done through meetings between sellers and buyers to bargain or see the desired product (Kurniawati, 2020), but with the development of current technology, the buying and selling process has become easier, namely it can be done through social media (Annisa, 2019).

E-commerce is a place for transactions between sellers and buyers online by utilizing the internet so that it makes it easier to transact between the two parties (Widianingsih, 2022). E-commerce also provides benefits for companies and consumers. For companies, they get financial benefits and consumers get benefits in the form of meeting their needs efficiently and effectively. According to a report released by databoks.co.id in 2019, the growth rate of the e-commerce industry in Indonesia is quite rapid. This is evidenced by the results of a British research institute, namely Merchant Machine, which released data in 2018 entitled "Ten Countries with the Fastest E-commerce Growth" and the results showed that Indonesia was in first place in the e-commerce industry.

The first e-commerce industry to emerge was established in Indonesia was Tokopedia was launched in 2009, continuing to grow and innovate to compete with other platforms. Although it has succeeded in becoming one of the most popular marketplaces with the most users, Tokopedia is now facing tough competition from similar applications. Tokopedia has a mission to support the equalization of the electronic economy through small and medium enterprises and also provide a place for local brands, currently Tokopedia is facing tough competition with various similar online market applications (Kurniawati, 2020). Although previously a leading website, Tokopedia is now ranked second, and has experienced a significant decline in the number of visitors (Annisa, 2019).

Purchasing decisions are an important factor in trading activities where the actions of buyers after going through various stages, such as searching for information, reading reviews, and comparing prices, influence consumers to make purchasing decisions (Widianingsih, 2022). The success of various e-commerce in Indonesia is supported by the existence of good prices, promotions, and e-service quality, so that they can penetrate the e-commerce market in Indonesia which has cultural and social

diversity that makes the value of an e-commerce better and more attractive to consumers (Lupi, 2016).

From the description of the problem, it is hypothesized that the purchasing decision on Tokopedia is influenced by the variables of price, promotion and e-service quality, which results in a lack of consumer buying interest and a decrease in income on Tokopedia e-commerce. This is in accordance with the research of Pahrevi (2018), where the variables of price, promotion and e-service quality have a positive and significant effect on purchasing decisions.

The present research aims to analyze the impact of promotions on consumer consumer buying choices on Tokopedia, evaluate the impact of quality of electronic services on consumer consumer buying choices, and simultaneously determine the impact of pricing, promotional strategies, and quality of electronic services on consumer buying choices on Tokopedia. It is hoped that the results of the present research can contribute to the development of marketing science, particularly in understanding how the variables of pricing, promotional strategies, and quality of electronic services impact consumer purchasing behavior on e-commerce platforms.

LITERATURE REVIEW AND RESEARCH FRAMEWORK

Purchasing decisions are one thing that is very important for consumers before buying or using a company's products and services (Lupi, 2016). According to Kotler & Keller (2016) consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires. According to Kotler (2016) several purchasing decision factors include. Environmental factors include everything from the physical conditions of the place where consumers live or work, someone who lives in an urban area has different purchasing references than someone who lives in a rural area.

Social factors from the social group or individual in question, including family, friends or trends that are being followed can influence purchasing decisions (Lupi, 2016). Technological factors refer to technological developments that influence the way people interact with products and services and how to make purchasing decisions (Lupi, 2016). Personal factors include the characteristics of the consumer themselves, preferences for needs can vary greatly for consumers to make purchasing decisions (Annisa, 2019).

The factors that influence purchasing decisions with independent variables in this study are personal and social factors. For personal factors included in the independent variables price and e-service quality and for social factors included in the promotion variable. According to Kotler (2016), there are six purchasing decision indicators, namely product selection, brand selection, choice of distributor, time of purchase, amount of purchase, payment method.

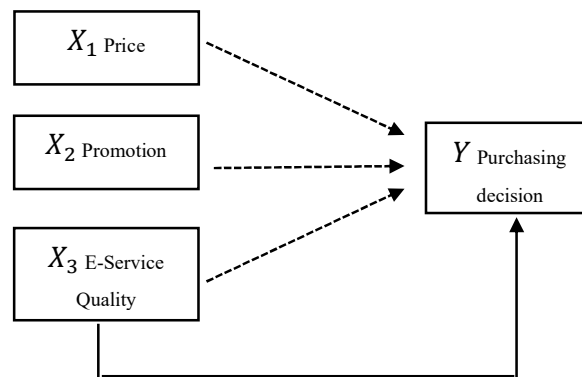
Price is the value that must be paid by consumers to sellers for goods or services they buy. In other words, price is the value of an item determined by the seller. According to Kotler & Keller (2016) price is an element in the marketing mix that not only determines probability but also as a signal to communicate the value proposal of a product. Meanwhile, according to Abdullah & Tantri (2015), price is an amount of money handed over in exchange for obtaining goods or services. According to Kotler & Keller (2016), price indicators are divided into four, namely price affordability, price suitability with product quality, price suitability with benefits, competitiveness.

A company does many activities not only producing products or services, setting prices, and selling products or services, but also many other activities that are interrelated with each other (Lupi, 2016). One of them is promotional activities that are

part of the company's marketing mix, the content of which provides information to the public or consumers about the products or services offered by the company (Lupi, 2016). Not only that, promotional activities are communication activities between companies and customers or consumers. According to Kotler & Armstrong (2019), promotion is an activity in an effort to convey the benefits of products or services to attract consumers to buy and use products or services. According to Kurniawati (2020), promotion is a way of communicating carried out by a company to attract or encourage potential consumers to buy products or services being marketed. According to Kotler & Armstrong (2019), promotion indicators are divided into three: advertising, sales promotion, public relations.

E-Service quality or electronic service quality refers to the level of consumer satisfaction with the experience of using services or products provided electronically, such as via the internet or other digital platforms, such as e-commerce, mobile applications and so on (Lupi, 2016). E-service quality can also be measured from the customer's perspective, such as their perception of the performance, skills, responses, and attitudes of the service staff (Annisa, 2016). According to Emeralda (2020), e-service quality is the ability of an online platform to facilitate the shopping process. Meanwhile, according to Rozi (2017), e-service quality is a service to customers who are connected via the internet that is supported by technology and systems offered by service providers that aim to improve customer and service provider relationships. According to Emeralda (2020), e-service quality indicators are divided into four, namely, efficiency, fulfillment, system availability, privacy.

Based on research conducted by Pahrevi (2018), the variables price (X1), promotion (X2) and e-service quality (X3) have an influence on purchasing decisions (Y) that when price, promotion and e-service quality are in accordance with consumers, purchasing decisions will increase.



Source : Constructed for this study, 2024

Figure 1
Research Framework

METHOD

This research is a quantitative research using the probability sampling method, Probability sampling is a sampling technique that provides an equal opportunity for every member of the population to become a sample member (Sugiyono, 2016). The research data is in the form of numerical values that will be measured using statistics as a calculation tool related to the problem being studied to draw conclusions. This research

was conducted in Bogor City with the object of research being Tokopedia e-commerce consumers. The population in this study were Tokopedia e-commerce users in Bogor City. The probability sampling technique with a simple random sampling. Simple random sampling is a technique for randomly selecting a sample from a population without regard to strata within the population, where each member of the population has an equal chance of being selected. There is no differential treatment or group division in sample selection; each member of the population has an equal chance (Sugiyono, 2016) with a total of 100 respondents. The researcher distributed questionnaires in the form of Google Forms to respondents. The analysis tool used in this study was SPSS 25 for data analysis regression.

RESULTS AND DISCUSSION

After distributing questionnaires to test the instrument to 100 respondents who were declared valid and reliable, the researcher continued by conducting tests to prove the existing hypothesis. The following are the results of respondent characteristics, instrument tests, classical assumption tests, data analysis techniques, and hypothesis testing: Based on the results of data collection, the profile of respondents in this study or the characteristics of respondents in this study were obtained. The characteristics of respondents are presented in Table 1 as follows:

Table 1
Respondent Characteristics

Respondent Characteristics	Variation	Number of Respondent	Persentatation
Gender	Male	47	47%
	Female	53	53%
Age	17-25	80	80%
	26-30	8	8%
	31-35	6	6%
	36-40	4	4%
	>40	2	2%
Level of education last	Junior high School	4	4%
	Senior High School	90	90%
	Diploma	2	2%
	University	4	4%
Profession	Student	43	43%
	Employee	45	45%
	PNS/Police/Soldier	2	2%
	Self-employed	3	3%
	Other	7	7%
Monthly income	<2 million	54	54%
	Rp. 2-5 million	43	43%
	Rp.5-10 million	2	2%
	>Rp.10 million	1	1%

Source : Processed data, 2024

It is known that most Tokopedia e-commerce consumers in Bogor City are female at 53%, aged 17-25 years at 80%, with a last education of high school/vocational school at 90%, working as private employees and earning <Rp. 2 million at 54%.

Table 2
Validity test results

Variable	Items	r-count	r-table	Information
Purchasing Decision (Y)	Y ₁₋₁	0,319	0,196	Valid
	Y ₁₋₂	0,375	0,196	Valid
	Y ₁₋₃	0,563	0,196	Valid
	Y ₁₋₄	0,602	0,196	Valid
	Y ₁₋₅	0,672	0,196	Valid
	Y ₁₋₆	0,607	0,196	Valid
	Y ₁₋₇	0,703	0,196	Valid
	Y ₁₋₈	0,686	0,196	Valid
	Y ₁₋₉	0,731	0,196	Valid
	Y ₁₋₁₀	0,684	0,196	Valid
	Y ₁₋₁₁	0,786	0,196	Valid
	Y ₁₋₁₂	0,704	0,196	Valid
Price (X ₁)	X ₁₋₁	0,346	0,196	Valid
	X ₁₋₂	0,463	0,196	Valid
	X ₁₋₃	0,646	0,196	Valid
	X ₁₋₄	0,728	0,196	Valid
	X ₁₋₅	0,627	0,196	Valid
	X ₁₋₆	0,519	0,196	Valid
	X ₁₋₇	0,417	0,196	Valid
	X ₁₋₈	0,497	0,196	Valid
Promotion (X ₂)	X ₂₋₁	0,553	0,196	Valid
	X ₂₋₂	0,634	0,196	Valid
	X ₂₋₃	0,632	0,196	Valid
	X ₂₋₄	0,659	0,196	Valid
	X ₂₋₅	0,551	0,196	Valid
	X ₂₋₆	0,492	0,196	Valid
E-service quality (X ₃)	X ₃₋₁	0,304	0,196	Valid
	X ₃₋₂	0,417	0,196	Valid
	X ₂₋₃	0,601	0,196	Valid
	X ₂₋₄	0,683	0,196	Valid
	X ₂₋₅	0,679	0,196	Valid
	X ₂₋₆	0,771	0,196	Valid
	X ₃₋₇	0,687	0,196	Valid
	X ₃₋₈	0,671	0,196	Valid

Source : Processed data, 2024

Based on Table 2, from the correlation table obtained, it is known that the calculated r value for each indicator is greater than the r table value (0.196). Thus, it can be concluded that all statement items in the questionnaire are declared valid.

Table 3
Reliability test recapitulation result

Variabel	Nilai <i>Corrected</i> item total <i>correlation</i> /r _{count}	Criteria (r _{table})	Information
Purchasing Decision	0,857	0,6	Realible
Price	0,623	0,6	Realible
Promotion	0,607	0,6	Realible
E-service quality	0,761	0,6	Realible

Source : Processed data, 2024

Based on Table 3, the results of the reliability test in the table above show that all variables used in this study have a Cronbach's Alpha value that exceeds 0.6. Thus, it can be concluded that all variables used in this study are reliable. Multiple linear regression analysis is used to determine the extent of the influence of the independent variable X on the dependent variable Y. The results of the analysis are presented in the following table.

Table 4
Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients
Constant	5,632
Price	0,543
Promotion	0,450
E-service quality	0,397

Source : Processed data, 2024

The constant value of the purchasing decision (Y) is 5.632 which states that if the variables X1, X2, X3 are equal to zero, namely price, promotion and e-service quality, then the purchasing decision is 5.632, the price regression coefficient has an influence of 0.543 with a positive value, meaning that the more appropriate the price, the more the purchasing decision increases, the promotion regression coefficient has an influence of 0.450 with a positive value, meaning that the better the promotion carried out, the more the purchasing decision increases, the E-service quality coefficient has an influence of 0.397 with a positive value, meaning that the better the promotion carried out, the more the purchasing decision increases.

Table 5
Multiple correlation test results

Model	r	R Square	Adjusted R Square	Std. Error of the estimate
1	0.632	0.400	0.381	7.267

Source : Processed data, 2024

It can be seen that the R value or correlation is 0.632 which shows the correlation or relationship between the independent variables consisting of price (X1), promotion (X2), e-service quality (X3) with the dependent variable, namely purchasing decisions (Y) has a strong correlation (0.60-0.79) and positive. So it can be concluded that the better the value of variable X, the higher the value of variable Y and vice versa. The better the price, promotion and quality of e-service, the more it will directly result in increasing purchasing decisions (Y).

Table 6
F test results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3372,877	3	1124,292	21,292	,000 ^b
	Residual	5069,083	96	52,803		
	Total	8441,960	99			

Resource : Processed data, 2024

It can be seen that the f count is 21.292 while the f table needs to be calculated using a significant rate of $\alpha = 0.05$ and the degree of freedom f table = $f(k; n-k) = f(3; 100-3) = 3;97$ by looking at the results of the degrees of freedom, the f table value is 2.700 so that $f \text{ count} > f \text{ table}$ ($21.292 > 2.700$) and has a significant value of 0.000, < 0.05 then H_0 is rejected and H_a is accepted meaning that price (X_1), promotion (X_2) and e-service quality (X_3) simultaneously have a positive and significant effect on purchasing decisions on Tokopedia e-commerce.

Table 7
t-test results

No	Variable	t-count	t-table	Sig	Conclusion
1	Price	3,352	1,984	0.004	Price has a positive and significant effect on purchasing decisions
2	Promotion	2,864	1,984	0.005	Promotion has a positive and significant influence on purchasing decisions
3	E-service quality	2,959	1,984	0.001	E-service quality has a positive and significant influence on purchasing decisions

Source : Processed data, 2024

It can be concluded that the independent variables consisting of promotional prices and e-service quality have a partial influence, because the calculated t is greater than the table t . Price is one of the important variables that influence purchasing decisions, each price set with the appropriate benefits and product quality will result in a decision to purchase a product. According to Anggraini (2024) the price set by the company can be a benchmark for the demand for a product, purchasing decisions are influenced by consumer behavior, companies must recognize consumer behavior to find out what consumers need which will have an impact on consumer loyalty.

In addition to price, promotion is also no less important where companies carry out strategies to attract consumers to make purchasing decisions, attractive promotions tend to be in demand by consumers to make purchasing decisions. According to Maky (2024) promotion is an important factor in realizing a company's sales goals, attractive promotions will attract consumer interest in using the Tokopedia e-commerce application and website to buy a product. A company has many activities that are carried out not only producing products or services, setting prices, and selling products or services, but many other activities that are interrelated with each other. One of them is promotion.

In addition to price and promotion, e-service quality is no less important to consumer purchasing decisions, consumer convenience needs to be considered by companies so that consumers can choose a place to shop online according to consumer desires. According to Rozi (2017) e-service quality is a service to customers who are connected via the internet which is supported by technology and systems offered by service providers that aim to improve customer and service provider relations. A company does not only care about price and promotion, the quality of service to consumers also needs to be considered when consumers are satisfied with the service provided by company employees.

CONCLUSION AND SUGGESTION

Based on the results of the research that has been done, it can be concluded that price, promotion and e-service quality have a positive and significant effect simultaneously on

purchasing decisions, price has a positive and significant effect on purchasing decisions, meaning that the more appropriate the price is to consumers, the higher the purchasing decision, promotion has a positive and significant effect on purchasing decisions, meaning that the better the promotion, the higher the purchasing decision, e-service quality has a positive and significant effect, meaning that the better the service shown, the higher the purchasing decision.

This research can be a reference for Tokopedia e-commerce and entrepreneurs who trade using e-commerce services. This research is expected to be used as a consideration regarding the importance of price, promotion and e-service quality on purchasing decisions. The results of this study are expected to be a reference for further research, to examine other variables that can influence purchasing decisions, such as brand image etc. Brand image is crucial in consumer purchasing decisions because it significantly influences perceptions, trust, and loyalty toward a product or service. Here are some key reasons why brand image is important to purchasing decisions.

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