

THE INFLUENCE OF SERVICE QUALITY, PRICE, AND LIFESTYLE ON STUDENT PURCHASE DECISION OF SHOPEE USERS AT SAM RATULANGI UNIVERSITY

PENGARUH KUALITAS LAYANAN, HARGA, DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN MAHASISWA PENGGUNA SHOPEE DI UNIVERSITAS SAM RATULANGI

By:

Christina N. Mandagi¹
S. L. H. V. Joyce Lopian²
Shinta J. C. Wangke³

¹²³International Business Administration, Management Department
Faculty of Economics and Business
Sam Ratulangi University Manado

E-mail:

¹christina13mandagi@gmail.com

²lopianjoyce@unsrat.ac.id

³shintajc@unsrat.ac.id

Abstract: Competition between e-commerce in Indonesia is very tight and dynamic, with several main players competing to get a larger market share, one of which is Shopee. This study explores the Influence of Service Quality, Price, and Lifestyle on Purchase Decisions of Shopee users at Sam Ratulangi University. The backdrop of the study is the rapid technological development that has significantly impacted various aspects of daily life, including shopping behaviors. This study employs quantitative analysis, using statistical methods to examine the relationships between the independent variables (service quality, price, and lifestyle) and the dependent variable (purchase decision). The research focuses on how e-commerce platforms like Shopee, influence consumer behavior and purchase decisions. Shopee is noted for its attention to service quality, price, and lifestyle to attract and retain customers. The intense competition among marketplaces, with varying price strategies, service quality, and promotions, is also a key factor in the study.

Keywords: Service Quality, Price, Lifestyle, Purchase Decision

Abstrak: Persaingan antar e-commerce di Indonesia sangat ketat dan dinamis, dengan beberapa pemain utama bersaing untuk mendapatkan pangsa pasar yang lebih besar, salah satunya adalah Shopee. Penelitian ini mengeksplorasi Pengaruh Kualitas Layanan, Harga, dan Gaya Hidup terhadap Keputusan Pembelian Pengguna Shopee di Universitas Sam Ratulangi. Latar belakang penelitian ini adalah pesatnya perkembangan teknologi yang secara signifikan berdampak pada berbagai aspek kehidupan sehari-hari, termasuk perilaku berbelanja. Penelitian ini menggunakan analisis kuantitatif, menggunakan metode statistik untuk memeriksa hubungan antara variabel independen (kualitas layanan, harga, dan gaya hidup) dan variabel dependen (keputusan pembelian). Penelitian ini berfokus pada bagaimana platform e-commerce seperti Shopee, memengaruhi perilaku konsumen dan keputusan pembelian. Shopee terkenal karena perhatiannya terhadap kualitas layanan, harga, dan gaya hidup untuk menarik dan mempertahankan pelanggan. Persaingan ketat di antara pasar, dengan strategi harga yang bervariasi, kualitas layanan, dan promosi, juga merupakan faktor kunci dalam penelitian ini.

Kata Kunci: Kualitas Layanan, Harga, Gaya Hidup, Keputusan Pembelian

INTRODUCTION

Research Background

The emergence of e-commerce is one of the technological developments and has become one of the new business opportunities. E-commerce is an activity related to online transactions that take place online through the internet or electronic networks. E-commerce is also often known as an online shopping activity that involves buying and selling digital or physical products over the internet. According to Laudon and Traver (2018), e-commerce is the use of the internet and the web to conduct business transactions. This includes all activities carried out in the process of buying and selling goods and services online, including advertising, marketing, payments, and shipping. Additionally, e-commerce encompasses various activities like purchasing and selling, offering services, and banking. Currently, online shopping is very prevalent in various circles such as teenagers to parents who understand how to shop online using smartphones. Based on data from Similarweb, the growth of

e-commerce in Indonesia has increased significantly in 2023. This growth occurred in line with the recovery of the national economy and changes in people's behavior in shopping.

There are five main e-commerce platforms in Indonesia: Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. Shopee is the most popular, known for its focus on mobile platforms, making it easy for users to shop via smartphones. Launched in Singapore in 2015, it has expanded to other countries, including Indonesia. Improving purchase decisions by enhancing services is key to Shopee's growth. Tokopedia stands out for its wide product range and strong support for SMEs, with tools like the OVO digital wallet. Lazada is known for customer service and buyer protection. Blibli focuses on product quality and local brand partnerships, while Bukalapak supports SMEs with tools like BukaDompot. These platforms contribute to the growth of e-commerce in Indonesia by offering user-friendly experiences and support for local businesses.

Purchase decision involves selecting an action from multiple alternative options. Chen et al. (2019) stated that consumer decision-making is a process of integrating knowledge to assess two or more alternative behaviors and selecting one. To comprehend how consumers make purchase decision, it is crucial to grasp the nature of their interaction with the product or service and the factors that can influence it (Keller, Deleersnyder, and Gedenk, 2019). Understanding the level of consumer involvement in a product or service means that marketers aim to identify factors that compel or deter individuals from engaging in the purchase of a product or service. In making purchase decision, consumers will pay great attention to several things such as service quality, price, or usefulness to support lifestyle.

Service quality, price, and lifestyle play an important role in consumer purchase decision. Service quality encompasses the extent to which a service meets customer expectations through reliability, speed, and empathy, which influences their satisfaction and loyalty. Price is the amount paid for a product or service, and can influence purchasing decisions based on a comparison of value and benefits received. Meanwhile, lifestyle reflects an individual's habits, interests, and values that influence product and service preferences that fit their personal identity and needs. These three factors are interrelated and impact how consumers choose and purchase products or services. Students of Sam Ratulangi University often use Shopee due to its wide range of products that cater to their diverse needs, from electronics and fashion to study materials and daily essentials. The platform's user-friendly interface and competitive prices are attractive, especially for budget-conscious students. Shopee's frequent promotions, discounts, and cashback offers are appealing, helping students save money on their purchases. Additionally, Shopee's variety of payment options, including its digital wallet, ShopeePay, and convenient delivery services, enhances the overall shopping experience, making it easy and efficient for students to buy what they need.

In this case Shopee pays great attention to some of the things mentioned earlier with the aim of attracting consumers to use their marketplace. Shopee continues to improve their services because customer satisfaction with products or service services tends to attract customers to reuse the service in the future. In this day and age, competition between several marketplaces is very tight because of price disputes between one marketplace and another, also because of service quality and promotions such as free shipping, discounts, and also product bonuses. Given Shopee's widespread adoption as a shopping alternative across various demographics, researchers seek to investigate consumer behavior in product purchases on the platform amidst intense competition and increasing user interest.

Research Objectives

1. To find out the influence of service quality on Student Purchase Decision of Shopee users at Sam Ratulangi University.
2. To find out the influence of price on Student Purchase Decision of Shopee users at Sam Ratulangi University.
3. To find out the influence of lifestyle on Student Purchase Decision of Shopee users at Sam Ratulangi University.
4. To find out the influence of service quality, price, and lifestyle on Student Purchase Decision of Shopee users at Sam Ratulangi University.

LITERATURE REVIEW

Purchase Decision

A purchase decision is the process where consumers evaluate and choose a product or service based on their needs, preferences, and external factors (Peter and Olson, 2018). This process includes searching for information, comparing alternatives, and making a final purchasing choice. Consumers usually select their preferred brand, but the final decision can be influenced by others' opinions and unforeseen circumstances. The

availability of alternative options and access to relevant information are key elements in helping consumers make their decision.

Service Quality

Service quality measures how well a service meets or exceeds customer expectations by comparing perceived performance with anticipated performance. Key factors influencing service quality include reliability, responsiveness, assurance, empathy, and tangibles. High service quality leads to customer satisfaction, loyalty, and positive word-of-mouth, while poor service quality results in dissatisfaction and complaints. Service involves identifying customer needs and collaboratively creating a plan. Changes in services require clear operational capabilities during service delivery, covering all provider activities, including support and recovery services (Winkler and Wulf, 2019).

Price

Price plays a crucial role in shaping consumer purchase decision, directly influencing the success of a product's marketing and its profitability for manufacturers. It is a key factor for consumers when deciding on a purchase, requiring strategic consideration in pricing decisions. The pricing system in a company's management sets the base price for a product or service and includes strategies for discounts, shipping fees, and variable costs (Kotler and Keller, 2016). Price not only generates revenue but also reflects the product's costs. As part of the marketing mix, it is the most flexible component, allowing for rapid adjustments (Kotler and Keller, 2016).

Lifestyle

Lifestyle refers to how individuals fulfill their needs through the consumption of products that align with their interests, activities, and opinions. It reflects their daily behaviors and choices, influencing consumption patterns. Over the years, lifestyles have evolved significantly, particularly in how they impact purchase intentions for technology products. Early adopters are driven by personal traits, while pragmatists and the majority prioritize ease of contact, work needs, and group affiliation (Chang et al., 2015). In essence, lifestyle encompasses a person's actions, interests, and opinions, shaping their engagement with products and influencing consumption decisions.

Previous Studies

Prihastomo and Usman (2019) determine whether the Effect of Product Quality, Price, Promotion, Lifestyle on the Decision to Purchase Current Coffee Beverages for Students at Jakarta State University. This research was conducted for two months from November to December 2019. The research method used was a survey method with a quality approach. The population in this study is the milenial society aged 18-25 years, totaling 208 respondents. Data collection techniques using literature and questionnaire techniques. The data analysis technique used SmartPLS software version 3. PLS (Partial Least Square) with structural equation analysis (SEM). The results show that each variable has the same effect. So it can be said, if the decision to purchase coffee drinks today is high, then of course the quality of the product, price, promotion, and lifestyle of the community will determine a decision to purchase the coffee drink. Good Product Quality, Price, Promotion, Lifestyle will result in a high level of purchasing decisions. The description above shows that there is a joint and significant influence between Product Quality, Price, Promotion and Lifestyle

Saputra (2019) aimed to find out how much "Effect of Lifestyle, Price and Ease of Product Purchase Decisions on Site E-commerce Lazada which includes lifestyle variables, price and convenience has an influence on purchasing decisions. The method used in this study is quantitative. With the number of samples used in this study as many as 100 respondents. Testing instruments using validity and reliability test and test classical assumptions. While the method of data analysis uses linear regression multiple. The results of this study indicate that simultaneously lifestyle, price, and convenience significantly influence product purchasing decisions on site E-commerce Lazada. Based on the results Partial testing can be concluded that from three variable that consists of lifestyle variables, prices, and convenience, concluded that all of these variables significant effect on product purchase decisions on site E-commerce Lazada's. Of the three variables, the price variable is a variable the most dominant influence on product purchase decisions on the E-commerce site Lazada.

Ngoc-Long Nguyen, Thu-Thao Tran, Minh-Phu Vo (2020) carried out in Ho Chi Minh city to evaluate the impacts of personalities, lifestyle, and brand image on buying decision of smartphone consumers. The results of the research has shown the effects of factors used in the hypothesis and the managerial implications have been submitted for further application of marketing strategies

Conceptual Framework

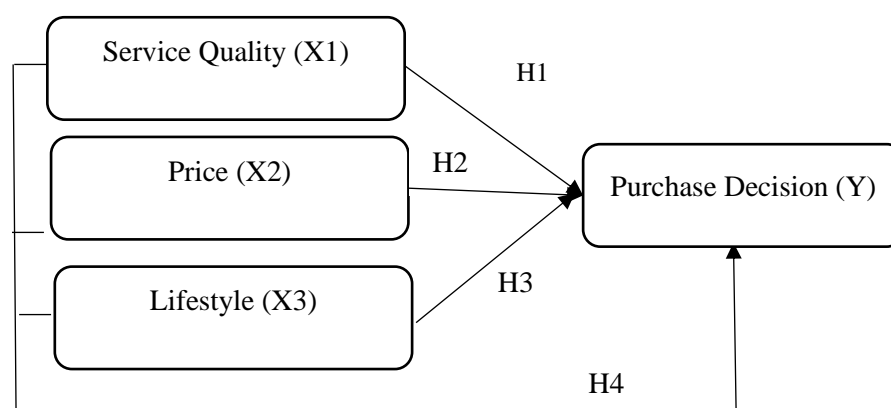


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

- H₁: Service Quality has a partial influence on Student Purchase Decision of Shopee users at Sam Ratulangi University.
- H₂: Price has a partial influence on Student Purchase Decision of Shopee users at Sam Ratulangi University.
- H₃: Lifestyle has a partial influence on Student Purchase Decision of Shopee users at Sam Ratulangi University.
- H₄: Service Quality, Price, and Lifestyle has a simultaneously influence on Student Purchase Decision of Shopee users at Sam Ratulangi University.

RESEARCH METHOD

Research Approach

Explanatory research, as used in this study, aims to clarify the relationships between variables and their influence on each other (Sugiyono, 2017). It seeks to determine how independent variables affect dependent variables and the strength of these relationships. Quantitative research, grounded in positivism, involves examining populations or samples, collecting data with research instruments, and analyzing it using statistical methods. Its goal is to test hypotheses based on research objectives or questions, focusing on numerical data and statistical analysis to assess variable relationships and draw empirical conclusions.

Population and Sample Size

Explanatory research, as used in this study, aims to clarify the relationships between variables and their influence on each other (Sugiyono, 2017). It seeks to determine how independent variables affect dependent variables and the strength of these relationships. Quantitative research, grounded in positivism, involves examining populations or samples, collecting data with research instruments, and analyzing it using statistical methods. Its goal is to test hypotheses based on research objectives or questions, focusing on numerical data and statistical analysis to assess variable relationships and draw empirical conclusions. The number of samples obtained is 100 respondents, based on calculation using slovin formula

Data Collection Method

The data collection technique that used in this study is through a questionnaire. Following to Sugiyono (2017) questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents for them to answer. The collection with this questionnaire was carried out online using the help of a google form to convey the questionnaire to each respondent. The collection of secondary data in this study was obtained from various sources and the internet such as previous research, articles, and population data as well as scientific journals related to research.

Operational Definition and Measurement of Research Variable**Table 1. Definition of Research Variables**

| Variables | Definition | Indicators |
|---------------------------|--|---|
| Service Quality (X_1) | Service quality refers to the degree to which the services provided by a company meet or exceed customer expectations in order to achieve customer satisfaction. The services offered by a company to consumers are designed to win over the hearts of these consumers, ultimately leading them to make purchases of the products offered. | 1. Reliability 2. Responsiveness 3. Assurance 4. Empathy 5. Tangibles (Parasuraman, Zeithaml, Berry, 2020) |
| Price (X_2) | Price is the value or money that the customer gives in exchange for a certain offer that serves to satisfy the needs and desires of the customer. In simple terms, price is a measure of the value that a customer exchanges to buy an offer. | 1. Discounts and Allowances 2. Competitor Prices 3. Market Condition (Kotler and Keller, 2016) |
| Lifestyle (X_3) | Lifestyle is part of the secondary needs of the human being that can change depending on the times or a person's desire to change his lifestyle. Lifestyle can be seen from the way of dressing, habits, and others. | 1. Demographics 2. Hobbies and Interests 3. Social Influences 4. Media Consumption 5. Fashion and Trends (Kotler and Armstrong, 2018) |
| Purchase Decision (Y) | Purchasing decisions involve the cognitive processes through which consumers move from recognizing their needs, considering various options, and ultimately selecting specific products and brands to purchase. This decision-making process encompasses a series of steps where consumers evaluate their requirements, explore different alternatives, weigh the benefits and drawbacks of each option, and make a final choice based on their preferences, beliefs, and circumstances. | 1. Need or Want Recognition 2. Information Search 3. Purchase Intention 4. Satisfaction Level 5. Loyalty and Repeat Purchase 6. Word-of-Mouth and Reviews (Kotler and Keller, 2016) |

The measurement scale that used in this research to determine the respondents' response to each question in the research questionnaire using the 9-Point Hedonic Scale.

Table 2. Likert Scale Indicator

| Strongly Agree | Agree | Uncertain | Disagree | Strongly Disagree |
|----------------|-------|-----------|----------|-------------------|
| 1 | 2 | 3 | 4 | 5 |

Testing of Research Instruments
Validity and Reliability Tests

Validity test is used to measure the validity of a questionnaire. The questionnaire is said to be valid if the questionnaire is able to reveal something that will be measured by the questionnaire. The statement item r count $<$ from r table, then the item is declared invalid and must be discarded to be replaced with a new item. Conversely, if r count $>$ r table, then the item is declared valid. If r count $>$ 0.195 then the question item is declared valid.

Reliability test is reliability test is actually a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if someone's answer to a question is consistent or stable over time. Questionnaire items or questionnaires are said to be reliable (feasible) if Cronbach's alpha $>$ 0.6 and it is said to be unreliable if Cronbach alpha $<$ 0.6.

Data Analysis

This given section explains about the overall analysis methods that are used in this current research, either the fundamental testing of the obtained data and the main analysis method of the tabulate data for proving hypotheses in this research. This section will be pointed out about data analysis method included validity and reliability test that can be done by using Pearson Product and Cronbach's Alpha, Multiple Regression Analysis to analyze the relationship between a single dependent variable and several independent variables and all of the data analysis method that are used in this present research.

Classical Assumption Test

Normality Test

In multiple linear regression models, the residual is assumed to be normally distributed. A residual is the difference between the observed and values of the dependent variable. Residuals are considered normally distributed if they have significance value > 0.05 (Ghozali, 2018).

Multicollinearity Test

Multicollinearity test is a test that used to know if the regression model finds a correlation between the independent variables or not. Multicollinearity test is done by observing the value of tolerance and Variance Inflation Factor. If the value is higher than the tolerance value of 0.1 or VIF smaller than 10, then it can be concluded that there is no multicollinearity. A good research model should not have a correlation between independent variables

Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is a residual variance inequality one observation to another observation. A heteroscedasticity test was carried out to test whether in the regression model there was an inequality of variance from the residuals of one observation to another observation. Based on the statement, the results of the test will be qualified good if there is no heteroscedasticity. The results of the test have significant values more than 0.05 which are clarified as heteroscedasticity free. Which also means that there is no inequality of variance from the residuals of one observation to another observation in regression model.

Multiple Linear Regression

Santoso (2012) stated that multiple regression analysis is used to predict the size of the dependent variable by using data from two or more independent variables with known sizes. The regression equation in this study is to determine how much influence the independent variables, namely Service Quality (X1) and Price (X2) and Lifestyle (X3) have on the dependent variable, namely Purchase Decision (Y). This analysis can be interpreted in the equation form of a structural equation, which formulated as shown below:

$$y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + e$$

| | |
|---|---|
| y | : Purchase Decision |
| α | : Constant, when all independent variable = 0 |
| x ₁ | : Service Quality |
| x ₂ | : Price |
| x ₃ | : Lifestyle |
| $\beta_1 x_1, \beta_2 x_2, \beta_3 x_3$ | : Slope of each independent variable |
| e | : Residual error |

Correlation Determination (R²)

The coefficient of determination (R²) is to measure how far the model's ability to explain the dependent variable. A small R² value means that the ability of the independent variables to explain the dependent variable is limited. On the other hand, the R² value which is close to one indicates that the independent variables provide almost all the information needed by the dependent variable.

Hypothesis Testing

Simultaneously (F-Test)

In this research the F-test intended to determine whether the independent variables simultaneously influence to dependent variable. To test the regression efficient simultaneously, it used the statistical test of F-test as follow:

- If $F_{count} \geq F_{table}$ (0.05) as confidence level of 95% ($\alpha = 0.05$) it means that all the independent variables have significant effect on the dependent variable simultaneously. The hypothesis H0 is rejected and the Hypothesis H1 is accepted, means that simultaneously there is effect of independent variables on the dependent variable.
- If $F_{count} < F_{table}$ (0.05) as confidence level of 95% ($\alpha = 0.05$) it means that all the independent variables have no significant effect on the dependent variable simultaneously. The hypothesis is accepted H0 is accepted and hypothesis H1 is rejected, means that simultaneously there is no effect of independent variables on the dependent variable.

Partially (t-Test)

In this research the t-Test shows an overall significance, the t-test is used to determine whether each of individual independent variable is significant. According to Anderson (2014), each independent variable in the model was subjected to a separate t-test. As for the t test test criteria are as follows:

- If $\text{sig} < 0.05$ and $\text{tcount} > \text{ttable} (0.05)$ then H_0 is rejected and H_a is accepted, it means that there is a significant effect of the independent variable individually (partial) on the dependent variable.
- If $\text{sig} \geq 0.05$ and $\text{tcount} < \text{ttable} (0.05)$ then H_a is rejected and H_0 is accepted, it means that there is no significant effect of the independent variable individually (partial) on the dependent variable.

RESULT AND DISCUSSION**Result****Validity and Reliability Test****Tabel 3. Validity Test Result**

| Variable | Indicators | Pearson Cor | Sig. Value | Status |
|-----------------------|------------|-------------|------------|--------|
| Service Quality (X1) | X1.1 | 0,690 | 0,000 | Valid |
| | X1.2 | 0,791 | 0,000 | Valid |
| | X1.3 | 0,735 | 0,000 | Valid |
| | X1.4 | 0,689 | 0,000 | Valid |
| | X1.5 | 0,718 | 0,000 | Valid |
| Price (X2) | X2.1 | 0,797 | 0,000 | Valid |
| | X2.2 | 0,752 | 0,000 | Valid |
| | X2.3 | 0,831 | 0,000 | Valid |
| | X3.1 | 0,607 | 0,000 | Valid |
| Lifestyle (X3) | X3.2 | 0,735 | 0,000 | Valid |
| | X3.3 | 0,751 | 0,000 | Valid |
| | X3.4 | 0,693 | 0,000 | Valid |
| | X3.5 | 0,719 | 0,000 | Valid |
| Purchase Decision (Y) | Y1 | 0,662 | 0,000 | Valid |
| | Y2 | 0,750 | 0,000 | Valid |
| | Y3 | 0,553 | 0,000 | Valid |
| | Y4 | 0,729 | 0,000 | Valid |
| | Y5 | 0,765 | 0,000 | Valid |
| | Y6 | 0,699 | 0,000 | Valid |

Source: Data Processed from SPSS 29, 2024

Based on table above, it shows that all indicator statement items from the Service Quality (X1), Price (X2), Lifestyle (X3) and Purchase Decision (Y) variables have a Pearson Correlation value greater than r table (0.195). Thus, the entire item statement of the research variable is valid.

Table 4. Reliability Test Result

| Variable | Cronbach's Alpha | Status |
|-------------------|------------------|----------|
| Service Quality | 0,771 | Reliable |
| Price | 0,704 | Reliable |
| Lifestyle | 0,739 | Reliable |
| Purchase Decision | 0,728 | Reliable |

Source: Data Processed from SPSS 29, 2024

According to the data analysis in Table 4, it is evident that each statement within every research variable exhibits a cronbac's Alpha value surpassing 0.60. Therefore, all statements within each variable are considered reliable.

Classical Assumption Test**Normality Test**

Using the Kolmogorov-Smirnov test, as seen on the table 5. One-Sample Kolmogorov-Smirnov Test, the distribution of the data has a normal distribution with value of 0.05.

Table 5. One-Sample Kolmogorov-Smirnov Test

| One-Sample Kolmogorov-Smirnov Test | | | Unstandardized Residual |
|--|----------------|-------------|-------------------------|
| N | | | 100 |
| Normal Parameters ^{a,b} | Mean | | .0000000 |
| | Std. Deviation | | 2.51336611 |
| Most Extreme Differences | Absolute | | .050 |
| | Positive | | .033 |
| | Negative | | -.050 |
| Test Statistic | | | .050 |
| Asymp. Sig. (2-tailed) ^c | | | .200 ^d |
| Monte Carlo Sig. (2-tailed) ^e | Sig. | | .776 |
| | 99% Confidence | Lower Bound | .766 |
| | Interval | Upper Bound | .787 |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data Processed from SPSS 29, 2024

Multicollinearity Test

In this research, the correlation between independent variables are shown in Table 6 VIF and Tolerance Test. Service Quality (X1) has a tolerance level of 0.598 and a VIF value of 1.673. This shows that the tolerance value of Service Quality variable is > 0.100 and the VIF value is < 10.00 , so that there is no multicollinearity. The Price (X2) variable has a tolerance number of 0.663 and a VIF value of 1.509. This shows that the tolerance value of the Price variable is > 0.100 and the VIF value is < 10.00 , so that multicollinearity does not occur. The Lifestyle (X3) variable has a tolerance number of 0.476 and a VIF value of 2.103. This shows that the tolerance value of Lifestyle variable is > 0.100 and the VIF value is < 10.00 , so that multicollinearity does not occur.

Table 6. Multicollinearity Test Result

| | | Coefficients ^a | |
|---|-----------------|---------------------------|-------|
| | Model | Collinearity Statistics | |
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Service Quality | .598 | 1.673 |
| | Price | .663 | 1.509 |
| | Lifestyle | .476 | 2.103 |

a. Dependent Variable: Purchase Decision (Y)

Source: Data Processed from SPSS 29, 2024

Heteroscedasticity Test**Table 7. Heteroscedasticity Glejser Test Result**

| | | Coefficients ^a | | | |
|-------|-----------------|-----------------------------|------------|---------------------------|--------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | |
| | | B | Std. Error | Beta | t |
| 1 | (Constant) | 3.558 | .864 | | 4.118 |
| | Service Quality | -.001 | .051 | -.002 | -.016 |
| | Price | -.226 | .072 | -.374 | -3.142 |
| | Lifestyle | .053 | .050 | .149 | 1.059 |

a. Dependent Variable: ABS_RES

Source: Data Processed from SPSS 29, 2024

This research used the application of Glejser Test which assess the significance coefficient. Where the significance value of Service Quality (x1) is 0.987, and Lifestyle (x3) is 0.292 which the two of three independent variables indicated that there is no heteroscedasticity, meanwhile there was detected heteroscedasticity in Price (x2) because the significant value is 0.002.

Multiple Linear regression

In-order to determine how much the effect of the independent and dependent variable, this research used the multiple linear regression analysis, which shown in Table 8. Multiple Linear Regression Analysis and interpreted by the equation model.

Table 8. Multiple Linear Regression Analysis

| Model | Unstandardized Coefficients | | Standardized Coefficients |
|-----------------|-----------------------------|------------|---------------------------|
| | B | Std. Error | Beta |
| 1 (Constant) | 3.558 | .864 | |
| Service Quality | -.001 | .051 | -.002 |
| Price | -.226 | .072 | -.374 |
| Lifestyle | .053 | .050 | .149 |

Source: Data Processed from SPSS 29, 2024

The equation form of a structural equation model obtained as follows:

$$Y = 4,861 + 0.372X_1 + 0.730X_2 + 0.169X_3 + e$$

From the multiple linear regression equation above it can be interpreted as follows:

- The constant value (intercept) is 4.861, which indicates the base level of purchasing decisions (Y) when X1, X2, and X3 are all zero. It provides a baseline for purchasing decisions and indicates the existence of underlying factors that influence purchasing decisions that are not covered by the independent variables. Understanding this baseline helps in assessing the overall model and the relative contribution of each independent variable to the purchase decision.
- X1 (Beta = 0.334): Variable X1 has a positive and significant influence on Purchase Decision (Y), with a standard coefficient of 0.334. This shows that an increase in X1 will increase Purchase Decision, with a constant effect.
- X2 (Beta = 0.442): Variable X2 has a positive and significant influence on Purchase Decision (Y), with a standard coefficient of 0.442. This shows that X2 is a stronger predictor of Purchase Decision compared to X1 and X3.
- X3 (Beta = 0.175): The variable X3 also has a positive influence on Purchase Decision (Y), but its influence is weaker compared to X1 and X2, with a standardized coefficient of 0.175.

Correlation Determination Test (R²)

Table 9. Result of (R²)

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .787 ^a | 0,620 | 0,608 | 2,552 |

a. Predictors: (Constant), Lifestyle, Price, Sevice Quality

b. Dependent Variable: Purchase Decision (Y)

Source: Data Processed from SPSS29, 2024

The coefficient of determination (R²) of 0.620 shows that 62% of the variability in the Purchase Decision can be explained by the variation in the three independent variables (X1, X2, X3). In other words, this model is pretty good at explaining the influence of these factors on purchase decisions.

Hypothesis Testing**T-Test****Table 10. Partial Hypothesis Test Result**

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------------------|-----------------------------|------------|---------------------------|-------|-------|
| | B | Std. Error | Beta | | |
| (Constant) | 4,861 | 1,534 | | 3,169 | 0,002 |
| 1 Service Quality | 0,372 | 0,090 | 0,334 | 4,108 | 0,000 |
| Price | 0,730 | 0,128 | 0,442 | 5,711 | 0,000 |
| Lifestyle | 0,169 | 0,089 | 0,175 | 1,913 | 0,059 |

a. Dependent Variable: Purchase Decision

Source: Data Processed from SPSS29, 2024

The t-test basically shows how far the influence of one independent variable individually in explaining the variation of the dependent variable. This decision is made based on the comparison of the significance value of the t value of each regression coefficient with a significant level of has been determined, namely with a confidence level of 95% or ($\alpha = 0.05$); N = number of samples; k = number of dependent and independent variables. $df = n - k = (100 - 4) = 96$, then the value of t table = 1.98498 = 1.985. Based on the table 7, the results obtained are:

1. The t-Value value of 4.108 shows that the influence of Service Quality (Y) on Purchase Decision (X1) is quite large. In regression analysis, a large t-Value indicates that the regression coefficient for that variable is significantly different from zero. Sig value < 0.001 indicates that this result is highly statistically significant. The commonly used significance level (alpha) is 0.05. Because the Sig value is < 0.05, it has a significant influence. With a t-Value of 4.108 and a Sig value. < 0.001, it can be concluded that Service Quality (X1) has a significant influence on Purchase Decision (Y). That is, changes in service quality significantly influence purchase decision.
2. The t-Value value of 5.711 shows that the influence of Price (X2) on Purchase Decision (Y) is very large. In regression analysis, a large t-Value indicates that the regression coefficient for that variable is significantly different from zero. Sig value. < 0.001 indicates that this result is highly statistically significant. The commonly used significance level (alpha) is 0.05. Because the Sig value is < 0.05, it has a significant influence. With a t-Value of 5,711 and a Sig value. < 0.001, we can conclude that Price (X2) has a very significant influence on Purchase Decision (Y). This means that price changes significantly influence purchase decision.
3. The t value (1.913) is close to the critical value and the significance (0.059) is slightly above 0.05, which indicates that Lifestyle (X3) is not significant on Purchasing Decisions (Y). This means that lifestyle not significantly influence purchase decision.

F-Test**Table 11. Simultaneously Hypothesis Test Result**

| ANOVA ^a | | | | | |
|--------------------|----------------|----|-------------|--------|--------------------|
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 Regression | 1019.206 | 3 | 339.735 | 52.151 | <,001 ^b |
| Residual | 625.384 | 96 | 6.514 | | |
| Total | 1644.590 | 99 | | | |

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Lifestyle, Price, Service Quality

Source: Data Processed from SPSS29, 2024

Based on the output above, it is known that the significant value is 0.000 with F value is 52.151. The significant value for the effect of X1, X2, and X3 simultaneously on Y is $0.00 < 0.05$ (the significance value is less than 0.05) and for $F_{\text{count}} = 52.151 > F_{\text{table}} (0.05) 2.70$ (F_{count} is greater than $F_{\text{table}} (0.05)$) so it can be concluded that the hypothesis is accepted which means that Service Quality, and Price simultaneously have effect on Purchase Decision. While based on indicators, Lifestyle does not have a significant influence on purchase decision in this research.

Discussion**The Influence of Service Quality on Student Purchase Decision of Shopee Users at Sam Ratulangi University**

Service quality encompasses various aspects of the interaction between service providers and consumers. Reliability, which refers to the ability to deliver the promised service accurately and consistently, is one of the key factors. Consumers tend to choose service providers that they can trust to meet their needs in a timely manner and with high quality standards. Responsiveness, that is readiness and willingness to help consumers and provide prompt service, also contributes to purchase decision. Consumers value fast and efficient service, especially in situations that require immediate solutions. Certainty, which includes the knowledge and courtesy of employees as well as their ability to still trust and confidence in consumers, is also an important factor. Consumers are more likely to make purchases from service providers they consider experts and professionals. Empathy, or individual attention given to consumers, indicates that the service provider understands and cares about the needs and wants of consumers. Consumers feel more valued and treated as unique individuals, which increases their likelihood of making a purchase.

Physical evidence, which includes tangible aspects of the service such as physical facilities, equipment, and employee appearance, also influences consumers' perception of service quality. Professional appearance and good facilities create a positive impression and increase consumer trust in the service provider. The study highlights that service quality not only influences purchase decision but also influences customer satisfaction and loyalty. Consumers who are satisfied with the quality of service tend to make repeat purchases and recommend service providers to others. Therefore, service providers should focus on improving the quality of their services to ensure customer satisfaction and encourage positive purchasing decisions.

Additionally, the study shows that companies need to constantly monitor and evaluate the quality of their services. Feedback from consumers can be used to identify areas that need improvement and to develop better strategies in meeting consumer expectations. Continuous employee training and investment in facilities and technology that support improved service quality are also important. Overall, this study confirms that service quality is a key factor influencing consumers' purchasing decisions. By providing high-quality and consistent service, companies can improve customer satisfaction, build loyalty, and drive more positive purchasing decisions. This demonstrates the importance of focusing on service quality in marketing and operational strategies to achieve long-term success in a competitive market.

This research emphasizes the importance of reliability, responsiveness, assurance, empathy, and physical evidence in influencing purchase decision. This aligns closely with Wirtz and Lovelock (2016) which also examines service quality's impact but expands the scope by including customer satisfaction and loyalty programs as key factors driving purchase intentions. Both studies underscore that high service quality leads to greater customer satisfaction, which in turn fosters loyalty and encourages positive purchase decisions. However, Wirtz and Lovelock add that loyalty programs can amplify these effects, suggesting that businesses should combine excellent service quality with strategic loyalty programs to enhance customer retention and drive purchase intentions, thereby achieving long-term success in competitive markets.

The Influence of Price on Student Purchase Decision of Shopee Users at Sam Ratulangi University

In this study, the influence of price on student purchase decision of Shopee users at Sam Ratulangi University was analyzed using the multiple linear regression method. The results of the analysis show that price has a very significant and positive influence on purchase decisions. Price proved to be the strongest predictor among other independent variables, namely service quality and lifestyle, and indicating that changes in the price variable significantly affect Shopee users' purchase decisions. This positive influence shows that when prices are considered more affordable or in line with consumer expectations, the tendency to make purchases on Shopee increases. Consumers are often very price sensitive and tend to compare prices before deciding to buy a product. This confirms that the relationship between price perception and purchase decisions is very close. Consumers who feel that the price of products on Shopee is competitive and provides good added value tends to make purchases more often. In addition, competitive pricing can also increase customer loyalty and encourage repeat purchases.

In the context of this research, the importance of price as a determining factor in purchasing decisions on Shopee cannot be ignored. Shopee management needs to consider a pricing strategy that is not only competitive but also transparent to attract and retain consumers. This could involve offering discounts, promotions, and loyalty programs that provide additional incentives for buyers. Thus, an effective pricing strategy will not only improve purchase decision but also strengthen Shopee's position in the increasingly competitive e-commerce market. Furthermore, the results of this study also indicate that price is not the only factor that influences purchase decisions. Nonetheless, price has a greater weight in purchase decision compared to other variables such as quality

of service and lifestyle. Therefore, Shopee needs to balance attractive price offers with improved service quality to provide a satisfying shopping experience for consumers. With a holistic approach, Shopee can optimize their marketing strategy and increase market share in the e-commerce industry.

This aligns with Kotler and Keller (2016) that price plays a pivotal role in shaping consumer purchase intentions, especially in competitive markets. Both studies emphasize that competitive pricing strategies are crucial for attracting and retaining customers, although the Kotler and Keller extends this by exploring how pricing, combined with promotional offers, significantly impacts consumer loyalty and repeat purchases. The research at Sam Ratulangi University further highlights that while price is a dominant factor, other elements like service quality also influence purchase decisions, suggesting that a balanced approach to price and service quality is essential for maximizing consumer satisfaction and loyalty in e-commerce platforms like Shopee.

The Influence of Lifestyle on Student Purchase Decision of Shopee Users at Sam Ratulangi University

The research findings indicate that lifestyle (X3) does not have a statistically significant influence on purchase decisions (Y). Several factors could explain this result. First, the measurement tools used to assess lifestyle and purchase decision may not have adequately captured the complex nature of their relationship, possibly overlooking important nuances. Second, a small sample size might have reduced the study's statistical power, making it difficult to detect a true effect even if one exists. Additionally, low variability in lifestyle among the respondents could have minimized the observable impact on purchasing behavior, as homogeneity within the sample limits the potential for detecting differences. To overcome these limitations, future research should focus on refining the measurement instruments for both lifestyle and purchase decision, ensuring they are sensitive enough to capture the relevant dimensions of these constructs. Expanding the sample size could also enhance the study's power and ability to detect significant effects. Furthermore, exploring additional variables or moderators that might interact with lifestyle to influence purchase decisions could provide deeper insights. By addressing these aspects, subsequent studies may reveal more intricate relationships and offer a clearer understanding of how lifestyle factors influence consumer behavior.

Gan and Wang (2017) investigate how lifestyle influence purchase decision in e-commerce, finding that lifestyle factors, such as personal interests, social identity, and values, significantly impact consumers' buying behaviors. Their research reveals that lifestyle alignment with product offerings often leads to higher purchase decision, sometimes even more so than price, especially when consumers perceive the product as enhancing their lifestyle or aligning with their personal identity. This contrasts with this study, where price is shown to be the most critical factor, suggesting that while price is crucial, contemporary research by Gan and Wang (2017) highlights the growing importance of lifestyle factors in driving purchase intentions. This indicates a shift towards understanding how lifestyle alignment with e-commerce offerings can complement or even surpass the influence of lifestyle, offering a more nuanced view of consumer decision-making in today's market.

The Influence of Service Quality, Price, and Lifestyle on Student Purchase Decision of Shopee Users at Sam Ratulangi University

This study analyze the influence of service quality, price, and lifestyle on student purchase decision of Shopee users at Sam Ratulangi University using the multiple linear regression method. The results of the analysis show that independent variables have a significant influence on purchase decisions simultaneously. This means that more than half of consumers' purchase decision on Shopee are influenced by their perception of service quality, and price. However, in this study, lifestyle variables do not influence purchase decision on Shopee. These findings underscore the importance of a holistic approach to Shopee's marketing strategy. Shopee management needs to continue to optimize competitive and attractive pricing strategies, while ensuring that the quality of service provided remains high and relevant to consumer expectations. Additionally, understanding and adapting product offerings to consumer lifestyle trends will help Shopee stay competitive in the dynamic e-commerce market. With this holistic approach, Shopee can improve consumer purchasing decisions, strengthen customer loyalty, and ultimately increase their market share.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of data analysis and discussion, the conclusions of the research are:

1. Service quality has a significant influence, where aspects such as satisfaction, responsiveness and quality of service interactions play an important role in encouraging consumers to make transactions.

2. Price has the most dominant influence with the largest beta coefficient and a very high level of significance, indicating that competitive prices greatly influence purchase decisions.
3. Lifestyle is weaker than price and service quality, lifestyle still makes a positive contribution to purchase decisions, reflecting consumer preferences based on personal values and trends.
4. Overall, the combination of these three variables explained 62% of the variability in purchase decision, emphasizing the importance of a holistic marketing strategy that includes competitive pricing, improving service quality, and tailoring products to consumer lifestyles. Shopee management is advised to continue optimizing this third aspect to attract and retain customers in the competitive e-commerce market.

Recommendation

1. Shopee should focus on improving service quality by investing in staff training, ensuring reliable customer service, and enhancing logistics for timely deliveries. They should also maintain competitive pricing through regular market analysis and transparent pricing strategies, while offering consistent promotions and loyalty programs. Additionally, Shopee should personalize the shopping experience by using consumer data for tailored product recommendations and relevant marketing campaigns. Lastly, enhancing mobile app functionality, strengthening the review system, and integrating AI for better customer service and product suggestions will further boost customer satisfaction and loyalty.
2. Further researchers to improve the limitations that exist in this research and can develop this research with other factors or other independent variables that influence Purchase Decision outside of this research.

REFERENCES

- Chen, X., Yu, G., Cheng, G., & Hao, T. (2019). Research Topics, Author Profiles, And Collaboration Networks In The Top-Ranked Journal On Educational Technology Over The Past 40 Years: A Bibliometric Analysis. *Journal of Computers in Education*, 6(4), 563-585. Available at: https://research-information.bris.ac.uk/ws/portalfiles/portal/214618742/1011_JCE_ACCEPTED_COPY.pdf. Retrieved on : June 11, 2024.
- Chang, C-C., Tsai, J-M., Hung, S-W., Lin, B-C. (2015). A Hybrid Decision-Making Model For Factors Influencing The Purchase Intentions Of Technology Products: The Moderating Effect Of Lifestyle. *Behaviour & Information Technology*, 34, 1200 - 1214. Available at: <https://ideas.repec.org/a/taf/tbitxx/v34y2015i12p1200-1214.html>. Retrieved on : June 11, 2024.
- Gan, C., & Wang, W. (2017). The Influence Of Perceived Value On Purchase Intention In Social Commerce Context. *Internet Research*, 27(4), 772-785. Available at: https://www.researchgate.net/publication/317420513_The_influence_of_perceived_value_on_purchase_intention_in_social_commerce_context. Retrieved on : June 11, 2024.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro
- Keller, W. I. Y., Deleersnyder, B., & Gedenk, K. (2019). Price Promotions and Popular Events. *Journal of Marketing*, 83(1), 73-88. Available at: <https://journals.sagepub.com/doi/10.1177/0022242918812055>. Retrieved on : June 11, 2024.
- Kotler, P., & Armstrong, G. (2018). *Principles Of Marketing*. 17th Edition. Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. 15th Edition. Pearson Education.
- Nguyen, N-L., Tran, T-T., & Vo, M-P. (2020). The Effect of Lifestyle, Brand Image and Personalities on Smartphone Purchase Decision of Consumers in Hochiminh City. *Journal of Innovative Science and Research Technology*, 5(3). Available at: https://www.academia.edu/104495045/The_Effect_of_Brand_Image_and_Product_Quality_on_Purchase_Decision_with_Lifestyle_as_Mediating_Variables. Retrieved on : June 11, 2024.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Multiple-Item Scale For Measuring

- Consumer Perceptions Of Service Quality. *Journal of Retailing*, 64(1), 12-40. Available at: https://www.researchgate.net/publication/200827786_SERVQUAL_A_Multiple-item_Scale_for_Measuring_Consumer_Perceptions_of_Service_Quality. Retrieved on : June 11, 2024.
- Peter, J. P., & Olson, J. C. (2018). *Consumer Behavior and Marketing Action*. 11th Edition. Cengage Learning.
- Prihastomo, G., & Usman, O. (2019). *The Effect of Product Quality, Price, Promotion, and Lifestyle on Purchase Decisions to Drink the Coffee*. Available at: <https://www.semanticscholar.org/paper/The-Effect-of-Product-Quality%2C-Price%2C-Promotion%2C-on-Prihastomo-Usman/110d8c99a026254dc7e616c30fd9b46abe8146f5>. Retrieved on : June 11, 2024.
- Santoso, S. (2012). *Panduan Lengkap SPSS Versi 20*. Jakarta: PT Elex Media. Komputindo.
- Saputra, W., O. (2019) *Pengaruh Gaya Hidup, Harga Dan Kemudahan Terhadap Keputusan Pembelian Produk Pada Situs E-Commerce Lazada: Studi Pada Mahasiswa Pengguna E-Commerce Lazada Universitas Islam Negeri Maulana Malik Ibrahim Malang*. (Skripsi, Universitas Islam Negeri Maulana Malik Ibrahim Malang). Available at: <https://etheses.uin-malang.ac.id/14703/>. Retrieved on : June 11, 2024.
- Sugiyono (2017). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R & D*. Bandung: Alfabeta.
- Winkler, T. J., & Wulf, J. (2019). Effectiveness of IT Service Management Capability: Value Co-Creation and Value Facilitation Mechanisms. *Journal of Management Information Systems*, 36(2):639-675. Available at: https://www.researchgate.net/publication/333777833_Effectiveness_of_IT_Service_Management_Capability_Value_Co-Creation_and_Value_Facilitation_Mechanisms. Retrieved on : June 11, 2024.
- Wirtz, J., & Lovelock, C. (2016). The Effects of Service Quality, Customer Satisfaction, and Loyalty Programs on Customer's Purchase Intention. *Journal of Services Marketing*, 30(5), 493-502. Available at: https://www.researchgate.net/publication/263523474_Services_Marketing_People_Technology_Strategy_7th_edition. Retrieved on : June 11, 2024.