

THE EFFECT OF PROMOTION AND PRICE AT SHOPEE ON THE PURCHASE DECISION OF COSMETIC PRODUCTS IN MANADO

PENGARUH PROMOSI DAN HARGA DI SHOPEE TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK DI MANADO

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Abstract: This study aims to examine the effect of promotion and price at Shopee on the purchase decision of Cosmetic products in Manado. The research employs a quantitative approach. The population in this study are Manado city residents who has been using Shopee with the number of samples of 100. The data collection technique used in this study was the questionnaire and measured using the Likert Scale. The variables studied include promotion, price, and purchase decision. Data analysis is conducted using multiple linear regression analysis, using the IBM SPSS 30 to determine the effect of promotion and price on the purchase decision. The results of this study state that Promotion and Price partially have a positive effect on Purchase Decision of Cosmetic Products at Shopee, and then simultaneously Promotion and Price have a positive effect on Purchase Decision of Cosmetic Products at Shopee.

Keyword: Promotion, Price, Purchase Decision

Abstrak: Penelitian ini bertujuan untuk menguji pengaruh promosi dan harga di Shopee terhadap Keputusan pembelian produk Kosmetik di Manado. Penelitian ini menggunakan metode dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah masyarakat Kota Manado yang telah menggunakan Shopee dengan jumlah sampel sebanyak 100 orang. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah kuesioner dan diukur dengan menggunakan Skala Likert. Variabel yang diteliti meliputi promosi, harga, dan keputusan pembelian. Analisis data dilakukan dengan menggunakan analisis regresi linier berganda, dengan menggunakan program IBM SPSS 30 untuk mengetahui pengaruh promosi dan harga terhadap keputusan pembelian. Hasil penelitian ini menyatakan bahwa Promosi dan Harga secara parsial berpengaruh positif terhadap Keputusan Pembelian Produk Kosmetik di Shopee, kemudian secara simultan Promosi dan Harga berpengaruh positif terhadap Keputusan Pembelian Produk Kosmetik di Shopee.

Kata Kunci: Promosi, Harga, Keputusan Pembelian

INTRODUCTION

Research Background

The development of marketplaces in Indonesia is now growing rapidly, especially the shopping trend of Indonesian people who are starting to switch from offline shopping to online shopping. When you shop online, buyers and sellers can do transactions without having to meet face to face. Along with the development of competition and all the facilities offered has led today's consumers to be more critical, smarter, more price-conscious, more demanding, and also being treated by many competitors by offering the same or even better things. And in this case affect consumer purchasing decisions. The success of promotion in e-commerce can be obtained in a short time, if the promotions can attract people's attention to do transactions through e-commerce. Angipora (2007) defines promotion as an action that businesses perform with the primary goal of explaining, convincing, influencing, and encouraging customers to purchase the products that are produced. With the development of modern technology, it has become easier for people to fulfill their daily wants and needs. Beauty products have become a basic necessity

for women/men. One of these rapid industries is the beauty product industry, which is cosmetics. The need for women to look more attractive is becoming more developed, from a desire now turns into a need for women. In fact, every woman wants to look beautiful in every situation.

In every E-Commerce, price is the main key for consumers to purchase the product, especially for the middle to lower class consumers in marketing, price determination can be a factor to win in the market. Price is the only component of the marketing mix that generates income or revenue for the business. Shopee marketplace offers a wide range of pricing that are competitive with those of similar marketplaces due to the fact that some goods are imported straight from overseas, resulting in costs that are far lower than market rates.

Purchase decisions are the processes by which people weigh their options and select a product of their choice from a wide range of options. A purchase decision, as defined by Kotler and Keller (2009), is the point in the decision-making process at which customers actually make a purchase. Making decisions is a personal action that directly affects the process of purchasing products that the business sells. Arianty (2013) believes that a number of significant aspects, including cultural, social, psychological, and personal characteristics, affect consumers' decisions to buy. Price and promotion, on the other hand, typically have an impact on other factors that affect purchase decisions because every business is required to provide products and services that meet the requirements and wishes of customers at a price that is acceptable.

The relationship between purchase decisions, promotion, and price is fundamental for several reasons. Promotions (like discounts or special offers) can enhance the perceived value of a product, making it more attractive to consumers. A well-structured promotion can sway a buyer's decision by creating a sense of urgency or highlighting savings. Promotions can encourage first-time buyers to try a product. Once consumers experience the product, they may become repeat buyers, influenced by their initial satisfaction and the price point. Consumers often weigh price heavily in their purchase decisions. A competitive price can be the deciding factor, especially in markets where alternatives are readily available. Understanding this helps businesses set pricing strategies that appeal to their target audience. When a product is less expensive than comparable products on the market, buyers could find it to be an interesting deal. Customers may believe they are getting value for their money as a result, which may increase purchases. Businesses can have a big influence on consumers' decisions to buy by handling price and promotions well.

E-commerce platforms like Shopee have become increasingly popular, especially in Southeast Asia. Understanding how promotions and pricing strategies affect purchase decision in this context can provide valuable insights into market trends and the cosmetic industry is highly competitive and driven by consumer preferences. Researching how price and promotions influence purchasing decisions can help brands optimize their strategies in this market. This research focusing on Manado provides a localized perspective, helping to understand specific consumer preferences, and cultural factors that influence purchasing decisions in this region.

This topic is important and interesting to be researched because E-commerce platforms like Shopee have become increasingly popular, especially in Southeast Asia. Understanding how promotions and pricing strategies affect purchase decision in this context can provide valuable insights into market trends and the cosmetic industry is highly competitive and driven by consumer preferences. Researching how price and promotions influence purchasing decisions can help brands optimize their strategies in this market. This research focusing on Manado provides a localized perspective, helping to understand specific consumer preferences, and cultural factors that influence purchasing decisions in this region. The findings from the research can inform marketing strategies for cosmetic brands on Shopee, allowing them to create more effective promotions and pricing structures that resonate with their target audience.

Research Objective

The purpose of this research are:

1. To analyze the influence of promotion on purchase decisions for cosmetic products at Shopee in Manado.
2. To analyze the influence of price on purchase decisions for cosmetic products at Shopee in Manado.
3. To analyze the influence of promotion and price at Shopee on purchase decision for cosmetic products in Manado.

LITERATURE REVIEW

Promotion

The most important component in introducing, educating, and reminding people of a product's advantages is promotion, which draws them to purchase the promoted item. Every business that wants to perform promotion

needs to be able to identify the precise promotional strategies that will increase sales. Alma (2007) defined promotion is any form of communication that explains and convinces potential consumers about products and services.

Price

Price is another marketing factor that the management of the company needs to take into consideration because it has a direct impact on the volume of sales and profit a company makes. Kotler and Armstrong (2018) define price as the total amount of money required to purchase a good or service. A company determines prices based on the value it offers and what customers can value. The business is likely to turn a profit if the price is too high compared to the value that customers receive; conversely, if the price is too low compared to the value that customers receive, the business will not turn a profit.

Purchase Decision

One of the phases of the purchasing process that precedes post-purchase behavior is the purchase decision. Customers have been presented with a number of alternative options throughout the entry stage of previous purchasing decisions. Based on the decision made, they will now act to purchase a product. Consumer decisions impacted by financial economics, technology, politics, culture, product, price, location, promotion, physical proof, people, and process are referred to as purchase decisions (Alma, 2013). Online consumers choose products from a variety of alternatives to solve problems, make decisions about how to use these things, make more purchases, and refer them to others. Information retrieval, purchasing confidence, repeat purchases, and referrals to others are examples of online purchasing decision indicators (Kotler and Armstrong, 2009).

Previous Research

Ayudia and Vildayanti (2023) determined the influence of promotion, price and brand image on purchasing decisions for the Homedoki Furniture Store in Tangerang. This research uses a Non Probability Sampling technique using a saturated sample method. The population in this study was 35 respondents. This research was carried out using the multiple linear regression method. It can be concluded that Promotion has a significant effect on Purchasing Decisions, Price has no effect on Purchasing Decisions, and Brand Image has a significant effect on Purchasing Decisions.

Clinton and Secapramana (2022) examined several factors that can improve purchasing decisions. factors such as brand awareness, price, and promotion have an effect on purchase decisions. A questionnaire test, validity, reliability and hypothesis testing will be conducted on 150 data obtained from the initial questionnaire. From the results of this research, it was found that the independent variables simultaneously effected the purchase decision variable. Brand awareness variable has the most dominant effect on purchase decision.

Purnama et al (2021) determined and analyzed the effect of decisions on purchasing decisions, to analyze and to analyze the influence of promotion on purchasing decisions, to know and to analyze the influence of products on decisions made by decisions and to analyze the influence of the influence, promotion and product quality partially or simultaneously on purchasing Samsung smartphones for Umsu students. The approach used in this research is an associative approach. The population in this study were all students while the sample that met the sampling criteria was carried out with 100 people using non-probability. The data analysis technique in this study used a questionnaire technique. The results of this study prove that partially the price has an effect on purchasing decisions, promotion has an effect on purchasing decisions. Product quality has an influence on purchasing decisions. Simultaneously Price, Promotion, and Product Quality influence Purchasing Decisions.

Conceptual Framework

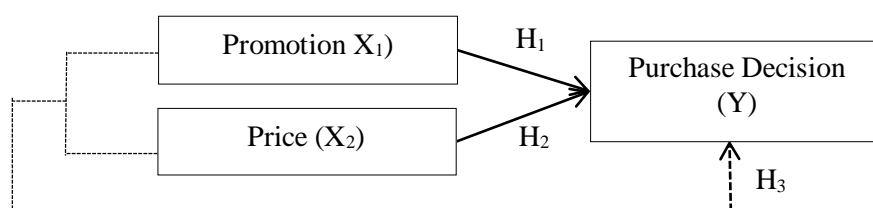


Figure 1. Conceptual Framework
Source: Theoretical Framework (2024)

RESEARCH METHOD**Research Approach**

This research uses quantitative research. Source data was collected using a questionnaire method in the form of google form. According to Hardani et al. (2020), quantitative research is study that dealing with determining and evaluating the causal connections between different variables that are determined to fall within the value-free category. The statistical program IBM SPSS version 30 was utilized to evaluate the information gathered from the study's questionnaire distribution.

Population, Sample Size and Sampling Technique

The population of this research are Manado City residents who have been using Shopee. The sample size of this research is 96,04 in minimum and rounded up to 100 respondents. Purposive sampling combined with nonprobability sampling is the sampling technique used in this study.

Data Collection Method

The data collecting technique used in this study was the questionnaire method. The questionnaires given were a questionnaire in a google form and for the questionnaire link was shared through social media. The questionnaire method is an indirect data collection technique where respondents are given a questionnaire with several questions to answer, as opposed to a direct question-and-response process.

RESULT AND DISCUSSION**Result****Validity and Reliability Test**

The total number of respondents in this study was 100 respondents. The instrument can be considered valid if the correlation coefficient between the value of one indicator is positive and $\geq R_{table}$ (0.196) then the instrument is considered as valid (Sugiyono, 2016). Statistical software SPSS 30 was used to code the data collected from respondents.

Table 1. Result of Validity Test

Variable	Item	R _{count}	R _{table}	Result
Promotion (X ₁)	X _{1.1}	0,473	0,196	Valid
	X _{1.2}	0,603	0,196	Valid
	X _{1.3}	0,673	0,196	Valid
	X _{1.4}	0,637	0,196	Valid
	X _{1.5}	0,616	0,196	Valid
Price (X ₂)	X _{2.1}	0,490	0,196	Valid
	X _{2.2}	0,687	0,196	Valid
	X _{2.3}	0,670	0,196	Valid
	X _{2.4}	0,677	0,196	Valid
Purchase Decision (Y)	Y ₁	0,705	0,196	Valid
	Y ₂	0,671	0,196	Valid
	Y ₃	0,737	0,196	Valid
	Y ₄	0,744	0,196	Valid
	Y ₅	0,720	0,196	Valid

Source: Data Processed (2024)

Based on the results of the validity test table above, all statement items used in the questionnaire are valid. This can be seen from all the statement items of each significant variable showing the value $r_{count} > r_{table}$ at the 5% error rate, this means that all statement items can be used in all testing methods and no statement items should be deleted.

Table 2. Result of Reliability Test

Variable	Cronbach Alpha	Cronbach Alpha Value	Status
Promotion (X ₁)	0,854	> 0,600	Reliable

Price (X_2)	0,828	> 0,600	Reliable
Purchase Decision (Y)	0,917	> 0,600	Reliable

Source: Data Processed (2024)

Based on the data from the table 2, it can be seen that the independent variables, Promotion have a Cronbach Alpha coefficient value of 0,854 and Price have a Cronbach Alpha coefficient value of 0.828 and also the dependent variable, which is Purchase Decison, have a Cronbach Alpha coefficient value of 0.917. The Cronbach Alpha coefficient value > 0,6 is below the determined value, showing the reliability of the independent and dependent variables in this study.

Classical Assumption Test

Multicollinearity Test

To determine whether the regression model discovered a significant correlation between the independent variables, the SPSS 30 used to test the multicollinearity. If the VIF value < 10.00 or tolerance value > 0.10, there is no multicollinearity in the regression model and if the VIF value > 10.00 or tolerance value < 0.10 there is multicollinearity in the regression model.

Table 3. Result of Multicollinearity

Coefficients ^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	X1	.438	2.282
	X2	.438	2.282

a. Dependent Variable: Y

Source: Data Processed (2024)

Based on the data from the table 3 shown that the tolerance value of Promotion and Price > 0.10. The VIF value < 10.00. Since all the tolerance value is more than 0.10 and the VIF value is less than 10.00, so this research is free from multicollinearity.

Heteroscedasticity Test

A suitable regression model is homoscedastic since heteroscedasticity does not occur. The SPSS 30.00 software is used to analyze the results of Heteroscedasticity. The plot graph between the dependent variable's predicted value (ZPRED) and its residual (SRESID) was employed in this study to identify signs of heteroscedasticity. Heteroscedasticity test results can be seen in the following figure:

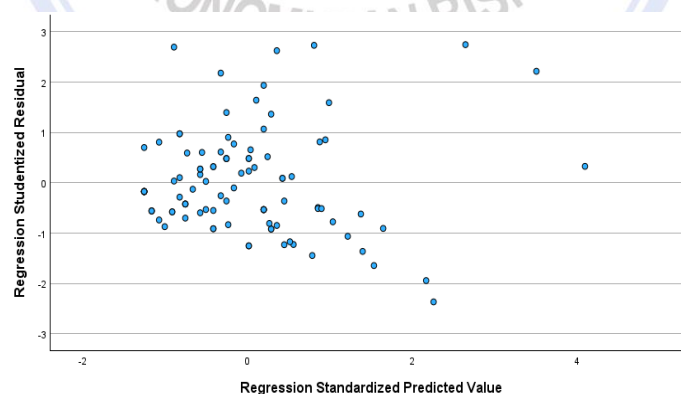


Figure 2. Result of Heteroscedasticity

Source: Data Processed (2024)

Results of the Heteroscedasticity Test from the figure above, the scatterplot of the results of the heteroscedasticity test reveals that the 100 data points that generated spread at random and did not follow any particular pattern or line trend. Therefore, the scatterplot figure from the test results indicates that this regression

model is homoscedastic and free of heteroscedasticity issues.

Normality Test

The P-P plot graph can be used to identify the normality test using SPSS 30. If the P-P plot value is close to the graph's diagonal line, the data distributes normally, indicating a normality test.

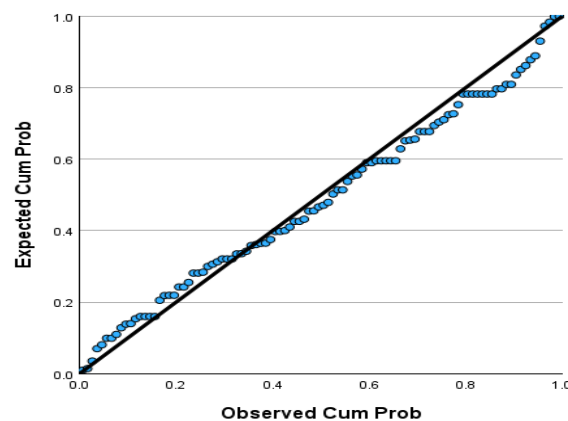


Figure 3. Result of Normality

Source: Data Processed (2024)

The results base on the figure above shows that the P-P plot graph indicates that the data is normal as the 100 data points (based on the number of samples) are distributed along the diagonal line and do not stray too far from it.

Multiple Linear Regression Test Result

Table 4. Result of Multiple Linear Regression

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
	(Constant)	2.760	1.314	2.101	.038
	X1	.388	.089	.368	<.001
	X2	.659	.106	.524	<.001

Source: Data Processed (2024)

The table above shows the results of the multiple linear regression equation, which is:

$$Y = 2.760 + 0.388 X_1 + 0.659 X_2$$

The explanation of the statistical equation is:

1. For the constant value, a value of 2.760 is obtained. This indicates that the independent variables Promotion (X_1) and Price (X_2) are equal to zero, then the value of dependent variable Purchase Decision (Y) = 2.760.
2. X_1 coefficient value of 0.388 means that if there is one unit increase in Promotion (X_1) then the Purchase Decision (Y) will improve and increase by 0.388.
3. X_2 coefficient value of 0.659 means that if there is one unit increase in Price (X_2) then the Purchase Decision (Y) will improve and increase by 0.659.

Correlation Coefficient (R) and Coefficient of Determination (R^2) Test Result

Table 5. Result of R and R^2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836 ^a	.699	.693	2.06329

a. Predictors: (Constant), X2, X1

Source: Data Processed (2024)

Based on the data from the table 5, the correlation coefficient (R) is 0.836, which means that the relationship that occurs between Promotion (X_1), and Price (X_2), on Purchase Decision (Y) is strong. And the coefficient of determination R square of 0.699 or 69.9% which means that all independent variables Promotion (X_1), and Price (X_2) contribute to Purchase Decision (Y). While 30.1% is influenced by other variables outside this regression model.

Hypothesis Test

Simultaneous Test (F-Test) Result

Table 6. Result of F-Test

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	959.164	2	479.582	112.653
	Residual	412.946	97	4.257	
	Total	1372.110	99		

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Data Processed (2024)

Based on the data from the table 5, the calculated F_{count} is 112.653 and the Sig value. 0.001. The calculated F_{count} of $112.653 > F_{table}$ 3.089 and Sig value. $0.001 < 0.05$. It can be concluded that the Promotion (X_1) and Price (X_2) simultaneously or together have a positive effect on the Purchase Decision (Y) of Cosmetic Products at Shopee in Manado.

Partial Test (t-Test) Result

Table 7. Result of t-Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	2.760	1.314		2.101
	X1	.388	.089	.368	4.372
	X2	.659	.106	.524	6.228

a. Dependent Variable: Y

Source: Data Processed (2024)

The value of the t_{table} with 0.025; 97 is 1.985, therefore the conclusion is obtained as follows:

1. Table above shows that t_{count} is 4.372 and the level of significant is 5% ($\alpha=0.05$) then the t_{table} is 1.985, the result is $t_{count} = 4.372 > t_{table} = 1.985$. Since the $t_{count} > t_{table}$. This means that Promotion (X_1) partially have a positive effect on the Purchase Decision (Y) of Cosmetic Products at Shopee in Manado.
2. Table above shows that t_{count} is 6.228 and the level of significant is 5% ($\alpha=0.05$) then the t_{table} is 1.985, the result is $t_{count} = 6.228 > t_{table} = 1.985$. Since the $t_{count} > t_{table}$. This means that Price (X_2) partially have a positive effect on the Purchase Decision (Y) of Cosmetic Products at Shopee in Manado.

Discussion

The Effect of Promotion on Purchase Decision

The test results show that Promotion has a significant effect on Purchase Decision. Promotion is an effort to offer a product for services with the goal of attracting potential customers to buy it. In delivering messages or information in a good promotion, it will influence purchasing decisions. When the promotion carried out by the seller after going through the evaluation of alternative purchases and getting these choices is in accordance with what is felt by consumers and in accordance with what is expressed in advertising and other promotions, positive purchasing behavior will happen. The effect of promotion on purchase decisions can be explained through various economic theories that examine how consumers make decisions to buy goods or services. In supply and demand theory, price reductions due to promotions will increase demand. While in utility theory, promotions increase consumer satisfaction by providing more value. Consumer choice theory suggests that promotions influence how consumers make purchasing decisions based on their budgets and preferences. The results of this study match up with the results of previous research carried out by Fadli, Heriyanto, and Othman (2022) that the Promotion positively affected the Purchase Decision. This outcome is attained because customers can learn about Mizon

products through promotions, the experiences of relatives who have previously consumed it, Mizon's presence as a sponsor at every event so that consumers can easily recognize it, and discounts that can entice consumers to buy it. The final result in this research is similar with the results of the previous research. It shows that promotion are significantly influence purchase decision of cosmetic products at Shopee in Manado. Shoppe offers free shipping, discounts, and cashback that are very tempting for online shop users. 69% of respondents gave an assessment that free shipping is the main reason for purchasing decisions.

The Effect of Price on Purchase Decision

The test results show that Price has a significant effect on Purchase Decision. At the time of the transaction or potential consumer visit, consumers will compare the main price with other existing e-commerce and if they find that the product in the e-commerce can provide the funds desired by consumers and the desired product specifications, the purchase decision will occur. Consumers tend to be more interested in buying cosmetic products if the price offered is within their budget. In Shopee, with many cosmetic products for sale, price is one of the factors that most determine whether or not consumers will purchase the product. The results of this study are not in line with the Law of Demand economic theory. But if the income of consumers increases, even though the price offered by Shopee is higher, purchase decision will also increase. The results of this study match up with the results of previous research carried out by Kirana (2022) that price had a positive effect on consumers' decisions to buy Dey's Recipe. This suggests that Dey's Recipe customers' purchasing decisions will alter significantly if the product's price changes. The final result in this research is similar with the results of the previous research. It shows that price is significantly influence purchase decision of cosmetic products at Shopee in Manado. Shopee guarantees the lowest price compared to other competitors, Shopee has even used the "Cheapest Price Guarantee, 2x Cashback" campaign. This guarantee is what makes consumers will not think twice about making a purchase at Shopee. As many as 75% of respondents agree that the price of cosmetic products at Shopee is more affordable than another online store or offline store.

The Effect of Promotion and Price on Purchase Decision

Various kinds of promotions offered by Shopee Marketplaces include free shipping, cashback, purchase discounts, flash sales, and others. When Shopee carries out this promotion, the number of transactions at Shopee increases, this can be a consideration for potential consumers before making a purchase decision. The prices offered by shopee marketplaces certainly are varied. Various kinds of similar products and the same brand also have different prices. In addition, in the shopee marketplaces, there are imported cosmetic products that are cheaper than other marketplaces or products offered in Manado. The previous research by Clinton and Secapramana (2022), the result shows that promotion and price are simultaneously influence purchase decision. Also, the result shows the same result as the previous research by Setiabudi and Sukaris (2022), The results showed that price and promotion influence purchasing decisions. In this research, the result shows the same result as the previous research. The result shows that before buying the cosmetic products at Shopee, the respondents are paying attention to the promotion dimension which are advertising, sales promotion, personal selling, public relations, and direct marketing. About the price, the respondents are paying attention to the price dimension which are price affordability, price competitiveness, compatibility price with product quality and compatability price with benefits. According to the respondents, they are chosen to bought cosmetic products at Shopee more than one item every time they are purchased. It can be concluded that promotion and price simultaneously influence purchasing decisions of cosmetic products at Shopee in Manado.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the result of analyzing and discussing, the conclusions are:

1. The result shows that promotion has a partial influence on purchase decision of cosmetic products at Shopee in Manado.
2. The result shows that price has a partial influence on purchase decision of cosmetic products at Shopee in Manado.
3. The result shows that promotion and price have a simultaneous influence on purchase decision of cosmetic products at Shopee in Manado.

Recommendation

There are two recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. Promotion has significantly influence purchase decision of cosmetic products at Shopee in Manado. Based on the result, it is recommended that Shopee should continue to maintain promotion, or if possible increase to a higher level of promotion standards. With the stronger the Promotion variable that Shopee has, it will make consumers make purchasing decisions.
2. Price has significantly influence purchase decision of cosmetic products at Shopee in Manado. Based on the result, Shopee should keep their price suitable with the market price and affordable for the consumer and increase discounts and free shipping or cashback in purchasing cosmetic products and must match what has been promoted.

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