

**THE INFLUENCE ANALYSIS OF BRAND
IMAGE, PRICE AND PROMOTION TO PURCHASE
DECISIONS ON E-COMMERCE SHOPEE
(A Case Study of Students of the Indonesian College of Economics
Jakarta)**

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***Abstract** - This research is aimed at figuring out how Brand Image, Price and Promotion affect the Purchasing Decisions at Shopee e-commerce. The population in this study were students of the Indonesian College of Economics who used Shopee, the sample used was 100 respondents with the criteria of having bought goods at Shopee in the last 1 year.*

The research design used is descriptive quantitative, where the sampling technique is carried out using purposive sampling method, with the data collection instrument in the form of a questionnaire which is used as primary data. The data analysis technique used is multiple linear regression analysis accompanied by the classical assumption test, t test (partial) and F test (simultaneous). The process of calculating the data was carried out using the SPSS 23.0 program. The results showed that partially or individually, brand image, price, and promotion had a significant and positive effect on purchasing decisions. Simultaneously or together Brand Image, Price and Promotion have a significant and positive effect on Purchasing Decisions.

Keywords: Brand images, price, promotion, purchase decision

1. BACKGROUND

In this modern era, it is undeniable that humans coexist with technology. Technology continues to show sophistication and intelligence with updates from time to time making it easier for people to increase their work productivity and support their daily activities. In the development of the business world, the application of technology has a very important role for the progress of a company. One technology that is currently owned by the entire company is the Internet, the Internet itself was created in 1969 by a group of researchers at the US Department of Defense. As time goes by, ideas to maximize the use of internet services continue to emerge, one of which is in the form of electronic commerce and virtual communities. This stage was marked by the presence of Bhinneka.Com and Kaskus forum in 1999. Then a news startup emerged in the form of the Detik portal in the same year. This also coincides with the continued development of the e-commerce sector and the economic behavior of netizens.

Electronic commerce or commonly known as E-commerce is electronic commerce in which sales, distribution, marketing and purchase of goods and services are carried out through electronic systems such as the internet or television, www, or other computer networks. Since 1996 E-commerce has spread its wings in Indonesia, with the emergence of D-Net or Dyviacom Intrabumi as a pioneer in online transactions. However, currently Shopee, Bukalapak and Tokopedia are some of the market places that are on the rise in Indonesia and have become E-commerce business activity sites with quite a lot of users. E-commerce opportunities attract foreign players. In 2010, the Bukalapak marketplace started operating. Then in 2014 Tokopedia became the first startup to receive an investment with a value of USD 100 million or equivalent to IDR 1.2 trillion, at that time this figure was the largest in the history of Indonesian e-commerce. The following year came Shopee which was first launched in Singapore as the first mobile-centric social market.

An e-commerce technology company named Sirclo conducted a study whose results showed that the average consumer in Indonesia can shop at the marketplace 3-5 times a month, and spend up to 15% of their monthly income. In its report entitled 'Navigating Market Opportunities in Indonesia's E-Commerce', SIRCLO revealed that online consumers in Jakarta, on average, shop 2 times more than other cities. According to data collected in the SIRCLO report, Indonesia's e-commerce retail sales are estimated to reach US \$ 15 billion (IDR 210 trillion) in 2018 and will more than quadruple by 2022, touching the figure of US \$ 65 billion (IDR 910 trillion). The e-commerce industry in Indonesia also contributes more than half the value of the digital economy in 2019 and is predicted to dominate the digital sector by up to 60% by 2025. The value of the e-commerce market capitalization in 2019 reached US \$ 21 billion (Rp 294 trillion), beating the sector. other digital economies, such as online tourism (US \$ 10 billion or IDR 140 trillion) and the ride-hailing industry or online transportation services (US \$ 6 billion or IDR 84 trillion). This value is also predicted to increase to US \$ 82 billion (Rp. 1,148 trillion) by 2025. Clothing and fashion accessories were the most popular categories in Indonesia over the past year, with a total of 27% of the number of clicks received. This figure is followed by the automotive category (16%) and smartphone (12%). Meanwhile, based on gender, female users have a smaller portion, namely 35.5%, compared to male users with 64.5%.

One of the e-commerce applications that is mushrooming and rising in Indonesia is Shopee. This online shopping application which has a distinctive orange color is very popular with the people of Indonesia and is the second most popular e-commerce after Tokopedia, where last year the number of visits to its web page or application reached 837.1 million times, (Inews.id). The appearance of Shopee for the first time in Southeast Asia in early 2015 to be precise in Singapore and then Shopee expanded its reach to Indonesia, Taiwan, Thailand, the Philippines and also Malaysia, (Wikipedia). Shopee is an e-commerce that provides a complete range of daily life necessities ranging from beauty, health, household appliances, school supplies and other products with very varied and affordable price options for Indonesians, most of whom are lower middle class economy.

Shopee has succeeded in attracting the interest of Indonesians from all walks of life and of all ages, one of which is students from the Indonesian College of Economics (STEI). The emergence of shopee e-commerce has caused changes in shopping behavior and aroused the interest of Indonesian College of Economics students to shop online. Shopee is very suitable for STEI students who are millennial generation and live in an age of digitalization where everything can be reached only by using a smartphone. There are many benefits felt by STEI students in using Shopee such as being able to buy daily necessities easily, quickly and safely so that they can save time where they may have limited time for studying and also the types of products offered are more diverse and the prices given are very varied so as to save on transportation costs and can also get a cheaper price with the same quality compared to shopping by coming directly to the store. Another benefit is that STEI students as consumers can get more information on a product they want to buy so that it is possible to get the best quality product.

2. LITERATURE REVIEW

2.1. RESEARCH REVIEW

The first research conducted by Nasution, Limbong and Nasution (2020) aims to find empirical evidence of the influence of product quality, brand image, trust, convenience and price on purchasing decisions on e-commerce Shopee, with a survey conducted on S1 Management students at Labuhan Batu University. The data analysis method used is multiple linear regression statistical test methods and the sampling technique was carried out using purposive sampling method. The results of this study prove that the Trust variable with a Sig value of $0.020 < 0.05$, and the Ease variable with a Sig value of $0.019 < 0.05$, and the Price variable with a Sig value of $0.014 < 0.05$, has a significant effect on Purchasing Decisions in e-commerce. Shopee. As for the Product Quality variable with a Sig value of $0.728 > 0.05$ and the Brand Image variable with a Sig value of $0.550 > 0.05$, it does not have a significant effect on Purchasing Decisions on e-commerce Shopee.

The second research conducted by Adyanto and Santosa (2018) aims to analyze the effect of Service Quality, Brand Image, Price and Product Trust on purchasing decisions on the Berrybenka.com e-commerce platform. In this study, data was collected from 140 selected respondents who had made purchases on the Berrybenka.com E-commerce platform. Analysis method with AMOS program. Based on the results of data analysis, there are several conclusions, namely the Berrybenka.com Purchase Decision is most influenced by the price variable positively and significantly. Berrybenka.com purchasing decisions are also influenced by the product trust variable in a positive and significant way. Service quality has the least influence on Purchasing Decisions but has a positive effect.

The third research conducted by Adhawiyah and Yuniati (2018) aims to examine the variable effect of price, promotion, trust and quality of information on purchasing decisions through the Shopee application (Study on STIESIA Surabaya students). Shopee customers who are in the STIESIA Surabaya campus are made the population. Sampling using accidental sampling technique with a sample size of 100 respondents, the method of analysis used is multiple linear regression analysis using SPSS application tools. The results showed that price had a negative (opposite) effect on purchasing decisions with a regression coefficient of -0.255 and a significance level of 0.004 . Promotion variable has a positive and significant effect on purchasing decisions with a regression coefficient of 0.326 and a significance level of 0.000 . The trust variable has a positive and significant influence on purchasing decisions with a regression coefficient of 0.567 and a significance level of 0.000 . Meanwhile, the information quality variable has a positive and significant effect on purchasing decisions with a regression coefficient of 0.323 and a significance level of 0.002 . Taken together, the independent variable has a significant effect on the dependent variable with a significance level of 0.000 .

The fourth research conducted by Prilano, Sudarso and Fajrillah (2020) aims to analyze the variable price influence on purchasing decisions at Lazada online stores, analyze security variables on purchasing decisions at Lazada online stores, analyze promotional variables on purchase decisions at Lazada online stores, and analyze the effect of price, safety, and promotions on purchasing decisions at Lazada's online store. The population in the research carried out was 19 Environmental Communities in Tanjung Mulia District, Medan Deli Regency, totaling 950 people. The sampling technique used was purposive sampling and obtained 125 customers. The data analysis technique used is the classical assumption test which includes the normality test, multicollinearity test and heteroscedasticity test, multiple linear regression, hypothesis testing which includes the t test and F test, and the coefficient of determination (r^2). From the partial test results, it is known that price has a negative and significant effect on purchasing decisions at Lazada Online Stores, security has a positive and significant effect on purchasing decisions at Lazada Online Stores, promotions have a positive and significant effect on purchasing decisions at Lazada Online Stores. From the simultaneous test results, it is known that price, security, and promotion simultaneously have a positive and significant effect on purchasing decisions at Lazada Online Store. 69.4% of the purchasing decision variable is influenced by price, safety, and promotion variables, while the remaining 30.6% is explained by the influence of other factors or variables outside the model such as brand image, distribution channels, service quality, and others that are not discussed. in this study.

The fifth research conducted by Aziky and Masreviastuti (2018) aims to analyze the effect of advertising and brand image on purchasing decisions for e-commerce products at Shopee.co.id (a study on students of the Department of Commerce of State Polytechnic of Malang). The sampling method used was saturated sampling technique, the data collection method used was a questionnaire method and the data analysis method used was multiple linear regression analysis. Based on the results of data analysis, it is concluded that partially and simultaneously the advertising and brand image variables have a positive and significant effect on the purchasing decisions of Shopee E-Commerce products. The role of advertising and brand image formation carried out by Shopee.co.id has an impact on increasing purchasing decisions and increasing sales of its products. However, between the Advertising variable (X1) and the Brand Image variable (X2), the factor that has a dominant influence on Purchasing Decision (Y) for Shopee.co.id products is the Advertising variable (X1) because advertising has the largest Beta value of 0.616, while the value Brand Image beta of 0.293.

The sixth study conducted by Amanah, et al (2017) aims to analyze the effect of price and trust variables on online purchasing decisions of students of the Faculty of Economics, State University of Medan. The sample used was 162 students of the Faculty of Economics, State University of Medan who had previously made online purchases. Sampling using purposive sampling technique. The data were collected by distributing questionnaires using a Likert scale and conducting interviews with 162 respondents. The data were processed statistically using multiple linear regression analysis method. The results of his research indicate that simultaneously price and trust have a significant effect on purchasing decisions. Price and trust partially influence purchasing decisions. In conclusion, online purchasing decisions made by students of the Faculty of Economics, Universitas Negeri Medan are positively and significantly influenced by price and trust.

Penelitian ketujuh yang dilakukan oleh Hendra dan Lusiah (2017) bertujuan untuk The seventh research conducted by Hendra and Lusiah (2017) aims to analyze the impact of brand image, product quality and self-efficacy on purchasing decisions of private label rights (PLR) products for the people of Medan. The research was conducted in the city of Medan in February 2017 using a sample of 100 people. The population used is community members aged 17-50 years who often use e-commerce websites to do online shopping. The type of data used is primary data obtained by using a questionnaire using a Likert scale which is distributed to 100 respondents. Determination of

respondents in the sample was carried out using non-probability sampling methods, while the technique used to collect samples was using purposive sampling method. This study uses descriptive statistical analysis to explain the profile of respondents consisting of gender, age, income, spending duration and buying PLR products. To analyze the data in this study using multiple linear regression analysis method. The results of his research state that among the community members of the city of Medan the impact of brand image, product quality and overall self-efficacy has a positive and significant effect on purchasing decisions for private label rights (LPR) products.

The eighth research study conducted by Amron (2018) aims to analyze the influence of brand image, brand trust, product quality and price variables on purchasing decisions. The research used primary data obtained by distributing questionnaires to 115 selected respondents. The data analysis method used is multiple linear regression analysis method. The results of the research are the four independent variables studied, namely brand image, brand trust, product quality and price, proved to be able to positively and significantly influence consumer purchasing decisions. But among these four variables, the price variable turns out to have a bigger impact in influencing consumer purchasing decisions.

2.2. BASIS OF THEORY

2.2.1. PURCHASE DECISION

According to Kotler in Pardede and Haryadi (2017), a purchasing decision is a condition in which a consumer is in the decision-making process and decides to buy. A purchase decision is a person's attitude in choosing and buying an item or service which is based on his belief that the goods or services that have been selected can satisfy himself and are ready to face the risk of decisions that have been made, Adirama in Sitompul (2019). According to Machfoedz in Fatmawati and Soliha (2017), decision making is the determination of the chosen decision because it is considered to be able to provide benefits that are processed based on the selection and judgment concerning certain interests of various adjusted alternatives. The initial step in the assessment process is to identify problems related to objectives, analyze data, choose various kinds of alternatives, make the best decisions and then the final step is to evaluate the effectiveness of the decisions that have been taken. The definition of purchasing decisions according to Nugroho in Pardede and Haryadi (2017), is a series of integration processes carried out by combining attitudes and knowledge to evaluate several alternative behaviors and choosing the best one.

Consumer purchasing decisions are decisions made to buy the brand of a product that is most preferred from the various alternative options available, Kotler and Armstrong in Jundi and Mudiantono (2016). According to Engel, et al. in Indah and Monika (2018), There are five roles of individuals in terms of purchasing decisions, namely as follows:

1. Initiator
Initiator is the person who first gives advice and creates ideas to buy a certain product or service.
2. Influence
Buyer An influence buyer is someone who can influence the purchasing decisions of others based on his views or suggestions.
3. Decision maker
The decision is the person who ultimately makes the decision to buy a product or service he wants based on a series of careful thoughts.
4. Buyers
Buyers are people who definitely make a purchase after deciding to buy.

5. Users

Users are people who end up using the products or services that have been purchased by them.

2.2.2. E-COMMERCE

E-commerce or electronic commerce is an activity of buying and selling goods or services as well as transmitting funds or data using an electronic network, namely the internet. Along with the development of technology and information, transactions that are usually carried out conventionally can also be done electronically by using the Website, which has now become a substitute for offline stores. E-commerce websites have many functions, one of the main functions of which is as a means of making online purchases and sales. According to Santosa, et al. (2017), the term E-Commerce appeared around the 1990s with a change in the buying and selling transaction process which was previously conventional and then changed to digital electronics based on internet and computer networks. In this modern era, technology is developing very rapidly, especially in the trade sector. To be able to face competition in the business world, you can take advantage of information technology in the form of the internet which is already mushrooming and influential among the community. The internet is a major factor in the development of E-Commerce because it can be used as a medium of transactions that can be accessed anytime and anywhere and is not limited by time and distance.

Definition of E-commerce according to E. Turban, et al. in Rizki, et al (2019), E-commerce or electronic commerce is electronic commerce which includes the process of buying and selling of goods or services, product exchange, transfer of funds, services and information using computer networks or the internet. E-commerce can also be interpreted as the concept of implementing E-business with a strategy of buying and selling goods or services using an electronic network which carries out electronic data transactions, an automatic inventory management system and also a data collection system that can be done automatically.

2.2.3. BRAND IMAGE

A brand image is a form of information and past experiences with a brand that is represented by overall perceptions. The image of the brand has a relationship between attitudes in the form of beliefs and preferences for a brand. Consumers will be more likely to make purchases if they already have a positive image of the product they are going to buy. Ferrinadewei in Yuliantiningsih, et al (2016), defines a brand image as part of a product or service that is easily recognized but not easy to pronounce, for example, such as letter designs, special colors, and symbols, or customer perceptions of a product and service that has been represented by the brand.

According to Davidson, et al. in Silvia (2019) brand image consists of 4 types, namely as follows:

1. Good Name (Reputation)

A good name is the status obtained by a product so that it has a higher level than other products.

2. Recognition.

Recognition is the level of recognition of a brand by consumers. The more known a brand, the higher the price will be compared to an unknown product.

3. Emotional Relationship (Affinity)

Emotional relationship is an emotional relationship that occurs and arises between brands and consumers. When a consumer wants to buy a product, he will choose a product with a brand he likes, likewise if consumers have a good perception of the quality of a brand, the brand will have a good reputation in the eyes of consumers.

4. Brand loyalty.

Brand loyalty is a measure of consumer loyalty in using products with brands they like.

Kotler and Keller in Rizki, et al. (2019), revealed that brand image is a belief and perception held by consumers, for example, if the consumer knows an association well and then hears a slogan from the association, the consumer will first remember the association because it is embedded in his mind about the association. Brand image has an important role in the process of introducing a company's product to consumers if you want to enter the market share in accordance with the goals set by the company. According to Keller in Rizki, et al. (2019), said that Brand Image is a perception of a brand where this perception is a reflection of the memory of consumers on the associations that exist in the brand.

2.2.4. PRICE

According to Lamb and Joseph in Nasution, et al. (2020) price is defined as something that is given up and exchanges it in order to get the desired goods or services. In particular, price is the conversion of money into goods or services and also sacrifices time waiting to get it. Price also has its own meaning for the seller as well as for the buyer, for the seller the price is the main source of income in selling goods or services in order to make a profit, while for the buyer the price is perceived as a cost that must be paid or incurred to get the goods or services they want. According to Tjiptono in Adyanto and Santosa (2018), price can be used as a benchmark to judge a good or bad quality of goods or services. Price can also be said to be a measuring tool for the economic system because the market price of a product can affect several things, especially in the operational field, which means that product prices can directly affect production costs.

According to Alma in Adhawayah and Yuniati (2018) price is an attribute that is attached to a good or service and is expressed in the form of money which is useful to be exchanged for goods or services that can meet the wants, needs and satisfy customers. According to Kotler and Armstrong in Adhawayah and Yuniati (2018) price is an amount of money that is exchanged by buyers for the benefits of using or owning a product or service, it can also be called the amount of value charged to own a product or service. According to Rahman in Nasution, et al (2020) in pricing, there are objectives that are divided into three orientations, namely:

1. Income.
Income is the main orientation for most companies, but for non-profit companies, income is not the orientation but only focuses on the break-even point.
2. Capacity.
In some business sectors, the demand and supply must be balanced so that the production capacity can be maximally utilized.
3. Customer.
To be able to set the best price for consumers, adjustments based on market segment, consumer purchasing power and also consumer types are needed.

2.2.5. PROMOTION

According to Tjiptono in Adhwayah and Yuniati (2018) promotion is a communication carried out in marketing that is useful for disseminating information so that it can influence or persuade and increase market interest so that it is willing to buy, accept and be loyal to the products or services offered by the company concerned. Promotion can also be said as an activity carried out to provide information about the benefits of a product so that consumers can be persuaded to buy the product or service offered. According to Kotler and Armstrong in Prilano, et al. (2020) state that the promotion mix consists of five promotional tools that can be used as a promotional indicator, namely:

1. Advertising (Advertising)
Advertising is all forms of non-personal promotion by presenting the idea of a product paid for by the sponsor. Advertising can also be used as image management for companies to create and maintain meaning in the minds of consumers. The form of promotion used can be like broadcast, internet etc.
2. Sales Promotion (Sales Promotion)
Sales promotion in the form of incentives in the short term given to consumers in order to encourage their interest in buying a product or service. The form of promotion used can be like shopping coupons, purchase discounts, contests etc.
3. Personal Selling (Personal Selling)
Personal selling is a presentation about the benefits of a product or service that is personally carried out by salespeople in order to build relationships with consumers and increase sales. The forms of promotion used can include trade shows, presentations and incentive programs.
4. Public Relations (Public Relations)
Public relations is a way that is done in order to create good relationships with consumers and also the community so that it can build a good image for the company, and can also overcome any rumors or unfavorable stories. The forms of promotion used can include sponsorships, press releases and special events.
5. Direct Marketing (Direct Selling)
Direct selling is a direct relationship with consumers which aims to foster good relationships with consumers and get immediate responses. The form of promotion used can be such as mobile marketing, catalogs and telephone marketing.

2.3. RELATIONS BETWEEN RESEARCH VARIABLES

2.3.1. Relation between Brand Image and Purchase Decision

In deciding to buy a product or service, one of the factors that influence consumers is the brand image. To be able to meet their needs, consumers will first see how the image of the brand of the product or service they are going to buy. The image of a brand provides a good perception for consumers so that it can have a high reputation, so that the opportunity to be chosen to be purchased by consumers will be greater. Products that have a brand image will be preferred by consumers to products without a brand image. Most consumers tend to prefer a brand of a product that is already well-known because it can create a sense of trust in consumers with something that is familiar and consumers assume that the brand is likely to be reliable and has quality that can be accounted for. According to Aaker in Indah and Monika (2018), all elements of the marketing program can be effective in relation to purchasing decisions based on product quality, according to Sutisna in Indah and Monika (2018), saying that consumers are likely to make purchases if they have a positive image of a brand because the brand image is an element of a product.

2.3.2. Relation between Price and Purchase Decisions

According to Tjiptono in Indah and Monika (2018), there are two roles of price in the decision making process, namely as follows:

1. The first role is the role of allocation and price,
Price has a role in helping consumers to get the greatest possible benefit based on ability or purchasing power. Buyers can decide how to allocate their purchasing power to goods and services because they are helped by the existence of prices. Thus the Buyer can decide the desired allocation of funds by comparing the prices of the various alternatives that are available.

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2. The second role is the role of information and price.
In a situation when a buyer is having difficulty measuring product factors such as the benefits and quality of a product objectively, the existence of price can function in terms of educating consumers about these factors.

2.3.3. Relation between Promotion and Purchase Decisions

According to Tjiptono in Adhwayah and Yuniati (2018) promotion is a communication carried out in marketing that is useful for disseminating information so that it can influence or persuade and increase market interest so that it is willing to buy, accept and be loyal to the products or services offered by the company concerned. Promotion is used by sellers to offer products or services to consumers so that it can attract their interest to know more about the products or services offered and give confidence to consumers who were previously hesitant or not interested so that they feel confident and in the end decide to buy it.

There are many strategies in promotion that can be carried out by sellers such as through advertising, personal selling, sales promotion, public relations and also direct marketing but still paying attention to what indicators are used, so that the promotional activities carried out will run smoothly and on target, namely to attract consumers until they decide to buy..

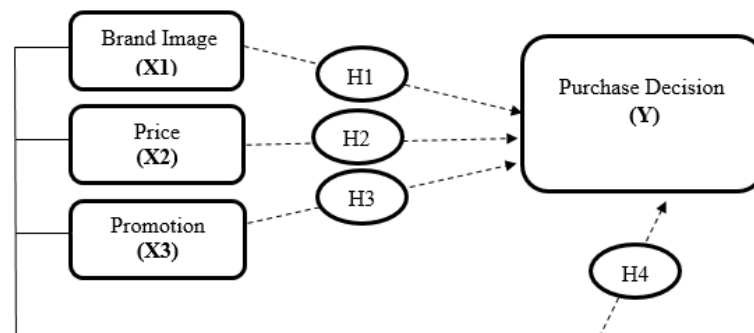
2.4. RESEARCH HYPOTHESIS DEVELOPMENT

Based on the above conceptual framework, there are 4 (four) hypotheses to be proposed, namely:

- H1 : It is suspected that Brand Image has an influence on purchasing decisions in e-commerce Shopee
- H2 : It is suspected that price has an influence on purchasing decisions on e-commerce Shopee
- H3 : It is suspected that Promotion has an influence on purchasing decisions on e-commerce Shopee.
- H4 : It is suspected that Brand Image, Price and Promotion have an influence on purchasing decisions on Shopee e-commerce.

2.5. KERANGKA HIPOTESIS

The designs made in this study are as follows:



Picture 2.1. Conceptual Framework

3. RESEARCH METHODS

3.1. RESEARCH STRATEGY

Type of data used in this research is quantitative data, therefore this study uses a quantitative descriptive research design and this research was conducted using a survey conducted by distributing questionnaires or questionnaires to the respondents. In this study includes two kinds of variables, namely the dependent variable and the independent variable. According to Sugiyono in Janitra and Pramudana (2016), dependent variables are dependent variables or variables that are the result and their existence is influenced by the presence of independent variables, while independent variables are independent variables that affect the emergence of the dependent or dependent variable and become the cause of its changes. The dependent variable in this study is the purchase decision, while the independent variables are brand image, price and promotion.

3.2. POPULATION AND SAMPLE

In this study, researchers conducted a survey at the Indonesian College of Economics and the population used was STEI students. STEI students are chosen as the population because they are located in the environment around the researcher and are easily accessible so that they can save time and money in this study and are expected to make this research more effective and efficient, and STEI students have suitable criteria and are in accordance with predetermined research variables.

3.3. DATA PROCESSING

To manage the data, you will use the assistance of computer technology, namely the SPSS (Statistical Package For Social Sciences) program version 23 of 2020. The calculated data will be presented in table form which has the aim of making it easier to understand and analyze data so that it becomes more systematic.

4. RESEARCH RESULTS AND DISCUSSION

4.1. VALIDITY TEST

Table 4.1. validity test results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.821
Bartlett's Test of Sphericity	Approx. Chi-Square	958.312
	df	190
	Sig.	.000

Source : Processed Data (2020)

Table above is the KMO and Bartlett's Test output table which functions to determine whether a variable is feasible to be processed further using this factor analysis or not. The feasibility can be seen from the KMO-MSA value. If the KMO-MSA value is > 0.50 then the technique for factor analysis can be continued, conversely if the KMO-MSA value < 0.50 then the technique for factor analysis cannot be continued, while at the significance value if the value is sig. < 0.05 then it can be continued. Based on the output table above, the KMO-MSA value is 0.821 where the value is greater than 0.50 and the significance value is 0.000 or < 0.05 , it can be continued for further testing because it meets the first requirements. Based on the output table above, the KMO-MSA value is 0.821 where the value is greater than 0.50 and the significance value is 0.000 or < 0.05 , it can be continued for further testing because it meets the first requirements.

4.2. RELIABILITY TEST

Table 4.2. Test Results Alpha Cronbach

Variables	Cronbach Alpha	Conclusion
Brand Image	0.751	Reliable
Price	0.625	Reliable
Promotion	0.715	Reliable
Purchase Decision	0.852	Reliable

Source : Processed Data (2020)

Based on table 4.2. above can be seen that the four variables in this study are Brand , Price, Promotion and Purchase Decisions have avalue *Cronbach Alpha* > 0.60. So it can be concluded that if the questionnaire is carried out as a repeated measurement, the results will be consistent so that the questionnaire can be relied upon or tested for its reliability.

4.3. CLASSIC ASSUMPTION TEST

4.3.1. NORMALITY TEST

Table 4.3. One-Sample Kolmogorov-Smirnov Test

Information	Unstandardized Residual
N	100
Signifikancy value	0,200

Source : Processed Data (2020)

Based on table 4.3. above it can be seen that the significance value in the Kolmogorov-Smirnov test for this study is 0.200 where the value is > 0.05, so that it is in accordance with the provisions of the Kolmogorov-Smirnov test if the significance value is > 0.05, it can be concluded that the data used is normally distributed. and can be analyzed further.

4.3.2. MULTICOLINIERITY TEST

Table 4.4. Test Results Multicollinearity

Variables	Tolerance	Variance Inflation Factor (VIF)	Specification
Brand Image	0,631	1,584	Non Multicolinierity
Price	0,600	1,667	Non Multicolinierity
Promotion	0,703	1,422	Non Multicolinierity

Source : Processed Data (2020)

Based on table 4.4. above shows that in the Brand Image, Price and Promotion variables the value tolerance is close to number 1 and the Variance Inflation Factor (VIF) value <10, which means that according to the provisions of the multicollinearity test, if the tolerance value approaches the number 1 and the VIF value <10 then multicollinearity is free. So it can be concluded that all independent variables in this study are multicollinear free and can be used for further analysis.

4.3.3. HETEROSCEDASTICITY TEST

Table 4.5. Result of Spearman Heteroscedasticity Test

Variables	<i>Unstandardized Residual</i>	Specification
Brand Image	0,594	Non Heteroscedasticity
Price	0,818	Non Heteroscedasticity
Promotion	0,657	Non Heteroscedasticity

Source : Processed Data (2020)

Based on the table above, it can be seen that in the variables Brand Image, Price and Promotion the significance value is > 0.05, which means that in accordance with the provisions of the heteroscedasticity test, if the significance value is > 0.05, it can be said that there is no heteroscedasticity problem. So it can be concluded that all the independent variables in this study do not have a heteroscedasticity problem and can be analyzed further.

4.4. HYPOTHESIS TEST

4.4.1. PARTIAL TEST (t)

Table 4.6. T test results

Independen's variables	Sig.
Brand Image	0,025
Price	0,002
Promotion	0,000

Source : Processed Data (2020)

Based on the t-test results table above, it can be concluded that:

1. In the Brand Image variable, a significance value of 0.025 < 0.05 is obtained, so it can be concluded that H1 is accepted, which means that the Brand Image variable has a significant and positive effect on the Purchasing Decision variable. consumers on e-commerce Shopee's.
2. In the price variable, it is known that the significance value is 0.002 < 0.05, so it can be concluded that H2 is accepted, which means that the price variable has a partially and positive significant effect on the consumer purchasing decision variable in e-commerce Shopee.

3. In the Promotion variable, it is known that the significance value is $0.000 < 0.05$, so it can be concluded that H3 is accepted, which means that the Promotion variable has a partial and positive effect on consumer Purchasing Decision variables in e-commerce Shopee.

4.4.2. TEST SIMULTANTS (F)

Table 4.7. Anova output table (F test results)

Model	F calculate	Significant value
<i>Regression</i>	32,531	0,000

Source : Processed Data (2020)

Based on the results of testing using the program, the SPSS ver.23 results are as shown in table 4:15. namely the value of F count of 32.532 and a significant value of $0.000 < 0.05$, so it can be concluded that the variables Brand Image, Price and Promotion have a significant effect together or simultaneously on the variable of consumer purchasing decisions on e-commerce Shopee.

4.5. DISCUSSION

4.5.1. The Effect of Brand Image on Purchasing Decisions Pembelian

In the results obtained in the t test, the significance value for the brand image variable is known to be 0.025 or less than 0.05, which means H1 can be accepted in this study. Therefore, it can be concluded that the Brand Image variable (X1) has a partial and positive significant effect on consumer purchasing decisions on e-commerce Shopee (Y).

The results of this study are different from the research conducted by Nasution, Limbong and Nasution (2020), where in their research it is known that Brand Image has no significant effect on Purchasing Decisions. However, it is in line with research conducted by Aziky and Masreviastuti (2018) where in their research it is concluded that Brand Image has a significant and positive effect on consumer Purchase Decisions.

4.5.2. The Effect of Price on Purchase Decisions

In this study, the t test results obtained a significance value for the price variable of 0.002 or less than 0.05, which means that it is in accordance with the provisions so that H2 can be accepted. Therefore, it can be concluded that the price variable (X2) has a partial and positive significant effect on consumer purchasing decisions in e-commerce Shopee (Y).

These results are in line with research conducted by Adyanto and Santosa (2018), Nasution, Limbong and Nasution (2020), as well as Adhawiyah and Yuniati (2018) where in their research they conclude that Price has a significant and positive effect on Purchasing Decisions. However, it is different from the research conducted by Prilano, Sudarso and Fajrillah (2020) which in their research concluded that price partially has a significant negative effect on consumer purchasing decisions.

4.5.3. The Effect of Promotion on Purchasing Decisions

In this study, the t test results were obtained on the Promotion variable with a significance value of 0.000 or less than 0.05, which means that it is in accordance with the requirements so that H3 can be accepted in this study. So it can be concluded that the Promotion variable (X3) has a partial and positive significant effect on Consumer Purchasing Decisions on Shopee e-commerce (Y).

These results are in line with research conducted by Adhawiyah and Yuniati (2018), as well as Prilano, Sudarso and Fajrillah (2020) where in their research they conclude that promotion has a significant and positive effect on consumer purchasing decisions.

4.5.4. The Influence of Brand Image, Price and Promotion on Purchasing Decisions

In this study, in the F test, the significance value of the variable brand image, price and promotion simultaneously on purchasing decisions was $0.000 < 0.05$, so it can be concluded that the variables of Brand Image, Price and Promotion has a significant effect together or simultaneously on the consumer purchasing decision variables in Shopee e-commerce.

The coefficient of determination in this study was 0.489, which means that 48.9% of the Purchasing Decision variable was influenced by the Brand Image, Price and Promotion variables, while the remaining 51.1% was influenced by other variables not discussed in this research model.

5. CONCLUSION AND RECOMMENDATION

5.1. CONCLUSION

Based on the results of data analysis that has been done previously in this study, the following conclusions can be drawn:

1. The Brand Image variable has a partially and positive significant influence on Consumer Purchasing Decisions on Shopee e-commerce.
2. Price variable has a partially and positively significant influence on Consumer Purchase Decisions on Shopee e-commerce.
3. Promotion variable has a partially and positively significant influence on Consumer Purchasing Decisions on Shopee e-commerce.
4. Brand Image, Price and Promotion variables together or simultaneously have a significant and positive influence on Consumer Purchasing Decisions on Shopee e-commerce.

5.2. SUGGESTION

Based on the results of the research that has been done and the conclusions above, the researcher wants to provide advice and input especially to Shopee so that it can be better than its competitors and also so that it can be used as a reference and guidance by further researchers, namely:

1. Brand Image has a positive influence on Consumer Purchasing Decisions on Shopee e-commerce, so researchers suggest Shopee to prioritize quality of its service and be responsive in responding to consumer complaints, so that consumers will feel satisfied and will also lead to a good perception of the Shopee Brand Image.
2. Price has a positive influence on consumer Purchasing Decisions on Shopee e-commerce, so researchers suggest Shopee to increase price variations and provide prices that can compete with competitors and can be affordable to the upper middle class and the lower middle class.
3. Promotion has a positive effect on consumer Purchasing Decisions on Shopee e-commerce, therefore researchers suggest Shopee to always update promotions held so that consumers can be more interested because of the many promotions provided by Shopee with a variety of choices according to consumer needs.
4. Suggestions for further researchers are to be able to expand the scope of research by adding references and also adding or using variables other than Brand Image, Price and Promotion variables, so that further research can provide a greater influence between the independent variables and the dependent variable and can obtain more relevant results.

5.3. Limitations of Research and Development of Further Research

In this study, the researcher has limitations in the number of respondents studied, namely only 100 respondents. This is because the Covid-19 pandemic is currently sweeping the world, including Indonesia, so that researchers have experienced many limitations in distributing questionnaires. Therefore, it is hoped that future researchers will be able to expand the sample and increase the quantity of respondents so that a better level of generalization can be obtained.

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