



The Influence Of Social Media, Price and Promotion on Online Product Purchase Decisions in E-Commerce

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Abstract

The purpose of this research is to show the effect of social media, price and promotion as factors that influence product purchasing decisions online in e-commerce (a case study on online shopping consumers at YPPI University students in Rembang). This study uses independent variables, namely social media, prices and promotions, the dependent variable is purchasing decisions. Data collection techniques were carried out in this study using a questionnaire. The data sources used in the research were primary data sources obtained from research instruments in the form of questionnaires filled out by respondents who distributed questionnaires online via the Google form. The population of this study consisted of YPPI Rembang University students who had shopped online at e-commerce. The sampling technique used in this research is accidental sampling. Based on the research results obtained, social media has a significant positive effect on purchasing decisions, price has a significant positive effect on purchasing decisions, promotion has an insignificant positive effect on purchasing decisions.

Keywords: *social media; price, promotion, purchase decision*

Introduction

The development of technology and information continues and is growing very rapidly, the use of the internet is also increasing day by day. With the internet in our daily lives it gives us benefits and convenience, especially in shopping. Along with the development of increasingly advanced technology resulted in the emergence of e-commerce (electronic commerce). E-commerce is an online-based shopping transaction media that is very well known by internet users in the world. In Indonesia, e-commerce is no longer foreign because there are many online shops that compete with each other to be the best online stores such as Shopee, Tokopedia, Lazada, Bukalapak, OLX, BliBli and many more that can be visited easily to buy an item or services we want to buy or seek. With the existence of e-commerce, manufacturers can sell or market their products in the form of clothing, food, household furniture, and others. Meanwhile, when viewed from the consumer side, consumers also get many benefits and conveniences with this e-commerce. If previously consumers wanted to

buy a product or item they had to visit a place or shop that provided the item, but with e-commerce now, consumers only need to access a smartphone connected to the internet to get or buy the product or item they want.

The researcher took a case study of online shopping consumers in e-commerce to YPPI Rembang University students because there were e-commerce courses taught to students at YPPI Rembang University in semester 6, and it seems that shopping online at e-commerce is also familiar to them, almost every student uses various e-commerce applications to shop online to fulfill their needs and desires. Based on the phenomenon from the pre-survey questionnaire data, it shows that the consumer behavior of YPPI Rembang University students in shopping online at e-commerce is very dominant, from 50 respondents showing 96% of YPPI Rembang University students have shopped online at e-commerce. The following results of the pre-survey questionnaire can be seen in Table 1:

Tabel 1
Pre-Survey Data for Purchasing Products Online in E-Commerce
for YPPI Rembang University Students in 2022

No.	Question	Percentage	Total
1.	Gender.		
	• Laki-laki	(64%) 32	(100%) 50
	• Perempuan	(36%) 18	
2.	Consumers who have purchased products online in e-commerce.		
	• YA	(96%) 46	(100%) 50
	• TIDAK	(4%) 2	
3.	E-commerce site ever visited to shop online.		
	• Shopee	92%	46
	• Tokopedia	44%	22
	• Lazada	38%	19
	• Bukalapak	7%	7
	• BliBli	2%	1
	• OLX	8%	4
	• Others	2%	1

Source: Primary data processed, 2022

Method

Variable Operational Definitions

The operational definition of a variable is the concept of variables which include research variable indicators. According to Sugiyono (2016) Variables are anything in any form that has certain variations determined by the researcher so that it is studied and conclusions are drawn. This study uses independent variables, namely social media, prices and promotions, while the dependent variable is purchasing decisions.

Data collection technique

The data collection technique in this study used a questionnaire which was distributed online via the Google form. Questionnaires or questionnaires are data collection techniques that are carried out by giving statements to respondents to be answered according to the subjective and objective situations experienced (Sugiyono, 2016).

Data Types and Sources

The type of data used in this research is subject data, namely the form of data in the form of criticism, attitudes, studies or characteristics of a person or group of people or research topic (Sugiyono, 2016).

The data source used in the research conducted came from primary data sources obtained from filling out online questionnaires via google forms by consumers of online products in e-commerce among active students at YPPI Rembang University.

Population and Sample

The population is the research location that will be generalized so that the item must have certain characteristics and characteristics that are determined by the way the researcher studies it (Sugiyono, 2016). The population in the research conducted were active students at YPPI Rembang University who had shopped online at e-commerce.

Result

I. Instrument Test

Instrument test was carried out to determine the validity and reliability of the questionnaire statement items used. In testing this instrument, researchers used 35 questions related to social media, price and promotion variables.

A. Reliability Test

Tabel 2
Reliability Test Results

Variabel	Cronbach Alpha	Standart	Information
Media Sosial (X1)	0,777	0,70	Reliabel
Harga (X2)	0,811	0,70	Reliabel
Promosi (X3)	0,767	0,70	Reliabel
Keputusan Pembelian (Y)	0,753	0,70	Reliabel

Source: Primary Data, Processed, 2023

Based on the results of the reliability test in Table 2 above, it can be seen that all social media variables, prices, promotions and purchasing decisions are said to be reliable, because the Cronbach alpha value is more than the standardization of 0.70.

B. Validity test

Tabel 3
Results of the Validity Test of Social Media Variables for 30 Respondents

Question	Person Correlation	Significance Value	Information
1	0.506	0.004	Valid
2	0.772	0.000	Valid
3	0.644	0.000	Valid
4	0.826	0.000	Valid
5	0.610	0.000	Valid
6	0.563	0.001	Valid
7	0.485	0.007	Valid
8	0.572	0.001	Valid

Source: Primary Data, Processed, 2023

Based on table 3 above, it can be concluded that the social media of the 8 statement items is said to be valid, because the correlation correlation is positive and the significance value is less than 0.05.

Tabel 4
Price Variable Validity Test Results for 30 Respondents

Question	Person Correlation	Significance Value	Information
1	0.659	0.000	Valid
2	0.392	0.032	Valid
3	0.723	0.000	Valid
4	0.546	0.002	Valid
5	0.601	0.000	Valid
6	0.789	0.000	Valid
7	0.667	0.000	Valid
8	0.658	0.000	Valid
9	0.613	0.000	Valid

Source: Primary Data, Processed, 2023

Based on Table 4 above, it can be concluded that the price variable of the 9 statement items is said to be valid, because the Pearson correlation is positive and the significance value is less than 0.05.

Tabel 5
Promotion Variable Validity Test Results for 30 Respondents

Question	Person Correlation	Significance Value	Information
1	0.569	0.001	Valid
2	0.408	0.047	Valid
3	0.661	0.000	Valid
5	0.719	0.000	Valid
6	0.606	0.000	Valid
7	0.620	0.000	Valid
8	0.728	0.000	Valid
9	0.710	0.000	Valid

Source: Primary Data, Processed, 2023

Based on Table 5 above, it can be concluded that the promotion variables of the 8 statement items are said to be valid, because the Pearson correlation is positive and the significance value is less than 0.05.

II. Multiple Linear Regression Test Results

Tabel 6
Regression Coefficient Results (β_1)

Variabel	Koefisien Regresion
Konstan	2,894
Social Media	0,099
Price	0,088
Promotion	0,097

Source: Primary Data, Processed, 2023

Based on the regression equation above, it can be concluded as follows:

A constant value of 2.894 means that if the three independent variables which include social media, prices and promotions are considered constant then the purchasing decision variable (Y) has a value of 2.894;

The regression coefficient value of social media is 0.099, meaning that every time there is an increase in social media by one unit assuming the other independent variables are held constant, social media will increase by 0.099;

The value of the price regression coefficient of 0.088 means that every time there is a one-unit price increase assuming the other independent variables are held constant, the price will increase by 0.088;

The promotion coefficient value is 0.097, meaning that every time there is a one-unit increase in promotion assuming the other independent variables are held constant, the promotion will increase by 0.097.

A. Hypothesis Test Results

Tabel 7. Hypothesis Test Results

Variabel	Koefisien Beta	Significance Value	Information
Social Media	0,169	0,046	Accepted
Price	0,545	0,000	Rejected
Promotion	0,144	0,134	Rejected

Source: Primary Data, Processed, 2023

Based on Table 7 above, it can be concluded the following hypothesis:

The first hypothesis indicates that social media has a significant positive effect on purchasing decisions. The results of the regression test show that the social media beta coefficient is 0.169 and a significance value is 0.046. So it can be concluded that the value of the beta coefficient is positive and the significance value is less than 0.05. Thus the first hypothesis which states that social media has a significant positive effect on purchasing decisions is accepted. The results of hypothesis testing show that social media has a significant positive effect on purchasing decisions.

The second hypothesis shows that price has a significant negative effect on purchasing decisions. Based on the results of the multiple linear regression test that has been carried out between the price variable (X2) on the purchase decision (Y), the beta coefficient is 0.545 and the significance value is 0.000. So it can be concluded that the value of the beta coefficient is positive and the significance value is less than 0.05. Thus the first hypothesis which shows that price has a significant negative effect on purchasing decisions is rejected. The results of hypothesis testing show that price has a significant positive effect on purchasing decisions.

The third hypothesis states that promotion has a significant positive effect on purchasing decisions. Based on the results of multiple linear regression tests that have been carried out between the promotion variable (X3) and the purchase decision (Y), the beta coefficient is 0.144 and the significance value is 0.134. So it can be concluded that the value of the beta coefficient is positive and the significance value is more than 0.05. Thus the first hypothesis which states that promotion has a significant positive effect on purchasing decisions is rejected. The results of hypothesis testing show that promotion has no significant positive effect on purchasing decisions.

Conclusion

Based on the results of the research and discussion, it can be concluded as follows:

- A. Social media has a significant positive effect on product purchasing decisions online in e-commerce.
- B. Price has a significant positive effect on product purchasing decisions online in e-commerce.
- C. Promotion has no significant positive effect on online product purchasing decisions in e-commerce.

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