



ANALYSIS THE EFFECTS OF PRICE, PROMOTION, AND PRODUCT RATINGS ON PURCHASING DECISIONS IN ONLINE MARKETPLACES

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Abstract

This research is descriptive research which aims to describe a phenomenon or problem that is occurring and developing at this time without the intention of researching it in more depth. This research intends to describe a phenomenon regarding the factors that influence consumer opinions when considering purchasing products through online businesses, such as the influence of price, creation and product reputation. This research intends to describe a phenomenon regarding the factors that influence consumer decisions in purchasing products through online markets, such as the influence of price, creation and product reputation. Based on the results of the analysis, it shows that price has a significant impact on consumer decisions. Higher or lower prices can influence consumers' perceptions of a product's value and ultimately influence their purchasing decisions. Promotions also have a strong influence on consumer decisions. Discounts, coupons and other promotions can encourage consumers to purchase certain products or services. The analysis results also show that there is a complex interaction between price and promotion. Promotions can reduce consumer sensitivity to price, so that higher prices may be more acceptable if accompanied by attractive promotions.

Keywords : *price, creation, product reputation*

INTRODUCTION

Economic growth and increasingly rapid technological developments have made the business world experience rapid progress. The emergence of various types of companies in the field of products and services is a sign of this development. This forces producers to think more critically, creatively and innovatively regarding changes occurring in the social, cultural, political and economic fields. The most important thing that a company must do to be successful in business competition is to try to develop a business strategy to achieve the goal of increasing and retaining consumers.

One of the shopping channel models that is currently popular is the online shopping system which has replaced the traditional shopping system, which initially required buyers to come to the shopping place and meet face to face with the seller, becoming just within the grasp of a gadget. With the presence of online media, now buyers no longer need to waste time shopping at the seller's place, buyers just need to use the internet network which can be done anywhere and anytime. Along with the increasing number of internet users and the proliferation of online shops in Indonesia, online shopping transactions have also been recorded to increase quite significantly.

In line with the development of technology today, many online platforms or businesses such as Shopee, Tokopedia and Lazada have emerged. With this platform, it makes very easy for customers from teenagers to adults to shop for their daily needs. The products offered are also varied, ranging from food, household furniture, electronics, and others. A complex purchasing process usually involves several decisions, a decision involves a choice between several indispensable actions or behaviors. In essence, although marketers often refer to the choice between product, brand and place of purchase, the purchasing process is also usually influenced by good relationships between manufacturers.

Before consumers decide to buy in an online marketplace, the main factor that consumers consider is the price offered. According to Stanton (1998) price is the amount needed to get a number of combinations of products and services. In online buying and selling, price is very important because usually the first thing online buying and selling consumers do is find out whether the price of a product is appropriate or not, after that the consumer will look for other information.

The next factor is the standing or assessment of the product or shop. The review and standing features have a good impact on consumers and sellers. Consumers can get more detailed information regarding the products they want to buy and sellers can get useful feedback for future store evaluations. Apart from that, the existence of online consumer review and standing can generate stronger buying interest for customers.

According to Munte et al. (1010), online consumer standing is a consumer's assessment regarding the preference of a product regarding the consumer's experience which refers to the psychological and emotional state felt when interacting with the product. Meanwhile, according to Lackermair et al. (1013), online consumer standing is used to represent customer opinions on a certain scale. According to Lee and Shin (1014) the rating consists of 3 dimensions, namely: Credible (Trustworthy, Honest), Expert (Professional, Useful), Likeable (Interesting, Likely to buy from this website).

The final factor that is taken into consideration in purchasing decisions is promotion. Promotion is an activity that communicates the benefits of a product and persuades target customers to buy it. This promotional activity aims to increase public awareness of the existence of new or existing organizations and products. In addition, promotions are used to maintain high interest in a product that is well established and has been on sale for decades.

RESEARCH METHOD

According to Sugiono (1017:3) research methods have the meaning of a scientific way of obtaining data for certain purposes and uses. The research method in this research is a quantitative qualitative research method. Quantitative research methods are a research approach that uses data in the form of numbers and statistics to measure phenomena and explain the relationship between certain variables.

The main goal of quantitative research is to test hypotheses using existing theories. Quantitative research tends to be used to test theory, while qualitative methods focus more on building and criticizing theory. The data collection technique was carried out through the distribution of questionnaires (Google Form) which were distributed to pupils and students. The questionnaire contains several questions related to price, product quality, online marketing, purchasing decisions, and consumer satisfaction. For each questionnaire question, this study uses a 5-point scale, namely "strongly disagree", "disagree", "neutral", "agree" and "strongly agree".

The population in this research is online marketplace purchasing users among students and students at several schools and universities. The total population in this study was 43 people, consisting of 3 students (middle school and high school), 38 university students, and 2 other people. The following there are some data of questionnaire for participants who follows the research sampling:

Table 1. The data of questionnaire for participants who follows the research sampling

No	The Question	Score Total of Question	Ideal Score
1	Whether the attractive promotions can influence you in purchasing a product?	1 = 0 1 = 0 3 = 8 4 = 10 5 = 17	43
2	Do you consider the selling price of a product before buying?	1 = 0 1 = 0 3 = 5 4 = 9	43



		5 = 30	
3	Whether You pay attention and consider testimonials from other buyers before buying?	1 = 0 1 = 0 3 = 1 4 = 13 5 = 19	43
4	How often do you read consumer reviews before deciding to buy a product?	1 = 0 1 = 1 3 = 5 4 = 16 5 = 11	43
5	Whether the packaging or design of the product influences your decision to buy it?	1 = 1 1 = 4 3 = 9 4 = 11 5 = 9	43
6	How important is the brand name or reputation of the product in your decision to buy it?	1 = 0 1 = 4 3 = 5 4 = 16 5 = 19	43
7	Whether the Economic factors, such as price and availability of funds, play a role in your purchasing decision?	1 = 0 1 = 0 3 = 4 4 = 19 5 = 11	43
8	Whether the Current market trends or consumer tendencies influence your purchasing choices?	1 = 0 1 = 7 3 = 11 4 = 19 5 = 6	43
9	Whether the technological factors influence the way you find and buy products?	1 = 0 1 = 1 3 = 7 4 = 17 5 = 8	43
10	Whether the promotional factors, such as discounts or additional gifts, influence your purchasing decisions?	1 = 0 1 = 1 3 = 1 4 = 13 5 = 19	43

RESULT AND DISCUSSION

Based on the results of the analysis, it shows that price has a significant impact on consumer decisions. Higher or lower prices can influence consumers' perceptions of a product's value and ultimately influence their purchasing decisions. Apart from that, promotions can also have a strong influence on consumer decisions. Discounts, coupons and other promotions can also encourage consumers to purchase certain products or services. There is a complex interaction between price and promotion, promotion can reduce consumer sensitivity to price. So a higher price may be more acceptable if there is an attractive promotion. This analysis shows the importance of paying attention to prices and promotions in planning marketing strategies. By understanding how these two factors can influence consumer decisions, companies can optimize their marketing strategies to achieve sales goals and build strong relationships with consumers. Other important things that can also be considered are product quality, brand perception and consumer preferences which can also influence purchasing decisions. Therefore, a comprehensive and holistic analysis is needed to understand consumer behavior as a whole.

By paying attention to the results in this analysis, companies can take strategic steps to adjust their prices and promotions according to consumer preferences and behavior, thereby increasing their competitiveness and marketing success.

Thus, analyzing the influence of prices and promotions on consumer decisions provides valuable insight for companies in planning effective and sustainable marketing strategies.

CONCLUSION

Based on this analysis, it can be concluded that the influence of price and promotion on consumer decisions is very important. Price is one of the most important attributes evaluated by consumers. Attractive prices can increase consumer decisions to buy products.

Apart from that, promotions can also have a significant positive effect on purchasing decisions, the better the promotion, the higher the purchasing decision. Therefore, price and promotion have a significant role in influencing consumer purchasing decisions, and need to be considered holistically in designing marketing strategies.

Other factors such as price, promotions, product quality, and market presence can also have a significant influence on consumer purchasing decisions. The results of this analysis show that the variables price, promotion and product quality partially influence purchasing decisions. Therefore, it can be concluded

that in a market context, these factors need to be considered holistically in designing marketing strategies to influence consumer purchasing decisions.

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