

THE INFLUENCE OF PRICE PERCEPTION, BRAND TRUST, AND CUSTOMER REVIEWS ON THE PURCHASE DECISION OF FASHION PRODUCTS IN E-COMMERCE SHOPEE IN EAST MEDAN

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Abstract

This study aims to determine how the influence of price perceptions, brand trust, and customer reviews on purchasing decisions for fashion products on e-commerce Shopee in eastern Medan. The number of samples in this study were 130 respondents. The results of multiple linear regression tests show that the price perception variable has a positive effect on purchasing decisions, by obtaining a regression coefficient of 0.253. The brand trust variable has a positive effect on purchasing decisions, by obtaining a regression coefficient of 0.835, and the customer review variable has a positive effect on purchasing decisions, by obtaining a regression coefficient of 0.152. The results of the partial test (t-test) show that price perceptions have a significant effect on purchasing decisions, by obtaining tcount (3.472) > ttable (0.1723) and obtaining a significance value of 0.001 < 0.05. The brand trust variable has a significant effect on purchasing decisions, by obtaining tcount (9.550) > ttable (0.1723) and obtaining a significance value of 0.000 < 0.05, and the customer review variable has a significant effect on purchasing decisions, by obtaining tcount (3.754) > ttable (0.1723) and obtained a significance value of 0.000 < 0.05. From the results of testing the coefficient of determination (R²) the purchase decision variable can be explained by the price perception variable (X₁), brand trust variable (X₂) as an independent variable of 74.1% while the remaining 55.9% is explained by other variables not included in this study.

INTRODUCTION

The introduction contains a brief and concise research background as intended. There is no theoretical support in this section, but it can be quoted from previous similar studies using an appropriate method (*using Mendeley*)

METHODS

The methods is a research procedure and technique, and among one study and another, the processes and techniques can be different.

RESULTS AND DISCUSSION

This section contains (concise form) data analysis and interpretation of results. Interpretation of results using theories from articles as used. The descriptions is given include theoretical, implicative, and managerial, or practical.

The development of technology and information is currently changing people's lifestyles starting from communication interaction models and ending with buying and selling transactions in the community, so that the use of the internet really supports all activities well. Advances in information technology, especially the internet, is a good infrastructure for doing business online (e-commerce) and adapting to patterns of business competition. Currently online business is one of the marketing strategies that are needed in the development of information technology. One of the factors for the success of an online business is that there is a very large market share. The dynamic changing times and rapidly developing technology have made business competitors even more eager to provide customers with a variety of services, low prices and ease of transactions. This is beneficial for e-commerce business people so that e-commerce is the leading business today.

According to BOI Research, one of the marketplaces that is of interest to the Indonesian people is Shopee, which is a C2C customer to customer company and has transitioned to become a B2C business to customer. Shopee is a trusted platform in Indonesia, the Shopee application is expected to expand public purchases even more. (Reza et al., 2020) states that purchasing decisions can be interpreted as a process in which consumers are aware of a problem, seek information about a particular product or brand and evaluate the ability of each

alternative to solve the problem, which ultimately leads to purchasing decisions. As an online shopping center, Shopee sells and offers a variety of products such as fashion with different colors, sizes and different prices to help consumers make purchasing decisions. According to (Darmansah & Yosepha, 2020) one of the factors that influence purchasing decisions is price perception. According to (Halim & Tyra, 2021), apart from price perceptions and brand trust, customer reviews are another factor that influences consumer purchasing decisions. The right and affordable price is the price that is in accordance with the quality of the product or service that satisfies the customer itself. Perceived price can be used as a benchmark for what information is received and how it compares with the amount of money spent on the product purchased. Based on the background information above, the researcher is interested in conducting research entitled **"The Influence of Price Perception, Brand Trust, and Customer Reviews on Purchase Decisions for Fashion Products at E-commerce Shopee in East Medan"**.

METHODS

The type of research used by researchers is quantitative research. In this study, purchasing decisions (Y) were influenced by price perception (X1), brand trust (X2), and customer reviews (X3). This research is planned for users who use the Shopee application in eastern Medan. The research time starts in February 2023 until it is finished. The sample in this study uses the theory of the minimum number of samples that should be used is 10 times the number of indicators. In this study the number of indicators was 13 multiplied by 10, the results obtained were 130 respondents. The measurement scale used in this study is the Likert scale. Variables measured using a Likert scale are variable indicators. Test Instrument after this research filled out the questionnaire, then the next step is how to process data sourced from the questionnaire. Questionnaire data is raw data that must be further processed in order to become useful information for research. To analyze the data and measure how much the influence of price perceptions, brand trust, and customer reviews, the study used the SPSS 24 program to process the data that had been obtained through a questionnaire.

RESULTS AND DISCUSSIONS

1. Validity Test Result

Table 1
Validity Test Result

Variabel	Pernyataan	T _{hitung}	T _{tabel}	Keterangan
Persepsi Harga (X1)	PH1	0,594	0,1723	Valid
	PH2	0,560	0,1723	Valid
	PH3	0,562	0,1723	Valid
	PH4	0,566	0,1723	Valid
	PH5	0,676	0,1723	Valid
	PH6	0,529	0,1723	Valid
Kepercayaan Merek (X2)	KM1	0,796	0,1723	Valid
	KM2	0,804	0,1723	Valid
	KM3	0,837	0,1723	Valid
	KM4	0,742	0,1723	Valid
Ulasan Pelanggan (X3)	UP1	0,612	0,1723	Valid
	UP2	0,622	0,1723	Valid
	UP3	0,698	0,1723	Valid
	UP4	0,612	0,1723	Valid
	UP5	0,744	0,1723	Valid
	UP6	0,629	0,1723	Valid
	UP7	0,726	0,1723	Valid
	UP8	0,460	0,1723	Valid
	UP9	0,748	0,1723	Valid
	UP10	0,756	0,1723	Valid
Keputusan Pembelian (Y)	KP1	0,680	0,1723	Valid
	KP2	0,702	0,1723	Valid
	KP3	0,638	0,1723	Valid
	KP4	0,710	0,1723	Valid
	KP5	0,753	0,1723	Valid
	KP6	0,791	0,1723	Valid

Source: Data Processed Using SPSS (2023)

Based on the results of the table above, it was found that the results of the validity test on price perceptions, brand trust, customer reviews, and purchasing decisions were 0.1723. It can be seen that the value of rcount is greater than rtable. So it can be concluded that the variable price perception, brand trust, customer reviews, and purchasing decisions are valid.

2. Reliability Test Results

Table 2
Reliability Test Results

Variabel	Cronbach Alpha	Koefisien Korelasi	Keterangan
Persepsi Harga (X1)	0,609	0,60	Reliabel
Kepercayaan Merek (X2)	0,806	0,60	Reliabel
Ulasan Pelanggan (X3)	0,857	0,60	Reliabel
Keputusan Pembelian (Y)	0,807	0,60	Reliabel

Source: Data Processed Using SPSS (2023)

Based on the table above it can be seen that the Cronbach Alpha of each variable X and Y is greater than 0.60. Thus it can be concluded that all statements on the instrument used are reliable (reliable).

3. Classical Assumption Test

a. Normality Test

Table 3
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		130
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1.77113578
	Absolute	.094
Most Extreme Differences	Positive	.094
	Negative	-.047
Kolmogorov-Smirnov Z		1.067
Asymp. Sig. (2-tailed)		.205

Source: Data Processed Using SPSS (2023)

Based on the table above, it can be seen that the Kolmogorav – Smirnov test table shows that the asymp sign (2-tailed) is $0.205 > 0.05$, indicating that the regression model meets the assumption of normality.

b. Multicollinearity Test

Table 4
Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.491	1.538		-.969	.334		
PH.Total	.253	.073	.199	3.472	.001	.623	1.604
KM.Total	.835	.087	.573	9.550	.000	.570	1.754
UP.Total	.152	.041	.222	3.754	.000	.589	1.699

a. Dependent Variable: KP.Total

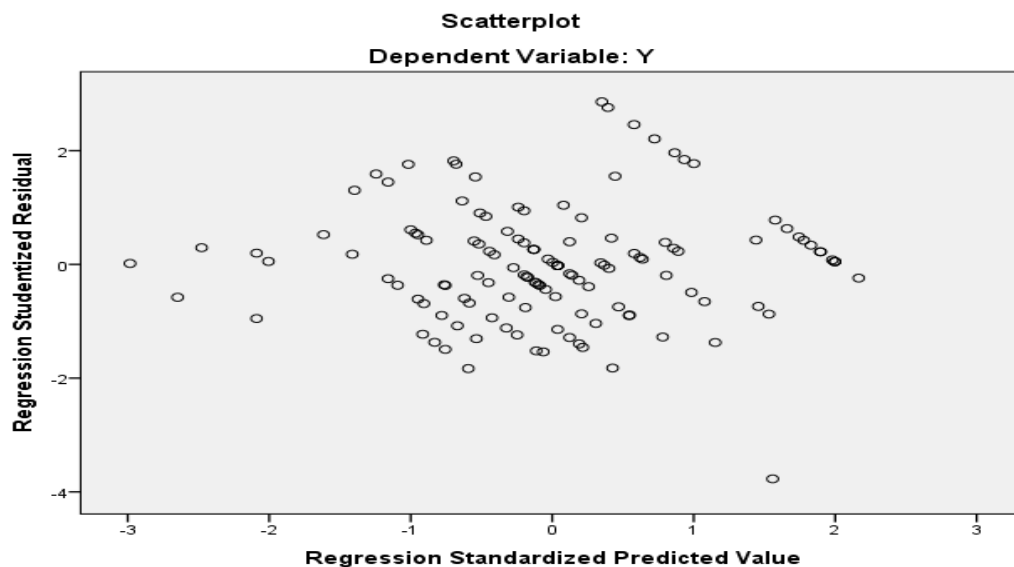
Source: Data Processed Using SPSS (2023)

Based on table above, it can be seen that the independent variable has a tolerance value of perceived price ($0.623 > 0.10$), brand trust ($0.570 > 0.10$), customer reviews ($0.589 > 0.10$) and VIF value of price perception ($1.604 < 10$), brand trust ($1.754 < 10$) customer reviews ($1.699 < 10$) So it can be concluded that there is no multicollinearity.

c. Heteroscedasticity Test

The following figure is the result of the heteroscedasticity test :

Table 5



Source: Data Processed Using SPSS (2023)

Based on the picture above, the heteroscedasticity test shows that the dots do not form a certain pattern or there is no clear pattern and the dots spread above and

below the number 0 (zero) on the Y axis, so there is no heteroscedasticity.

4. Multiple Linear Regression Analysis Test

Table 6

**Multiple Linear Regression Analysis Test
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.491	1.538		-.969	.334		
PH.Total	.253	.073	.199	3.472	.001	.623	1.604
KM.Total	.835	.087	.573	9.550	.000	.570	1.754
UP.Total	.152	.041	.222	3.754	.000	.589	1.699

a. Dependent Variable: KP.Total

Source: Data Processed Using SPSS (2023)

Based on the table above, the multiple regression equation is obtained as follows:

$$Y = -1.491 + 0.253X_1 + 0.835X_2 + 0.152X_3$$

The regression equation above can be explained as follows:

1. a = value -1.491. This shows a constant level of value (-), which means that if price perception, brand trust, and customer reviews do not increase, the constant level decreases in purchasing decisions for fashion products on Shopee e-commerce.
2. b₁ = value 0.253 indicates that it is positive (+) which means that the better the price perception explanation, the decision to buy fashion products on Shopee e-commerce is increasing
3. b₂ = value 0.835 indicates that it is positive (+) which means that the better the explanation of brand trust, the decision to buy fashion products on e-commerce Shopee will increase
4. b₃ = value 0.152 indicates that it is positive (+) which means that the better the explanation of customer reviews, the higher the decision to buy fashion products on Shopee e-commerce

5. Coefficient of Determination (R²)

Table 7

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861 ^a	.741	.735	1.79210

a. Predictors: (Constant), UP.Total, PH.Total, KM.Total

b. Dependent Variable: KP.Total

Source: Data Processed Using SPSS (2023)

Based on the results above, it shows that the coefficient of determination obtained by the number R² (R Square) is 0.741. This means that the variable price perception, brand trust, and customer reviews on purchasing decisions is 74.1%, while the remaining 25.9% is explained by other variables not examined.

6. T- Test

Table 8

**Partial Test (T- Test)
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.491	1.538		-.969	.334	
	PH.Total	.253	.073	.199	3.472	.001	.623
	KM.Total	.835	.087	.573	9.550	.000	.570
	UP.Total	.152	.041	.222	3.754	.000	.589

a. Dependent Variable: KP.Total

Source: Data Processed Using SPSS (2023)

1. Testing the Price Perception Hypothesis on Purchasing Decisions Based on the calculation results in table 4.8 it can be seen that the value of tcount (3.472) > ttable (0.1723), then Ho is rejected and H1 is accepted, meaning that price perception has a positive and significant effect on purchasing decisions

2. Testing the Brand Trust Hypothesis on Purchasing Decisions Based on the calculation results in table 4.8 it can be seen that the value of t count (9.550) > t table (0.1723), then H_0 is rejected and H_2 is accepted, meaning that price discounts have a positive and significant effect on purchasing decisions.
3. Hypothesis Testing of Customer Reviews on Purchasing Decisions Based on the calculation results in table 4.8 it can be seen that the value of t count (39.754) > t table (0.1723), then H_0 is rejected and H_3 is accepted, meaning that price discounts have a positive and significant effect on purchasing decisions.

CONCLUSION

Based on the research results, the following conclusions can be obtained: The purpose of this study was to determine and analyze the effect of perceived price, brand trust and customer reviews on purchasing decisions for fashion products at Shopee e-commerce in eastern Medan. The hypothesis in this study is that price perception has a positive and significant effect on purchasing decisions, brand trust has a positive and significant effect, and customer reviews have a positive and significant effect on purchasing decisions for fashion products on e-commerce Shopee in eastern Medan. The number of samples used in this study were 130 respondents who use fashion products at Shopee e-commerce in eastern Medan and used the multiple linear regression analysis method. The results of his research are price perception, brand trust and customer reviews that have a positive and significant effect on purchasing decisions.

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