

The Influence of Promotion, Price, and Product on Online Purchasing Decisions

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Abstract

This study aims to determine whether promotion, price and product have a significant effect on online purchasing decisions. The method used is a quantitative method. The population used in this study was 100 people who had purchased products online and the sampling technique used purposive random sampling. Data analysis techniques in this study were classical assumption tests, multiple linear regression, and hypothesis tests. The results of the research that have been carried out can be concluded that partially the promotion value (t count $>$ t table $3.679 > 1.985$), price (t count $>$ t table $(3.679 > 1.985)$, product (t count $>$ t table $2.547 > 1.9845$) have a significant effect on online purchasing decisions while simultaneously promotion, price, product (F count $>$ F table $37.677 > 2.31$) have a significant effect on online purchasing decisions.

Kata Kunci:

Promosi, Harga;
Produk; Keputusan
Pembelian

Abstract

Penelitian ini bertujuan untuk mengetahui apakah promosi, harga dan produk berpengaruh signifikan terhadap keputusan pembelian online. Metode yang digunakan adalah metode kuantitatif. Populasi yang digunakan dalam penelitian ini sebanyak 100 orang yang pernah melakukan pembelian produk secara online dan teknik pengambilan sampel menggunakan purposive random sampling. Teknik analisis data dalam penelitian ini adalah uji asumsi klasik, regresi linier berganda, dan uji hipotesis. Hasil penelitian yang telah dilakukan dapat disimpulkan bahwa secara parsial nilai promosi (t hitung $>$ t tabel $3,679 > 1,985$), harga (t hitung $>$ t tabel $(3,679 > 1,985)$, produk (t hitung $>$ t tabel $2,547 > 1,9845$) berpengaruh signifikan terhadap keputusan pembelian online sedangkan secara simultan promosi, harga, produk (F hitung $>$ F tabel $37,677 > 2,31$) berpengaruh signifikan terhadap keputusan pembelian online.

INTRODUCTION

Development technology and communication moment this is very developed with fast especially the internet. Development internet technology has change various aspect life humans, so that No amazed moment this internet has become need main besides need food, clothing and shelter for some people especially in the area urban. Internet now This No only used For communication but also for doing business , working, resources learn, order transportation, ordering food and even For buy goods online. In five years lastly , user technology information and communication (ICT) in Indonesia shows rapid development . Development a number of indicator the use of ICT in Indonesia shows that ICT developments are visible rapidly among internet users House stairs that reach figure of 78.18 percent. Growth internet usage in House ladder This followed by growth residents who use telephone mobile in 2020 reached 62.84 percent. Based on survey Association Indonesian Internet Service Providers (APJII) period 2019-2nd quarter 2020, the number of internet users in Indonesia up to second quarter of 2020 rose to 73.7 percent from Indonesia's population number This equivalent with 196.7 million internet users with population 266.9 million soul (Apjii, 2020). Improvement amount internet users in Indonesia continue to grow increase from 2020 to beginning in 2021 reached 202.6 million soul. This is caused by several factors , one of which is height users telephone Mobile in Indonesia where public more Lots using online. besides there are also many traditional shops that are closed make consumer switch do purchase online, so that public more Lots choose For fulfil need as well as desire they with shop online in marketplaces or e-commerce.

E-Commerce is a process of buying and selling products in a way electronics by consumers and from company to company with computer as intermediary transaction business (Pradana, 2016). E-commerce or also called trade electronic is related activities with purchasing , sales , marketing goods or service with utilise system electronic such as the internet and network Computers . The development of e-commerce in Indonesia Keep going increase from years previously. Hidranto, (2021) on one of the online news sites indonesia.go.id on February 23, 2021, it contained news entitled " E-Commerce Business is Increasingly Savory ". According to the news site said , it is said that e-commerce business in Indonesia the more promising . Business trade digital- based projected grew 33.2 percent from 2020 which reached IDR 253 trillion to Rp. 337 trillion in the year this . This thing put forward directly by the Governor of Bank Indonesia Perry Warjiyo in A virtual discussion, Friday (22/1/2021). News about development the can seen with the number of e-commerce sites currently This dominate the Indonesian market. There are Lots The type of e-commerce that is developing in Indonesia. Marketplace type e-commerce is a type of e-commerce that is very developed in Indonesia.

E-commerce platforms in Indonesia include Tokopedia, Bukalapak, Shopee, Lazada, Blibli, JD.ID, Zalora, and more . There are many e-commerce platforms in Indonesia. make competition between company become more tight, so that every company try compete with offer excess with show comfort in shopping, selecting quality, providing good service, convenience for users and the benefits they get from e-commerce . The marketplaces in

Indonesia do not only can access using the website only, will but can accessible through Android and iOS based mobile applications that can be installed via Play Store or app store .

Based on report latest, IPrice return updating the Indonesian E-Commerce Map data for third quarter of 2021. Based on amount monthly website visitors, Tokopedia is ranked First with amount website visitors reached 158 million every the month , then , in position second occupied by Shopee with 134.4 million visits , Bukalapak on the ranking third with amount 30 million monthly website visitors, Lazada follows with 28 million visits and Blibli follows in the rankings fifth with amount 16 million monthly website visitors . Although from aspect Shopee traffic is in 2nd place in terms of average volume visit monthly 134.4 million in the third quarter of 2021 but number This increased by 5.8% from quarter previously as many as 127 million . Shopee in general consistent occupy ranking First as application number 1 online shopping in Indonesia with total number of downloads the most on the Play Store and App Store since 4th quarter of 2018. In the 3rd quarter of 2021, Shopee also survived as e-commerce with popularity highest on social media Instagram and Facebook . Shopee has a total of followers reached 8 million followers, this This make Shopee as a favorite e-commerce public Indonesia based on popularity on social media (Apjii, 2021).

On one of the news sites id.techinasia.com contains news The article titled "Shopee Earns IDR 73 Trillion in Revenue in 2021, Soaring 136 Percent" explains that Shopee recorded accumulation mark purchase or gross merchandise value (GMV) of US\$62.5 billion (around Rp. 899 trillion) during 2021. This figure increased by 76.8 percent compared to year previously , which only worth US\$35.4 million (around Rp. 509 trillion). Quoting from report According to its financial results released in early March, Shopee's revenue throughout 2021 grew by 136.4 percent. from year then , to US\$5.1 billion (around Rp. 73.3 trillion). Order value or gross orders also increased by 116.5 percent to 6.1 billion transactions . Although record positive performance , in general the entire Sea Group recorded make a loss clean up to US\$ 2.04 billion in 2021. Losses increased by 25.8 percent from year then , who is able pressed at US \$1.62 billion (Mujahid Fidinillah, 2022).

From the rise amount sales on e-commerce Shopee show existence behavior consumer to decision purchase through Shopee e-commerce. Behavior consumer is something that underlies consumer For make decision in purchase. (Firmansyah, 2018) state that behavior consumer is a related process close with the purchasing process, where at the time That consumer do activity like do search, research, and evaluation products and services . Buying decision is one of the component main from behavior consumers. Purchasing decisions is A approach settlement problems with activities man For buy something goods or service in fulfil desires and needs which consist of from introduction needs and wants, search information, evaluation to alternative purchase , decision purchases and behavior in demand after purchase . Buying decision is actions taken by consumers before buy or use products and services (Agatha, 2018).

Many interesting factors consumer in taking decision purchase online . Consumer decisions in purchase explain that behavior consumer No only influenced by characteristics consumer just but also can influenced by the mix marketing that includes product , price ,

distribution , and promotion (Riyono & Budiharja, 2016). One of the interesting things consumer in do decision purchase is from aspect products offered. (Firmansyah, 2019) Product is something that can offered to the market for noticed , used , owned , or consumed so that can satisfying desire or needs . Of course can concluded If products offered quality Good so consumer will take decision purchase to product in order to fulfill his needs . Price is one of the factor important things that can interesting consumer in shopping . Consumers moment this is very sensitive to price something product . Many people in choose goods based on affordable prices with good quality . In law the request is also explained if price down so request will something goods go up the other way around if the price goes up then request will something goods decreased. (Tjiptono, 2014) mention that price is the only one element mix marketing that provides income or income for company .

Apart from the factors price in taking decision Online purchases are also available factor promotion. (Tjiptono Novianti & Sulivyo, 2011) also said promotion is element mix marketing that focuses on efforts inform , persuade , and remind return consumer will brands and products company. Promotion is methods used by the company as a marketing strategy , promotion become Power pull For interesting interest public in consume something goods. If the promotion active done so will influence the increase level sales , but on the contrary If promotion decrease will resulting in a decline sales. With thus promotion must the more intensive done so that will influence consumer in decide purchase. This is in harmony with results study from (Katrin, 2006) which shows that promotion influential to decision purchases . The more tall and attractive promotions carried out by the company so will the more high purchasing decision in do selection and subscription to products or service the .

Things that become consideration consumer in purchase online , namely cost fare send . Consumer often complain expensive cost fare send , and often the shipping costs are more expensive than the product purchased . So that Shopee at the beginning its emergence offer free shipping system throughout Indonesia with claim voucher provided . This make public interested and looking for information that ultimately cause decision online purchases . In research asiyah Shipping price or fare Send relate with decision purchase Because consumer will compare price before buy , there is Lots choice service Send with fare Send different generally fare Send followed with quality service and speed delivery If quality service and speed delivery Good so the price offered will more tall .

Other factors that can influence consumer shopping online besides because it's free shipping that is system payment / method easy payment . With existence method easy , safe , and reliable payments and avoid from fraud make public No worry when want to shop online first when there is diverse type method payments that can be made used .

Based on information obtained from results questionnaire while the spread that respondents in a way general answer that factor price is the most dominant influence respondents / students shopping in online stores as much as 25. Factors that are close to dominant that is products and free shipping as many as 14 promotions as many as 9. Meanwhile factor the lowest that can be influence decision purchase student that is system payment as many as 7.

From the spread questionnaire to a number of student found a number of problem that is many Hamzanwadi University students who are more interested online shopping at Shopee than other online stores and local stores around . Some student state reason prices offered by shopee Far more cheap and affordable than local shops around . Products sold The same with local stores around However choice products offered Shopee Far more various . Preferred payment methods student that is COD service , because with student COD service can anticipate If goods No until , but No all stores on Shopee provide COD service .Based on background on researchers feel interested For do study about influence promotion , price , product , against decision purchase online . It is hoped that results study This can help in optimize opportunities that exist in the online market as well as increase Power competition they are in the middle increasing competition strict .

METHODS

Study This use approach quantitative For explore influence Promotion , Price, Product On Purchasing Decisions Online . Here is details methodology that will be used in study this . Research This use design survey quantitative For collect data from relevant respondents . Approach This chosen Because allows researchers For measure connection between variables studied with more samples large and representative population in study This is consumers who do purchase online in East Lombok.

Samples taken use purposive sampling method , where respondents chosen based on criteria certain , namely 18 years old to above , ever do online purchases Using social media or e-commerce platform for look for information product . Amount planned sample is 100 respondents . Data is collected use distributed questionnaires online . The analysis techniques used includes validity and reliability tests , assumption tests classic , analysis multiple linear regression , hypothesis testing using SPSS 20.

RESULTS AND DISCUSSION

Significance Test Partial (t-test)

The t-test was performed For know whether variables independent that is promotion (X1), price (X2), product (X3) in general partial or influential individuals significant to variables dependent that is decision purchase online (Y). Basis for taking decision that is if t count > t table or mark significance < 0.05 then variables independent influential significant to variables dependent . Table t value obtained from $\alpha = 5 \% : 2 = 2.5\%$ (two- sided test) with degrees freedom (df) = $n - k - 1$ or $100 - 5 - 1 = 94$ (n is the amount sample and k is amount variables independent). So that obtained t- table value of 1,985. The following results from the t-test as following :

Table 1. T-Test Results

Variables Independent	t count	sig.	t table	Information
Promotion (X3)	2,916	0.004	1,985	Significant
Price (X2)	3,679	0,000	1,985	Significant
Product (X1)	2,547	0.025	1,985	Significant

Source : SPSS Processed Data

Based on table 1 above can described a number of matter as following :

On the variable promotion (X1), calculated t value $> t$ table ($3.679 > 1.985$) and sig value $. < 0.05$ ($0.004 < 0.05$) then can concluded that variables promotion (X3) in partial influential significant to variables decision purchases (Y) so that H_a is received .

On the variable price (X2), calculated t value $> t$ table ($3.679 > 1.985$) and sig. value < 0.05 ($0.000 < 0.05$) then can concluded that variables price (X2) in partial influential significant to variables decision purchases (Y) so that H_a is received . On the variable product (X3), calculated t value $> t$ table ($2.547 > 1.9845$) and sig. value < 0.05 ($0.025 < 0.05$) then can concluded that variables product (X1) in partial influential significant to variables decision purchase (Y); so H_a is accepted .

Testing In a way Simultaneous (F Test)

F test is performed For test whether in a way simultaneous variables Promotion (X1), Price (X2), Product (X3) in simultaneous or together influential significant to variables dependent that is decision purchase online (Y). Basis for taking decision that is if F count $> F$ table and if sig. value $< \alpha$ (0.05) then variables independent influential significant to variables dependent , so H_0 is rejected and H_a is accepted . The F value of the table obtained from df 1 = total variable - 1 or $6 - 1 = 5$ and df 2 = $n - k - 1$ or $100 - 5 - 1 = 94$ (where n is amount sample and k is amount variables independent) so that obtained F table value of 2.31.

Table 2. Results of the ANOVA F Test b

Model	Sum of Squares	Df	Mean Square		
				F	Sig.
Regression	499,300	5	99,860	37,677	.000 a
Residual	249,140	94	2,650		
Total	748,440	99			

Source : SPSS Processed Data

Based on table 2 above can known that sig. value $< \alpha$ ($0.000 < 0.05$) and the calculated F value $> F$ table ($37.677 > 2.31$ (obtained from F table) then can concluded that H_a is accepted . This also means that variables promotion (X1), price (X2), product (X3) in general together or simultaneous influential to decision purchase (Y). Then For show How many percent of Purchase Decisions (Y) that can be obtained explained by the variables freedom can seen in table 3 below This :

Table 3. Values of the Coefficients Determination , Coefficient Correlation , and Standard Error of Estimate of the Analysis Results Regression

Model	R	Square	Adjusted	R	Std. Error of the
			Square	Estimate	
1	.817a	.667	.649	1.62801	

Source : SPSS Processed Data

From table 3 above can be seen Adjusted R Square coefficient because in study This use more of two variables free . It is known size Adjusted R Square coefficient is 0.649. This is means that influence variables free to variables bound by 64.9%, while the rest 35.1 % is influenced by other variables that are not observed in study This

DISCUSSION

Influence Promotion On Purchasing Decisions Product By online

Based on t-test results (in terms of partial) variable promotion (X1), calculated t value $> t$ table ($3.679 > 1.985$) and sig value $. < 0.05$ ($0.004 < 0.05$) then can concluded that variables Promotion (X3) in partial influential significant to variables decision purchase (Y) so that hypothesis Ha is accepted . This is due to consumer or candidate buyer know Shopee with see attractive advertisements placed on television , social media, other websites/internet sites so that everyone can see and more easy For visited . Promotions carried out by the party Shopee is one of them with do promotion through artists, influencers, celebrities so that interesting interest consumer For shopping at online stores. The advertisements offered that is convenience , security and benefits shopping at online stores, such as existence Discounts , Cashback, Free Shipping , Paylater , COD etc. So that Installation advertising is very important For interesting attention consumer For do purchase by online.

Lupiyoadi, 2013) define that promotion is something activities carried out by the company with communicate benefits / uses product as tool For influence consumer in activity purchase or use service in accordance with need.

Firmansyah, (2019) state promotion is type communication that gives convincing explanation candidate consumer about goods and services . Basically promotion is one of the intended activities For convey information products produced company to the target market For give information about privileges , uses , and most importantly is its existence , so that can influence consumer For buy product the .

Study This in line with research conducted by (Fahrevi, S. R., & Satrio, B., 2018) which said that Promotion influential significant to decision purchase online . This is means the more big mark from promotion so the more high decision purchase online at online stores.

Price on Purchasing Decisions Product By online

Based on the t-test (partial) variable price (X2), calculated t value $> t$ table ($3.679 > 1.985$) and sig. value < 0.05 ($0.000 < 0.05$) then can concluded that variables price (X2) in partial influential significant to variables decision purchase (Y) so that can concluded that hypothesis Ha is accepted . This is caused by Because consumer feel products sold on Shopee own varying prices start from cheap price until with the expensive one. With so consumer Can adapt purchased products based on the desired price and usually price in online stores more cheap compared to with offline stores this is also a lot interesting users Shopee For shopping

Swastha, (2007) mention that price is a number of exchanged value consumer with benefit from own or using the value determined by the buyer and seller through bid bargain or determined by the seller For One same price to all buyer . Price has role important in marketing, because price can influence decision consumer in buy products and also affect profits manufacturers. Prices also become consideration consumer in buy goods, so that need consideration in determine price product. Selling price something goods or service determined by cost production issued added with percentage desired benefits .

Price affects decision consumer in do purchases, the more tall price so decision purchase the more low , on the contrary If price low decision purchase changed the more tall (Kotler & Amstrong, 2001). This is supported by research conducted (Cahaya, Y. F., & Soimaturrohmah, S., 2021) which states that price own significant influence to decision purchase.

Product On Purchasing Decisions Product By online

Based on t-test results (in terms of partial) variable product show calculated t value $> t$ table ($2.547 > 1.9845$ and sig. value < 0.05 ($0.025 < 0.05$) which means variables product (X1) in partial influential significant to variables decision purchase (Y) so that Ha is accepted . This caused by Because The products sold on Shopee are very diverse with various type category so that consumer can more easy choose and compare something products that will be purchased . In addition to the variety of products offered in online stores , the quality the items sold are also very good seen with There are many local brands in Shopee Mall that are not lost with quality products sold in other offline stores .

Nehe et. al., (2021) also mentioned that product is all something that can offered to the market for get attention , purchased , used or consumed, which can fulfil need or desire consumers. Products is all something that can offered manufacturer For can noticed, requested, sought, purchased, used or consumed by the market as tool For can fulfil need or the wishes of the relevant market(Tjiptono, 2015).

Buying decision is A approach settlement problems with activities man For buy something goods or service in fulfil desires and needs which consist of from introduction needs and wants, search information, evaluation to alternative purchase , decision purchases and behavior in demand after purchase (Swastha, 2017).

Swastha & Handoko, 2012) disclose that decision purchase about type product. Consumer can take decision For buy A goods or service when consumer the consider product That required. Quality products provided company is the right strategy For interesting attention consumers. This is supported by research conducted by (Ariella, I. R., 2018) which states that product own influence to decision purchase.

CONCLUSION

Based on results research that has been done can concluded that In a way partial mark promotion (t count $> t$ table $3.679 > 1.985$), price (t count $> t$ table $(3.679 > 1.985)$), product

(t count > t table 2.547 > 1.9845) has an effect significant to decision purchase online while In a way simultaneous promotion , price , product (F count > F table 37.677 > 2.31) have an effect significant to decision purchase by online

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