RESEARCH ARTICLE

Determinants of Purchasing Decisions for the Erigo Brand on the Shopee Application

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Abstract

This study aims to describe and analyze the effect of price and product quality on purchasing decisions of Erigo fashion products on the Shopee application, both partially and simultaneously. This research employed a survey approach using descriptive and quantitative methods. Data were collected through questionnaires distributed to 50 students of the Institut Bisnis dan Informatika Kosgoro 1957 and analyzed using SPSS version 26. The validity test results indicate that all questionnaire items have Corrected Item–Total Correlation (CITC) values above 0.30, while the reliability test results show that the Cronbach's Alpha values for all variables are greater than 0.60, indicating that the research instruments are valid and reliable. Descriptive analysis results show that the price variable has the highest score of 211, reflected by the discount or promotion dimension with the indicator of discounted price and promotion. The product quality variable also records the highest score of 211, reflected by the feature dimension with the indicator of features that facilitate ease of use, while the lowest score is found in the durability indicator at 181. For the purchasing decision variable, the highest score of 218 is reflected by the information search dimension with the indicator of pre-purchase information-seeking activity. Hypothesis testing results reveal that price has a positive and significant effect on purchasing decisions, as indicated by a t-value of 6.099, which is greater than the t-table value of 2.012. Product quality also shows a positive and significant effect with a t-value of 2.256, which is greater than the t-table value of 2.012. Simultaneously, price and product quality have a significant effect on purchasing decisions, as indicated by an F-value of 112.410, which is greater than the F-table value of 3.20, and a coefficient of determination (R^2) of 0.845, meaning that 84.5% of the variation in purchasing decisions can be explained by price and product quality. Therefore, the purchasing decisions of students toward Erigo products on Shopee are primarily influenced by competitive pricing through promotional programs and product quality reflected in ease-of-use features, although product durability still needs improvement.

Keywords
Price; Product Quality; Purchasing Decision; Shopee; E-commerce.

1 | INTRODUCTION

Digital transformation has driven fundamental changes in consumer behavior, particularly in shopping activities that have shifted from conventional patterns to digital-based e-commerce platforms. Advances in information technology, increased internet penetration, and the widespread use of smartphones have created a digital ecosystem that enables consumers to access products and services quickly, efficiently, and flexibly. This phenomenon is not limited to developed countries but has also grown rapidly in developing countries such as Indonesia, where e-commerce has become an integral part of daily life, especially among younger generations with high levels of digital literacy. Globally, the e-commerce industry faces increasingly intense competition due to the presence of major platforms such as Amazon, Alibaba, and eBay, which continuously innovate in marketing strategies, pricing policies, and service quality enhancement. One of the main challenges faced by e-commerce providers is maintaining a balance between offering competitive prices and ensuring product quality that meets consumer expectations. Digital consumers tend to be price-sensitive while simultaneously demanding high product quality, given their limited ability to conduct physical evaluations prior to purchase.

In Indonesia, Shopee is one of the e-commerce platforms that has demonstrated significant growth since its launch in 2015. Various innovations, such as free shipping, cashback, flash sales, and convenient payment systems, have positioned Shopee as the marketplace with the highest usage rate compared to its competitors. According to a Jakpat survey conducted in the first semester of 2022, Shopee was recorded as the most popular e-commerce platform in Indonesia, with a usage rate of 77% of respondents, indicating strong and consistent market dominance. Shopee's competitive advantage is also reflected in the dominance of the fashion and accessories category, which constitutes nearly half of total transactions on the platform. This condition illustrates the high level of consumer interest in fashion products offered through digital marketplaces. Competitive pricing, intensive promotional strategies, and a wide variety of brands are the primary drivers of demand in this category. However, despite high consumer interest, issues related to product quality remain a critical concern in the e-commerce context. One prominent local brand in Shopee's fashion category is Erigo. This brand has successfully positioned itself as a locally rooted fashion brand with global competitiveness through aggressive digital marketing strategies, extensive use of social media, and collaborations with well-known public figures and influencers. Erigo's success in attracting the youth segment indicates that pricing strategies and product quality play a crucial role in shaping consumer purchasing decisions on e-commerce platforms. Although Shopee is widely recognized for its attractive pricing strategies, several studies and surveys have highlighted persistent issues related to product quality on the platform. An Ipsos survey conducted in January 2022 revealed that consumer perceptions of product quality on Shopee were still lower compared to Tokopedia. In addition, consumer complaints regarding discrepancies between product descriptions and actual items received, as well as concerns about product durability, are frequently reported. These conditions suggest that low prices alone may not be sufficient to drive purchasing decisions if they are not accompanied by adequate product quality.

From an academic perspective, previous studies examining the influence of price and product quality on purchasing decisions have produced mixed findings. Several studies have found that price has a positive and significant effect on purchasing decisions (Nasution et al., 2020; Marpaung et al., 2021), while other studies have reported that price does not significantly influence purchasing decisions (Eltonia & Hayuningtias, 2021). Similarly, research on product quality has yielded inconsistent results, with some studies indicating a significant effect on purchasing decisions (Nafisah & Santoso, 2022; Sani et al., 2022), while others have found no significant relationship (Marlius & Putra, 2022). These inconsistencies highlight a research gap that warrants further investigation, particularly in the context of young consumers in higher education institutions who possess distinctive characteristics, such as limited financial resources, high levels of digital literacy, and rational decision-making tendencies based on perceived value. Students of Institut Bisnis dan Informatika Kosgoro 1957 represent an active user group of the Shopee application with varying levels of purchase frequency, making them a relevant population for examining the factors influencing purchasing decisions. Based on empirical phenomena and gaps in previous research findings, this study is important to further analyze the influence of price and product quality on purchasing decisions within the Shopee application. The findings of this study are expected to contribute theoretically to the development of consumer behavior research in the digital era and provide practical implications for e-commerce practitioners in formulating marketing strategies that balance competitive pricing with product quality.
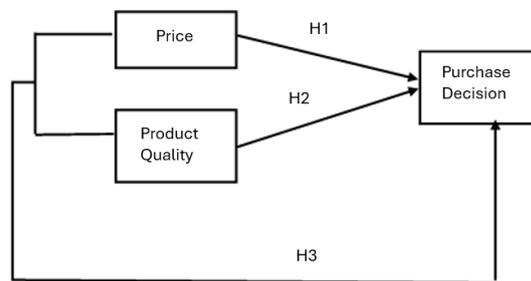
Figure 1. Research Framework

Based on the theoretical explanations and empirical findings discussed previously, the research framework is developed to examine the relationships among the variables. Accordingly, the hypotheses of this study are formulated as follows.

H1: There is a presumed effect of Price (X1) on Purchase Decision (Y).

H2: There is a presumed effect of Product Quality (X2) on Purchase Decision (Y).

H3: There is a presumed simultaneous effect of Price (X1) and Product Quality (X2) on Purchase Decision (Y).

2 | BACKGROUND THEORY

Price refers to the amount of value that consumers must pay to obtain a product or service and is often a primary consideration in purchasing decisions, particularly on e-commerce platforms. Competitive pricing can increase product attractiveness and encourage consumers to make purchase decisions (Kotler & Keller, 2016). In the context of online shopping, price transparency and the ease of comparing prices among sellers make consumers increasingly sensitive to price changes (Nasution *et al.*, 2020). Previous studies have shown that price has a positive and significant effect on purchasing decisions on the Shopee marketplace (Nafisah & Santoso, 2022; Syabani *et al.*, 2024). These findings indicate that pricing strategies, including discounts and promotional offers, play a crucial role in influencing consumer behavior.

Product quality is defined as a product's ability to perform its functions, including durability, reliability, conformity to specifications, features, and design (Kotler & Keller, 2016). High product quality enhances consumer satisfaction and forms positive brand perceptions. In e-commerce transactions, product quality becomes a critical factor because consumers cannot physically inspect or try products before purchasing. Therefore, the consistency between product descriptions and consumer expectations strongly determines purchasing decisions (Marlius & Putra, 2022). Several studies have found that product quality significantly influences purchasing decisions for fashion products in online marketplaces (Nasution *et al.*, 2020; Rohana *et al.*, 2023).

A purchase decision is the process by which consumers select a product after going through stages of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Keller, 2016). This decision is influenced by various internal and external factors. In online shopping contexts, purchasing decisions are affected by price, product quality, trust, ease of application use, and consumer reviews (Cesariana *et al.*, 2022). As digital consumers, students tend to conduct intensive information searches before making purchasing decisions in order to minimize perceived risk (Nafisah & Santoso, 2022).

3 | METHOD

This study employs a quantitative approach with a descriptive and causal associative research design, aiming to examine and analyze the effects of price (X1) and product quality (X2) on purchasing decisions (Y) of Erigo fashion products on the Shopee application. The descriptive approach is used to describe the characteristics of the research variables, while the causal associative approach is applied to test cause-and-effect relationships among variables. The research was conducted among students of Institut Bisnis dan Informatika Kosgoro 1957 who actively use the Shopee application. The study period ranged from October 2024 to July 2025. Students were selected as research subjects because they represent digital consumers who intensively use e-commerce platforms and tend to consider price and product quality when making purchasing decisions.

The data used in this study consist of primary and secondary data. Primary data were collected through an online questionnaire distributed via Google Forms, using a five-point Likert scale (1–5). Secondary data were obtained from supporting literature, including textbooks, national and international scientific journals, scholarly articles, and relevant publications related to e-commerce, pricing, product quality, and consumer behavior. The

population of this study comprised 136 students from the 2021 cohort of the Management Study Program at IBI Kosgoro 1957. A purposive sampling technique was employed, with the following criteria: (1) active students of the 2021 Management Study Program cohort, (2) having made at least two purchases through the Shopee application within the last two months, and (3) possessing an active Shopee account and conducting transactions independently. Based on these criteria, 50 respondents were selected as the research sample.

The research instrument was tested for quality through validity and reliability tests. Validity testing was conducted by examining the Corrected Item–Total Correlation (CITC) values, with a minimum threshold of 0.30, while reliability testing was performed using Cronbach's Alpha with a minimum threshold of 0.60. The test results indicated that all questionnaire items were valid and reliable, confirming that the instrument was suitable for further analysis. Data analysis was carried out using SPSS version 26. The analysis stages included descriptive statistical analysis to describe respondents' response tendencies, classical assumption tests consisting of normality, multicollinearity, heteroscedasticity, and autocorrelation tests, as well as multiple linear regression analysis to examine the effects of price and product quality on purchasing decisions. Hypothesis testing was conducted using the t-test to assess the partial effects of each independent variable and the F-test to evaluate their simultaneous effects on the dependent variable. In addition, the coefficient of determination was used to measure the contribution of price and product quality in explaining variations in purchasing decisions. All statistical tests were conducted at a significance level of 5%.

4 | RESULTS AND DISCUSSION

4.1 Results

Validity and reliability tests were conducted to ensure that the research instrument was capable of measuring the research variables accurately and consistently. The validity test was carried out by examining the Corrected Item–Total Correlation (CITC) values, where a statement item is considered valid if it has a CITC value greater than 0.30. Meanwhile, the reliability test was performed by assessing Cronbach's Alpha values, in which a variable is considered reliable if the value exceeds 0.60. The results of the validity and reliability tests indicate that all statement items have CITC values above 0.30, confirming that all items are valid. In addition, the reliability test results show Cronbach's Alpha values greater than 0.60 for all variables, indicating that the research instrument is reliable. The results of the validity and reliability tests are presented in Table 1.

Table 1. Validity and Reliability Analysis Results

Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1_1	44.60	70.204	.820	.942
x1_2	44.80	72.082	.679	.947
x1_3	44.72	70.451	.811	.942
x1_4	44.54	69.029	.738	.945
x2_1	44.86	70.776	.782	.943
x2_2	45.14	73.429	.626	.948
x2_3	44.54	70.988	.811	.942
x2_4	44.90	69.847	.810	.942
y1_1	44.64	71.704	.711	.946
y1_2	44.40	71.429	.727	.945
y1_3	44.44	70.415	.803	.943
y1_4	44.78	69.604	.779	.943

Based on the results of the questionnaires distributed to students of IBI Kosgoro 1957, the analysis shows that the highest score for the price variable (X1) is reflected in the discount or promotion dimension, specifically the discount and promotional price indicator, with a score of 211. Meanwhile, the product quality variable (X2) achieved its highest score in the feature dimension, particularly the indicator stating that features facilitate ease of use, also with a score of 211. Furthermore, the purchasing decision variable (Y) recorded the highest score in the information search dimension, reflected by the indicator of information-seeking activities prior to purchase, with a score of 218. These results are presented in the table below.

Table 2. Analysis of Variables, Dimensions, and Indicator Measurements

No	Variable	Dimension	Indicator	Statement	Score
1	Price (X1)	Price Affordability	Affordable Price	The product prices on Shopee are affordable and match my financial capability.	208
		Price–Quality Ratio	Price Suitability with Quality	The prices of products I purchase on Shopee are in accordance with the quality I receive.	198
		Competitive Pricing	Price Competitiveness	Discounts and promotions on Shopee encourage me to purchase products.	202
		Price Discounts	Discounted and Promotional Prices	Product prices on Shopee are more competitive compared to other marketplaces.	211
2	Product Quality (X2)	Reliability	Product Reliability	The products I purchase on Shopee have a good level of reliability.	195
		Durability	Product Durability	The products I purchase on Shopee are durable and not easily damaged.	181
		Features	Ease of Use	Shopee's features make it easier for me to find the products I need.	211
		Conformance to Specifications	Product Matches Description	The products I purchase on Shopee match the descriptions provided.	193
3	Purchase Decision (Y)	Need Recognition	Awareness of Needs	I purchase products on Shopee based on my needs.	206
		Information Search	Pre-purchase Information Search	I search for information about products on Shopee before deciding to buy.	218
		Purchase Decision	Comparing Alternatives	I purchase products on Shopee after comparing them with other products.	216
		Post-Purchase Behavior	Satisfaction and Repurchase Intention	I am satisfied after purchasing products on Shopee and intend to repurchase.	208

The findings of this study indicate that price has a positive and significant effect on purchasing decisions for Erigo products on Shopee. This is evidenced by a t-value of 6.099, which is greater than the t-table value of 2.012. The effect of price is primarily reflected in the discount and promotion dimension, with the indicator of discounted and promotional prices obtaining the highest score of 211. This result suggests that promotional pricing serves as the main factor encouraging students to make purchasing decisions. Product quality also shows a positive and significant effect on purchasing decisions, as indicated by a t-value of 2.256, which exceeds the t-table value of 2.012. This effect is reflected in the feature dimension, particularly the indicator stating that features facilitate ease of use, which achieved a score of 211. In contrast, the durability indicator recorded the lowest score of 181. These findings suggest that while students pay close attention to product suitability and ease of use, concerns remain regarding the durability of the products.

For the purchasing decision variable, the highest score was observed in the information search dimension, specifically the indicator of pre-purchase information-seeking activities, with a score of 218. This result confirms that students tend to actively search for information and compare products before making purchasing decisions. Simultaneously, price and product quality have a significant effect on purchasing decisions, as shown by an F-value of 112.410, which is greater than the F-table value of 3.20, and an R^2 value of 0.845. This indicates that 84.5% of the variation in purchasing decisions can be explained by price and product quality, while the remaining 15.5% is influenced by other factors not included in the model. Therefore, it can be concluded that students' purchasing decisions regarding Erigo products on Shopee are predominantly influenced by competitive pricing strategies through promotions and by product quality that meets consumer expectations, although improvements in product durability are still required.

4.2 Discussion

The validity and reliability tests conducted indicate that the research instrument is capable of measuring the variables accurately and consistently. The Corrected Item-Total Correlation (CITC) values for all statement items exceeded the threshold of 0.30, confirming the validity of the instrument. Additionally, the Cronbach's Alpha values for all variables were above 0.60, demonstrating that the instrument is reliable. These results align with Septyadi *et al.* (2022), who emphasized the importance of instrument reliability to ensure consistent and accurate results in studies involving consumer behavior. Therefore, the instrument used in this study is considered valid and reliable for analyzing the relationships between price, product quality, and purchasing decisions.

The analysis of the price variable showed that the discount and promotional price dimension received the highest

score of 211. This indicates that students are highly responsive to pricing strategies, particularly those related to discounts and promotions. This finding is consistent with Adrianto (2021), who found that promotional offers significantly influence consumer purchasing decisions, especially on e-commerce platforms like Shopee. Discounts and promotional pricing serve as the main factor driving students' purchasing decisions, which is also supported by Dwi Astutik (2021) and Syabani *et al*. (2024), who emphasized the role of competitive pricing strategies in influencing consumer purchase behavior online. Although affordable prices scored highly, the Price-Quality Ratio dimension (the alignment of price with quality) received a slightly lower score of 198. This suggests that while students want competitive prices, they also expect the prices to be in line with the quality of the product. This finding reinforces Aini *et al*. (2022), who highlighted the importance of price-quality alignment in influencing purchasing decisions in digital markets.

For the product quality variable, the highest score was observed in the feature dimension, particularly the indicator that the product features facilitate ease of use, with a score of 211. This indicates that students place significant importance on how easy the product is to use when making their purchasing decisions. This finding is consistent with Damanik *et al*. (2023), who stated that product features and usability play a crucial role in influencing consumer satisfaction when shopping online. The ease of finding and purchasing products on Shopee becomes a critical factor for consumers in making purchasing decisions. However, the durability indicator received the lowest score of 181, indicating that although students highly value features and the alignment of the product with descriptions, durability remains a key concern. This finding aligns with Sani *et al*. (2022), who noted that consumers are often concerned about the durability of fashion products purchased online. Therefore, while consumers value convenience and product suitability, product durability is still an aspect that needs to be addressed by sellers to increase consumer confidence.

The purchase decision variable showed the highest score in the information search dimension, with a score of 218 for pre-purchase information-seeking activities. This indicates that students tend to actively search for information before making their purchasing decisions. They want to ensure the quality of the products they are about to buy, which leads them to compare products and gather information first. This finding supports Cesariana *et al*. (2022), who revealed that digital consumers, especially students, engage in intensive information searches to reduce the perceived risks associated with online shopping. This is also in line with Nafisah and Santoso (2022), who found that information search is an important step in reducing uncertainty in purchasing decisions. In the digital age, consumers have easy access to vast amounts of information through the internet, and they are increasingly relying on reviews, product ratings, and other information provided by e-commerce platforms and other consumers. Therefore, e-commerce platforms need to ensure that product information is provided comprehensively and clearly, as this helps consumers feel more confident when making purchasing decisions.

Statistical analysis reveals that price has a positive and significant effect on purchasing decisions for Erigo products on Shopee. This is evidenced by a t-value of 6.099, which is greater than the critical t-table value of 2.012, indicating that price, particularly in the form of discounts and promotional offers, significantly impacts purchasing decisions. This finding aligns with Dwi Astutik (2021) and Syabani *et al*. (2024), who found that competitive pricing strategies, such as discounts and promotions, have a significant effect on consumer purchasing decisions on e-commerce platforms. Similarly, product quality also shows a positive and significant effect on purchasing decisions, with a t-value of 2.256, which exceeds the t-table value of 2.012. This effect is most evident in the feature dimension, particularly the indicator stating that the features facilitate ease of use, which scored the highest at 211. This reinforces the importance of product quality, particularly features that make it easier for consumers to use products, in influencing purchasing decisions. Further analysis using the F-test shows that price and product quality simultaneously affect purchasing decisions, with an F-value of 112.410, which is greater than the F-table value of 3.20, and an R^2 value of 0.845. This indicates that 84.5% of the variation in purchasing decisions can be explained by price and product quality, while the remaining 15.5% is influenced by other factors not captured in the model. This finding is consistent with Nasution *et al*. (2020) and Rohana *et al*. (2023), who showed that price and product quality play a dominant role in consumer decision-making.

Although price and product quality explain most of the variation in purchasing decisions, there may be other factors that also influence purchasing decisions that are not captured in this study. Factors such as brand image, consumer trust, and the ease of using the Shopee platform may also play a role in shaping purchasing decisions. As Ayuwardani and Isroah (2018) pointed out, consumer trust and platform usability are critical factors in influencing purchasing decisions in e-commerce.

5 | CONCLUSIONS AND FUTURE WORK

Based on the results of the study, it can be concluded that price and product quality have a positive and significant effect on purchasing decisions for Erigo products on the Shopee application. Partially, price is proven to be the most dominant factor influencing purchasing decisions, particularly through discount and promotional programs that obtained the highest scores from respondents. This finding indicates that students as digital consumers are highly responsive to competitive pricing strategies in e-commerce platforms. Product quality also

has a significant influence on purchasing decisions, with product features that facilitate ease of use being the primary consideration for consumers. However, there are still weaknesses in terms of product durability, which indicates that consumers have concerns regarding the longevity of fashion products purchased online. This suggests that although consumers value convenience and conformity with product descriptions, durability remains an important aspect that requires further improvement. Simultaneously, price and product quality explain 84.5% of the variation in purchasing decisions, indicating that these two variables play a very important role in influencing the purchasing decisions of students at Institut Bisnis dan Informatika Kosgoro 1957 when buying Erigo products on Shopee. Therefore, it can be concluded that the combination of competitive pricing strategies through promotions and product quality that meets consumer expectations is the main determinant of students' purchasing decisions on the Shopee platform.

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