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The Influence of Promotions and Prices on Purchase Decisions in the Shopee Application Marketplace (Case Study on STIMI Banjarmasin Students)

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ABSTRACT

The purpose of this study is to find out the extent of the influence of promotions and prices on purchase decisions in the Shopee application marketplace (Case Study on STIMI Banjarmasin Students). Dependent variables (promotion and price) while independent variables (purchase decisions). This type of research is quantitative research. The number of populations in this study is students of the S1 management study program of STIMI Banjarmasin regular morning class. Sample selection using the slovin formula and producing 60 samples. The data collection technique used questionnaires. The sampling technique uses random sampling. Based on the results of the study with the statistical calculation of partial tests (t-test) Promotions have a partial effect on Purchase Decisions in the Shopee application marketplace (Case Study on STIMI Banjarmasin Students) and Price Partially Affect Purchase Decisions in the Shopee Application Marketplace (Case Study on STIMI Banjarmasin Students). Simultaneously, Promotion and Price affect Purchase Decisions in the Shopee application marketplace (Case Study on STIMI Banjarmasin Students).

1. Introduction

The rapid development of internet technology has transformed the global trade landscape, shifting conventional offline transaction systems toward marketplace-based electronic commerce (e-commerce). In Indonesia, this digital transformation has given rise to various large platform ecosystems, prominently led by Shopee, which currently dominates the market with the highest volume of user visits. This accessibility, combined with time efficiency and seamless flexibility, has turned online shopping into a defining lifestyle trend, particularly among the younger generation and university students. This shift in digital consumption behavior is clearly evident among students at the Banjarmasin College of Management Sciences (STIMI). For these young demographics, marketplace platforms do not merely offer convenience but actively drive dynamic and highly competitive consumption patterns that influence their daily purchasing behavior.

In the context of digital marketing management, triggering an actual purchase decision within a highly saturated marketplace relies heavily on how effectively a platform delivers its marketing stimulus compared to its competitors (Nasution & Lesmana, 2018). Within the marketing mix framework, two crucial tactical tools that are strongly suspected to be the primary drivers of buying decisions in this digital era are promotion and price. Shopee aggressively deploys digital promotion strategies, ranging from highly interactive features and gamification to persistent free-shipping vouchers and thematic monthly campaigns. Concurrently, online price factors—characterized by intense price competitiveness, transparent inter-store price comparisons, and immediate discounts—serve as critical evaluation baselines for students before finalizing a transaction. According to Kotler & Keller (2016), a purchase decision represents the final stage of the consumer behavioural process where individuals evaluate alternative choices and convert their buying intent into actual transaction actions.

Despite the massive potential of the university student market, this highly consumptive behavior also triggers fierce price wars and promotional redundancy among sellers within the platform. While

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theoretical frameworks suggest that an optimized marketing mix directly yields positive consumer responses (Kotler & Armstrong, 2014), the operational dynamics of how digital promotion variations and price sensitivity interact to drive student decisions in localized settings often present mixed outcomes. Some students are highly driven by aggressive promotional cues, while others remain strictly price-bound or vulnerable to post-purchase dissonance due to impulsive buying habits. Therefore, an empirical investigation is necessary to analyze the exact magnitude of these variables in converting browsing intent into real, final purchase decisions among young academics.

To map out these dynamics, several empirical studies have heavily analyzed the roles of pricing and promotions, presenting diverse and sometimes contradictory perspectives. Maulana et al. (2022) and Muchlisin (2021) successfully demonstrated that online promotions and competitive pricing exert a significant positive effect on consumer buying choices, both partially and simultaneously. Similarly, Ilmiyah & Krishernawan (2020) confirmed that pricing strategies serve as a vital, positive driver in final transaction choices. However, academic inconsistencies arise when examining digital promotions more closely. Yahya & Sukandi (2022) discovered that digital promotional stimuli do not always yield a significant impact on final purchasing decisions. This finding is further reinforced by Sari (2022), who explicitly revealed that specific incentives like free-shipping promotions frequently fail to significantly alter localized buying outcomes.

Compared to these five previous studies, this quantitative research presents a highly distinct standpoint to bridge the existing empirical gaps. While previous papers heavily integrated external variables—such as product quality, ease of use, user trust, or online customer reviews and ratings—this study deliberately sharpens its empirical focus exclusively on the foundational interplay of price and promotion dynamics within the digital ecosystem. Furthermore, while previous literature primarily observed general urban communities, regional consumers in Java, or broader university environments across different islands, this study establishes its precise empirical boundaries on the specific academic community of STIMI Banjarmasin students.

Based on these interconnected phenomena and empirical gaps, this study aims to analyze and explain in depth "The Influence of Promotions and Prices on Purchase Decisions in the Shopee Application Marketplace (Case Study on STIMI Banjarmasin Students)."

2. Research Methods

This study adopts an explanatory quantitative approach utilizing a sample survey method to analyze the causal relationships among digital marketing mix elements and consumer outcomes. The research was conducted at the Banjarmasin College of Management Sciences (STIMI), located in Banjarmasin, South Kalimantan. Primary data were gathered using self-administered online questionnaires built on Google Forms. All measurement items for the target variables were evaluated using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The research focuses on three core operational variables. Digital Promotion (X_1) is measured through ten indicators adapted from Alma (2016), comprising advertising, personal selling, sales promotion, public relations, direct marketing, product exhibition, promotional program introduction, gift giving, product sampling, and product consultation. Online Price (X_2) is measured using four indicators from Kotler & Armstrong (2016): price affordability, price-quality conformity, price-benefit conformity, and price competitiveness. Student Purchase Decision (Y) serves as the dependent variable, measured through five baseline dimensions formulated by Tjiptono (2012): product choice, brand choice, distributor/place choice, purchase timing, and purchase quantity.

The target population consists of regular morning students (classes A1 and A3) from the S-1 Management program, batches 2020–2023, totalling 146 active students. Utilizing the Slovin formula with a 10% margin of error (e), a sample size of 60 respondents was determined. The sample was drawn using a purposive sampling technique based on specific criteria, namely active students who are verified users of the Shopee marketplace application.

Data analysis was executed computationally using Microsoft Excel and SPSS version 27.0. Prior to hypothesis testing, the instrument underwent rigorous internal consistency evaluations via validity testing using Bivariate Pearson Product-Moment correlation and reliability testing using Cronbach's Alpha ($a > 0.70$). To ensure the linear regression model met the Ordinary Least Squares (OLS) requirements, a series of classical assumption tests were applied, including a One-Sample Kolmogorov-Smirnov test for normality, Tolerance and Variance Inflation Factor (VIF) metrics for multilinearity, and scatter plot visual analysis for heteroscedasticity. Finally, the structural impact was measured through

Multiple Linear Regression Analysis, where individual and combined, predictive effects were evaluated using partial t-tests, simultaneous F-tests, and the Coefficient of Determination (R^2).

3. Results And Discussion

Classic Assumption Test

Normality Test

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		60
Normal Parameters	Mean	-.1365381
	Std. Deviation	1.20466639
Most Extreme Differences	Absolute	.103
	Positive	.103
	Negative	-.081
Test Statistic		.103
Asymp. Sig. (2-tailed)[c]		.200[d]

Source: Data processed 2024

Based on the results of the normality test above, the output yields a significance value of 0.200 > 0.05. Therefore, it can be concluded that all data in this study are normally distributed.

Multicollinearity Test

Table 2. Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.392	2.554
	X2	.392	2.554

a. Dependent Variable: Y

Source: Data processed 2024

Based on the output above, the VIF value for the promotion variable (X_1) is 2.554 and for the price variable (X_2) is 2.554. Therefore, it can be concluded that all variables in this study exhibit low multicollinearity, as all variables obtain a VIF value of < 10.

Heteroscedasticity Test

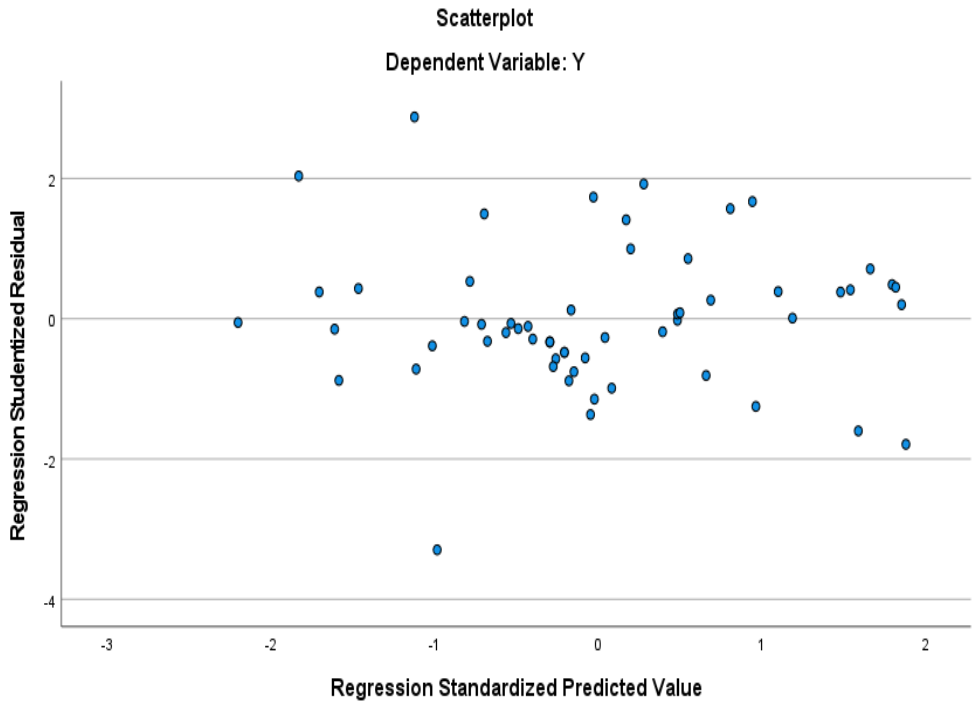


Figure 1. Heteroscedasticity Test

Source: Data processed 2024

Based on Figure 1, it can be seen that the points on the scatterplot graph are randomly scattered (without forming a specific pattern) and evenly distributed above and below the number 0 on the Y-axis. Therefore, it can be concluded that there is no heteroskedasticity present.

Hypothesis Testing

Hypothesis testing is conducted to evaluate the proposed hypotheses. The hypotheses proposed in this study concern the effects of the promotion and price variables on purchasing decisions. Multiple linear regression analysis, utilizing the coefficient of determination test, t-test, and F-test, was selected to analyze the hypotheses in this research. The results of the multiple linear regression analysis are presented below:

Multiple Linear Analysis

This study tests the hypotheses regarding how promotion and price impact the Shopee marketplace application, with a case study on students of STIMI Banjarmasin. Multiple regression analysis is used to examine the proposed research hypotheses. Regression analysis is utilized to determine the strength and direction of the relationship between two or more variables, as well as the direction of the relationship between the dependent and independent variables. Multiple linear regression analysis examines the linear relationship between two or more independent variables (X) and a dependent variable (Y). This analysis estimates the value of the dependent variable based on its increases or decreases, from which the sequence of the dependent variable values is then compiled. According to Arifin (2017, p. 17), hypothesis testing is performed to statistically verify the validity of a statement and to draw a conclusion to either accept or reject that statement. Furthermore, according to Ghozali (2013, p. 96), the results of the multiple regression analysis, conducted using the SPSS 27 program, are shown below. The analysis results and the regression equation are obtained as follows:

Table 3. Multiple Linear Analysis Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	9.330	1.860		5.015	.000
	X1	.102	.023	.211	4.353	.000
	X2	.823	.050	.800	16.477	.000

Source: Data processed 2024

From table 4.13, the results of multiple regression analysis and regression equations are as follows:

$$Y = 9.330 + .102X1 + .823X2 + ei$$

Description:
a = 9.330
X1 = Promotion
X2 = Price
b1 = .102
b2 = .823
The interpretation of the regression model equation above is as follows:

1) Constant (α) = 9.330 indicates the magnitude of the influence of all the independent variables on the bound variables. If the free variable is constant, then the value of the purchase decision is 9,330.
2) The value of the promotion coefficient (b1) = .102 indicates that if the promotion increases by one unit, it will decrease performance by .102 assuming the other variables are constant.
3) The value of the price coefficient (b2) = .823 indicates that if the price increases by one unit, it will also increase the price by .823 assuming that other variables are constant.

Coefficient of Determination ($R^{2)}$

Table 4. R^2 Test (Coefficient of Determination)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.866[a]	.751	.742	3.532

Source: Data processed 2024

From this study, the value of R square is used because if there is an addition of independent variables, the value of R square can go up or down. In the multiple linear regression model in this study, it has an R square value of 75.1%, which means that the variation or dependent variable (purchase decision) can be explained by independent variables, namely promotion and price of 75.1%, while the remaining 24.9% is influenced by other factors that are not explained in this study.

Uji Parsial (t-test)

Tabel 5. T test result

Model		Unstandardized Coefficients B	Std. Error	T	Sig.
1	(Constant)	9.330	1.860	5.015	.000
	X1	.102	.023	4.353	.000
	X2	.823	.050	16.477	.000

Source: Data processed 2024

Effect of Promotion Variable (X1) on Purchase Decision (Y)

For the promotion variable (X1), the statistical calculation using SPSS is shown in table 4.15. The t-value is calculated as 4. 353 is greater than the table t-value of 1.667 with a significance level of 0.000, and the resulting significance value is smaller than 0.05. This suggests that the promotion (X1) can have a partial effect on the purchase decision (Y). Therefore, it can be concluded that promotion (X1) partially affects the purchase decision (Y) of the Shopee marketplace case study on STIMI Banjarmasin students.

Influence of Price Variables (X2) on Purchase Decisions (Y)

For the Price variable (X2), the statistical calculation using SPSS is shown in table 4.15. The calculated t-value of 16.477 is greater than the t-value of table 1.667 with a significance level of 0.000, and the resulting significance value is less than 0.05. This indicates that the price (X2) can have a partial effect on the purchase decision (Y). Therefore, it can be concluded that the price (X2) partially affects the purchase decision (Y) of the Shopee marketplace case study on STIMI Banjarmasin students.

Simultaneous Test (F)

To determine the significance of the regression coefficient of all predictors (independent variables) in the model, the F test was performed simultaneously. Therefore, investigating how promotions and prices impact the purchase decision of the Shopee marketplace case study on STIMI Banjarmasin students. According to the zero (H0) hypothesis and the alternative (Ha) hypothesis, performance is affected by promotional and price variables:

H0 : there is no influence of promotion and price on the purchase decision of the Shopee marketplace case study on STIMI Banjarmasin students.
Ha: there is an influence of promotion and price on the purchase decision of the Shopee marketplace, a case study on STIMI Banjarmasin students.

To determine the value of F, it is necessary to have a numerator-free degree and a denominator-free degree. The df numerator of the number of variables used is 3 – 1 = 2 and the denominator df is the number of respondents 60 – 3 (the number of variables used) = 57 so the value of the F of the table is 3.16.

Tabel 6. F Test Result

ANOVA[a]

Model		Sum of Squares	df	F	Sig.
1	Regression	2102.189	2	84.237	.000[b]
	Residual	698.760	57		
	Total	2800.949	59		

a. Dependent Variable: Y

b.Predictors: (Constant), X2, X1

Source: Data processed 2024

From the results of statistical calculations using the SPSS listed, an F value of 84,237 was obtained, which is greater than the F of the table of 3.16 with a significance level of .000. The resulting significance value is less than 0.05. This means that the purchase decision variable (Y) can be significantly explained as having a simultaneous effect by promotion (X1) and price (X2). So, it can be concluded that the promotion variables (X1) and price (X2) simultaneously have a significant effect on the purchase decision of the Shopee marketplace case study on STIMI Banjarmasin students.

The Influence of Promotions on Purchase Decisions

The results of the empirical test based on the t-test on the promotion variable have an effect on the purchase decision. Based on the results of the t-test, promotion (X1) partially affects the purchase decision (Y) of the Shopee marketplace case study on STIMI Banjarmasin students. It was obtained that the t-value of 4.353 was greater than the t-value of the table 1.667 with a significance level of 0.000 and the resulting significance value was less than 0.05.

This research is in line with the results of research conducted by Muchlisin (2021) with the title "Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Keputusan Pembelian di Marketplace Shopee Studi Kasus Mahasiswa UMSU". Based on the results of this study, it is shown that simultaneously product quality, price, and promotion have a significant effect on purchasing decisions.

This research is in line with the results of research conducted by Suti (2010) with the title "Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Keputusan Pembelian Handphone Esia Studi Kasus Mahasiswa UIN Syarif Hidayatullah Jakarta". Based on the results of this study, it is shown that there is a significant influence between promotions on purchase decisions. This means that there is a partial influence between promotions on purchase decisions.

This research is in line with the results of research conducted by (Warhamni, 2019) with the title "Pengaruh Promosi, Harga dan Kemudahan Terhadap Keputusan Pembelian di Tokopedia Studi Kasus Mahasiswa STIE NOBEL Indonesia Makassar". Based on the results of this study, it shows that in the variable of promotion produces significant, it can be known that the hypothesis that states promotion has a significant influence on purchasing decisions.

This research is in line with the results of research conducted by Yanti (2017) with the title "Pengaruh Promosi dan Harga Terhadap Keputusan Pembelian Viva Kosmetik Pada Mahasiswi Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Palembang". Based on the results of this study, it is shown that promotion has a significant effect on the purchase decision of Viva Cosmetics in female students of the Faculty of Economics and Business, University of Muhammadiyah Palembang.

The Influence of Price on Purchase Decisions

For the Price variable X2, based on the t-test, statistical calculations using SPSS are shown in table 4.15. The calculated t-value of 16.477 is greater than the t-value of table 1.667 with a significance level of 0.000, and the resulting significance value is smaller than 0.05. Therefore, it can be concluded that Price (X2) has a partial effect on the purchase decision (Y) of the Shopee marketplace case study on STIMI Banjarmasin students.

This research is in line with the results of research conducted by Suti (2010) with the title "Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Keputusan Pembelian Handphone Esia Studi Kasus Mahasiswa UIN Syarif Hidayatullah Jakarta". Based on the results of this study, it shows that there is a significant influence between price and purchase decisions. This means that there is a partial influence between prices on purchasing decisions.

This research is in line with the results of research from Ilmiyah & Krishernawan (2020) with the title "Pengaruh Ulasan Produk, Kemudahan, Kepercayaan dan Harga Terhadap Keputusan Pembelian pada Marketplace Shopee di Mojokerto". From the results of the study, Convenience, Trust, and Price have a positive and significant influence on purchase decisions on the Shopee Marketplace in Mojokerto and are the most dominant on Purchase Decisions on the Shopee Marketplace.

This research is in line with the results of research conducted by Yanti (2017) with the title "Pengaruh Promosi dan Harga Terhadap Keputusan Pembelian Viva Kosmetik Pada Mahasiswi Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Palembang". Based on the results of this study, it is shown that price has a significant effect on purchasing decisions in female students of the Faculty of Economics and Business, University of Muhammadiyah Palembang.

The Influence of Promotions and Prices on Purchase Decisions

To determine the significance of the regression coefficient of all predictors (independent variables) in the model, the F test was performed simultaneously. According to the zero (H0) hypothesis and the alternative hypothesis (Ha), performance is influenced by promotional and price variables. H0 there was no influence of promotion and price on the purchase decision of the Shopee marketplace, a case study on STIMI Banjarmasin students. Meanwhile, Ha, promotions and prices affect the purchase decision of the Shopee marketplace case study on STIMI Banjarmasin students. From the results of statistical calculation using SPSS listed in table 4.14, an F value of 84,237 was obtained, which is greater than the F of the table of 3.16 with a significance level of 000. The resulting significance value is less than 0.05. This means that the purchase decision variable (Y) can be explained significantly as having a simultaneous effect by promotion (X1) and price (X2). So, it can be concluded that the variables Promotion (X1) and Price (X2) simultaneously have a significant effect on the Purchase Decision of the Shopee Marketplace case study on STIMI Banjarmasin students.

Empirically, the results of this study are in line with the research conducted by Mayani Kurnianty Muchlisin with her research entitled "Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Keputusan Pembelian di Marketplace Shopee studi kampus mahasiswa UMSU". This study took the object of students of the Faculty of Economics and Business UMSU with the result that product quality, price and promotion had a significant effect simultaneously on purchase decisions.

This research is in line with the results of research conducted by Suti (2010) with the title "Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Keputusan Pembelian Handphone Esia Studi Kasus Mahasiswa UIN Syarif Hidayatullah Jakarta". Based on the results of this study, it can be concluded that simultaneously there is a significant influence between product quality, price and promotion on purchase decisions.

This research is in line with the results of research conducted by Warhamni (2019) with the title "Pengaruh Promosi, Harga dan Kemudahan Terhadap Keputusan Pembelian di Tokopedia Studi Kasus Mahasiswa STIE NOBEL Indonesia Makassar". Based on the results of this study, the variables of promotion, price and convenience simultaneously affect the purchase decision.

This research is in line with the results of research conducted by Yanti (2017) with the title "Pengaruh Promosi dan Harga Terhadap Keputusan Pembelian Viva Kosmetik Pada Mahasiswi Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Palembang". Based on the results of this study, it shows that promotion and price together affect the purchase decision of Viva Cosmetics in female students of the Faculty of Economics and Business, University of Muhammadiyah Palembang.

Theoretical Implications

Based on the results of this study, the variables of promotion and price have a relationship with the purchase decision on the Shopee marketplace, a case study on STIMI Banjarmasin campus students. The results of this study are based on Ardhi (as cited in Fitria, 2016), who states that the various forms of promotion originate from distinct functions and objectives. This is the basis for what kind of promotion is more suitable to be done, how effective the promotion is, and not forgetting what media needs to be used.

According to Laksana (2019, p. 129) Promotion is a communication carried out from sellers and buyers that comes from the right information, which aims to change the attitude and behavior of buyers who previously did not know to know to become buyers and still remember the product. According to Lupiyoadi (2013, p. 95), price is a tool to provide value to consumers and affects product image, and consumer decisions to make purchases. Purchase Decisions according to Assauri (2004, p. 141) is a process of making decisions about purchases that includes determining what to buy or not to buy, and the decision is obtained from previous activities.

Practical Implications

With the shift in shopping activities and also thanks to creative innovations in the field of technology, shopping does not need to go to the store. Marketplaces such as Shopee come with various ways to promote and offer various products and prices so that it makes it easier for us to shop online. Because the development of technology and science has given rise to new trends, online shopping is commonplace. With this, researchers can use it as a research object that examines theories about purchasing decisions in online shopping. The researcher hopes that this research can increase knowledge and advice about promotions and prices for purchase decisions in the Shopee application marketplace (case study on STIMI Banjarmasin students).

Research Limitations

Based on the experience that researchers have experienced, the researcher realizes that this research still has shortcomings and imperfections. As for the delay in the work, the limited respondents were only 60 people so that the questionnaire distributed only to regular class students in the morning, also this study only focused on the Shopee marketplace, so the explanation discussed did not represent the phenomenon of online shopping in other marketplaces. However, even so, the researcher hopes that this research should be able to add to the existing sources of information and in the future can become a concern and the latest information for future research.

4. Conclusion and Suggestion

Based on the research that has been carried out on the data that has been collected from the testing of the data can be concluded as follows:

1) Partially, promotion has a significant effect on purchasing decisions in the Shopee marketplace, a case study on STIMI Banjarmasin students.
2) Partially, price has a significant effect on purchasing decisions in the Shopee marketplace, a case study on STIMI Banjarmasin students.
3) Simultaneously, promotion and price have a significant effect on purchase decisions in the Shopee marketplace, a case study on STIMI Banjarmasin students.

Based on the research that has been carried out on the data that has been collected from the testing of the data can be suggestion as follows:

1) Shopee is expected to continue to develop and expand the promotions carried out so that consumers do not switch to other marketplaces.
2) Shopee is expected to continue to maintain the price of the products it sells so that it can continue to be reached by consumers and must continuously adjust product prices to the price of competitor marketplace products so that consumers do not switch.
3) For the next researcher, it is expected to be able to add some variables that are not discussed by the researcher, it is expected to be able to add some variables that are not discussed, with the aim that the next research is more varied so that it can find out the effects on the variables related to the purchase decision in a deeper and broader way to add accuracy and perfection in the next researcher.
4) For the next researcher, it is hoped that it can also expand the reach and take other objects among students and the community, so as to be able to identify other factors that affect online purchase decisions on the Shopee marketplace.

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