

Online Purchase Decision: Do Price Perception, Product Knowledge, and Ease of Shopping Affect Consumption?

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ABSTRAK

Masalah penelitian ini adalah banyak konsumen kecewa dalam mengkonsumsi barang melalui keputusan pembelian online. Tujuan penelitian untuk mengetahui pengaruh persepsi harga, pengetahuan produk dan kemudahan berbelanja terhadap keputusan pembelian online. Subjek penelitian ini adalah mahasiswa Universitas Islam Syekh-Yusuf sebanyak 98 mahasiswa menggunakan teknik random sampling. Metode yang digunakan adalah metode survey pendekatan kuantitatif. Hasil ketepatan model sebagai alat prediksi berdasarkan analisis regresi berganda yaitu 44,3 persen. Hasil penelitian: persepsi harga dan kemudahan berbelanja berpengaruh terhadap keputusan pembelian online, namun pengetahuan produk tidak berpengaruh terhadap keputusan pembelian online. Hasil penelitian ini merekomendasikan kepada para pelaku bisnis dalam menampilkan informasi produk fitur secara jelas untuk memudahkan konsumen dalam pembelian online, sehingga konsumen akan terus-menerus menggunakannya. Penelitian selanjutnya supaya mengkaji faktor lain seperti: kepercayaan, kualitas informasi, citra merek, dan promosi.

ABSTRACT

The problem of research was that many consumers were disappointed in consuming goods through online purchasing decisions. The research is to determine the effect of price perception, product knowledge, and ease of shopping on online purchasing decisions. The method utilized in this study was a quantitative survey with random sampling. The subjects in this study were student Universitas Islam Syekh-Yusuf in 2020, totaling 98 respondents, using the technique of random sampling. Multiple regression was used to analyze the data both descriptively and quantitatively. Statistical tests show that the model is 44,3 percent accurate as a predictor. Result of research were price perception influences online purchase decisions in a positive and significant way. Product knowledge has no bearing, but shopping convenience impacted on online purchase decisions. Meanwhile, price perception, product knowledge, and shopping convenience all impacted on online purchase decisions. The result of this study recommends to business people in displaying product information features clearly to make it easier for consumers to make online purchases so that consumers will continue to use them. Further research should examine other factors that influence online purchasing decisions such as trust, information quality, brand image, and promotion.

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1. Introduction

Online shopping is a transaction process that involves the use of online purchasing and selling media sites and other social networks to obtain a product, service, or goods. The trend of online shopping in Indonesia has grown very rapidly starting in 2012 (Wardoyo & Andini, 2017). Consumers are very easy to shop using online social media so online shopping continues to increase. People shop only using smartphones and e-commerce as support to buy the goods they need. Indonesia occupies the first highest percentage in the world from 10 largest E-Commerce user countries (88.1%), as shown in the following chart.

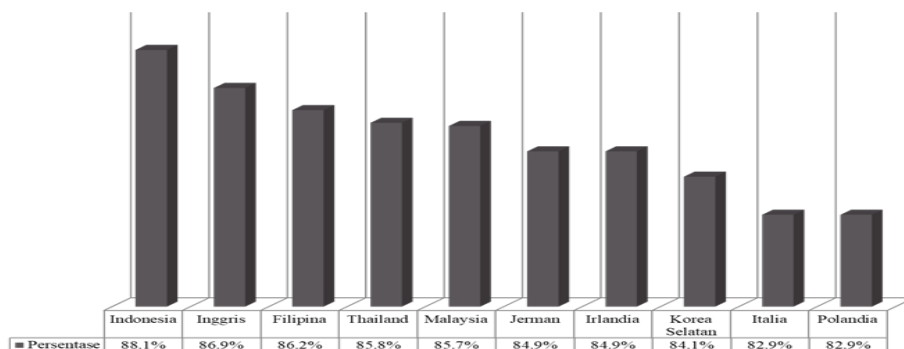


Chart 1. E-Commerce Users
Source: databooks.katadata.co.id

In Indonesia, there were a variety of *e-commerce* that offers a variety of people's need: Tokopedia, Shopee, Lazada, Bukalapak, Blibli, Zalora, JD.ID, and Sociolla. This *e-commerce* displays features that make it easier for consumers to transact even though it has a high enough risk to the quality of information, payment, and sometimes inappropriate trust. This will have an impact on online decision-making in shopping. Many factors have influenced online purchasing decisions. According to the findings of Agustini (2017), the quality of information, convenience, product quality, and consumer trust influenced purchasing decisions at online stores.

Price perceptions are a consumer's consideration of the comparison of the amount of money that must be spent with what will be obtained from the product and can compare with the prices of other stores. Indicators to measure price perceptions, namely price affordability, price comparison with other products, and price conformity with product quality (Rosida & Haryanti, 2020). Price has been identified as an important factor in a company's success because it influences the fluctuation of a company's sales level. Price is one of the factors that can influence consumer decisions to buy goods/services through online stores.

Based on the result of research by Napik, Qomariah, & Santoso (2018) states Price perception influenced toward purchasing decisions. However, it was not the same as the research by Setyarko (2016) which states that price perceptions do not affect purchasing decisions. Perceptions of price are not the main thing in consumers' thinking to buy online. In addition, product knowledge is important for consumers to search for information before making an online purchase. Annisa & Wijaya (2019), product knowledge was defined as consumer knowledge relating to the character of the product, the consequences of using it, and the level of satisfaction that the product will achieve.

The level of consumer knowledge of goods is different. The greater the consumer's understanding of the product, the greater the consumer's trust in the product so that it has an impact on evaluating information about a product (Annisa & Wijaya, 2019). Product knowledge is a person's information about a product, which includes product attribute or characteristic knowledge, product benefit knowledge, and product consumption satisfaction knowledge (Mutiara & Syahputra, 2018).

The result of research by Mutiara & Syahputra (2018), product knowledge influences purchasing decisions significantly. The ease of shopping is another factor that has influenced purchasing decisions. Most internet users find it very easy to process buying and selling a product online. Some people believed that using technology requires less effort to do anything. The ease of shopping is related to how operational transactions are done online. Istanti (2017), consumers are more interested when online buying and selling sites make it easier for them to process online transactions. Indicators to measure the ease of shopping are the ease of obtaining information, easy comparisons, easy understanding of transaction procedures, ordering of goods, and saving time (Nasution et al., 2020). Whether different of the result of research by Rafidah (2017) ease of shopping does not affect purchasing decisions. Santoso & Triwijayati (2018) stated

that generation Z at this time is a very potential online market share because they were very familiar and have a lifestyle that depends on the internet. It is expected that students will be able to make correct online purchases by taking into account price perceptions, product knowledge, and the ease of shopping in consumption.

The problem of research was that many students as consumers were disappointed in consuming goods through online purchasing decisions. Many college students were disappointed after buying online. They got a product that did not meet their expectations because they bought online without careful consideration. Students in making purchases are tempted by low prices, promotions, discounts, easy online transactions, and lack of product knowledge.

The reality at the Sheikh-Yusuf Islamic University, based on pre-research information on 40 students stated that online purchases were based on low prices 8 students (20%), promotion for 10 students (25%), ease of transaction 12 students (30%), and the remaining 10 students (25%) based on product knowledge.

According to the results of studies conducted by researchers, it is concluded that there were still gaps between the findings of the study, which some researchers have supported and others have rejected the findings of research on factors that influence online purchasing decisions. The factors are ease of shopping and price perception, so it is important to do research again.

The purpose of this research was to see how pricing perception affects purchasing decisions, product knowledge, and ease of shopping on students' online purchasing decisions of Sheikh-Yusuf Islamic University, Tangerang.

2. Method

The method utilized in this study was a quantitative survey with random sampling. Price perception is assessed using the following indicators: 1) price affordability; 2) price comparison with other products; and 3) price match with product quality. Product knowledge indicators are measured based on indicators, such as knowledge of 1) product characteristics, 2) product benefits, and 3) product consumption satisfaction. While indicators of shopping ease are measured using indicators such as: 1) simple to obtain information; 2) simple to make comparisons; 3) easy to understand transaction procedures; 4) easy to order goods; 5) save time. The dependent variable is online purchase decisions, are measured using indicators such as: 1) problem recognition; 2) information research. 3) alternative assessment 4) Purchase choice; 5) Post-purchase conduct.

The research was carried out at Universitas Islam Syekh-Yusuf Tangerang Banten in January–July 2021. The participants in this study were active students at Universitas Islam Syekh-Yusuf Tangerang in 2020/2021. Population totaled 3.459, the sample used proportionate stratified random sampling and is calculated using the slovin formula with error 10%, totaled 98 students.

To get the data variable, a questionnaire based on the indicators was created. Prasetyo (2021) developed indicators to measure online purchase decisions, which include problem recognition, information research, alternative evaluation, purchase decision, and post-purchase behavior. Indicators used to quantify based on Rosida and Haryanti (2020), price perception includes price affordability, price comparison with other products, and price match with product quality. Hanjaya (2016) developed indicators for measuring product knowledge, which includes knowledge of product characteristics, knowledge of product benefits, and knowledge of product consumption satisfaction. While shopping convenience is measured using indicators Nasution (2020), easy to obtain information, easy to make comparisons, easy to understand transaction procedures, and easy to order goods, and save time.

Multiple regression approaches were used to determine the effect of the independent variable on the dependent variable, as shown in the equations below:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon \dots$$

Hypotheses are examined partially and simultaneously. A t-test and F test are used in tandem to confirm the partial hypothesis. The coefficient of determination test results determine the model's accuracy.

3. Result and Discussion

Based on a survey of research, several males were 24 students (24%) and several females were 74 students (76%), as shown as follows:

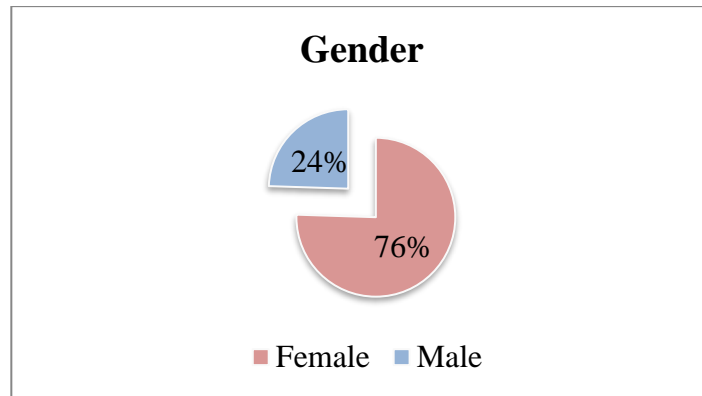


Chart 2. Respondents by Gender
Source: Data processed 2021

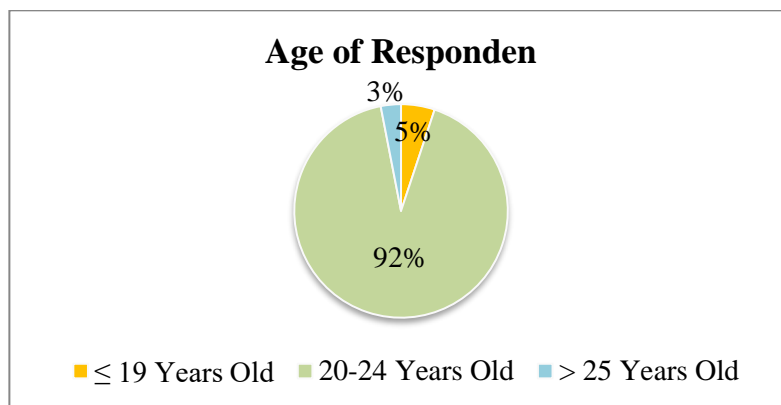


Chart 3. Respondents by Age
Source: Data processed 2021

Based on chart 3. Students of 20-24 years old are 92%, ≤ 19 years old are 5%, and 3% are the age of respondents > 25 years old.

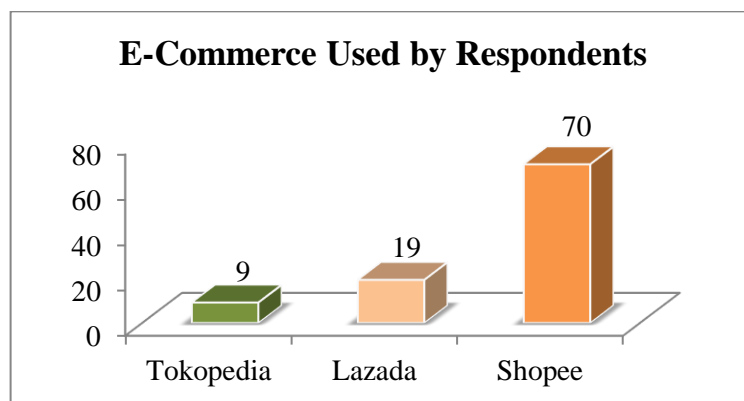


Chart 4. E-Commerce Used by Respondents
Source: Data processed 2021

Chart 4 is showed that students of UNIS online shopping used e-commerce likely: shopee (71,4%), lazada (19,4%), and tokopedia (9,1%). Students have also shopped for the following product variations. :

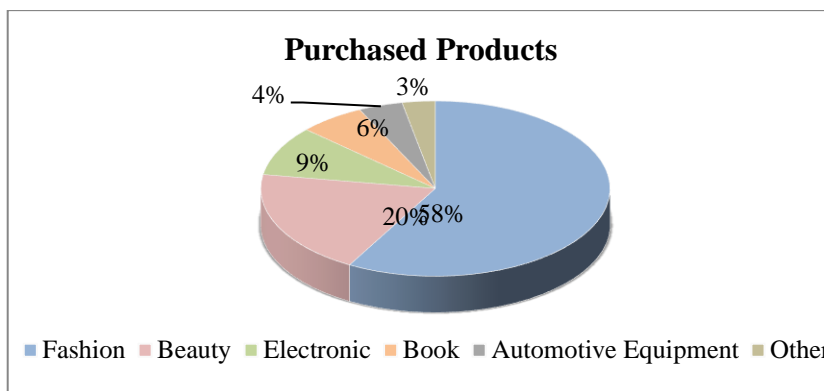


Chart 5. Purchased Products
Source: Data processed 2021

In chart 5, it could be seen that fashion products were in great demand by students (58%), beauty (20%), electronic (9%), books (6%), automotive equipment (3%), and 4% the other. The shopping online frequency of students in a month is as follows.

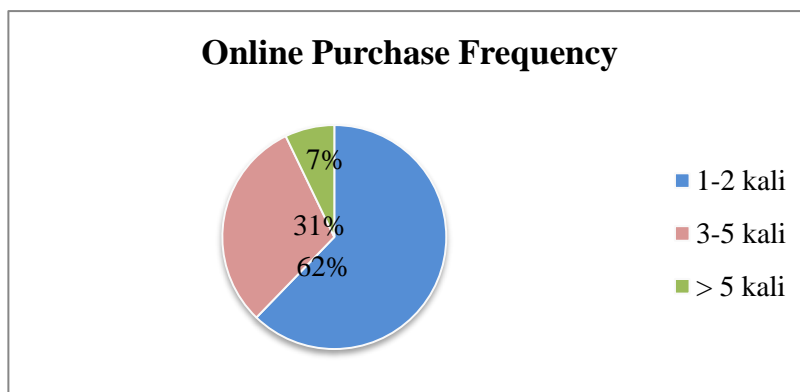


Chart 6. Online Purchase Frequency
Source: Data processed 2021

Online Purchase Frequency of students in a month shown in picture 5. that 1-2 times 61 students (62%), 3-5 times 30 students (31%) and 7 students (7%) > 5 times.

The research involved 98 students. To determine the level of influence of price perception, product knowledge, and ease of shopping on online purchase decisions. The regression output is shown in table 1 as obtained using SPSS version 22.

Table 1. Regression Output of The Variables

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	17.098	2.786		6.137	0.000
Price Perception	0.310	0.104	0.289	2.974	0.004
Product Knowledge	0.104	0.109	0.097	0.949	0.345
Ease of Shopping	0.312	0.094	0.388	3.334	0.001

a. Dependent Variable: Online Purchase Decisions

Source: Data processed 2021

According to table 1, price perception effected on online purchase decisions as indicated by $t_{\text{statistic}}$ (2.974), which was greater than table 1.986, while product knowledge did not influence online purchase decisions as indicated by $t_{\text{statistic}}$ (0.949) sig. 0.345, and simple to shopping effected on online purchase decisions as indicated by $t_{\text{statistic}}$ (3.334) sig. 0.001. However, concurrent price perception, product

knowledge, and ease of shopping all have a significant impact on online purchase decisions, as demonstrated by the $F_{\text{statistic}}$ (26.673) value being greater than F_{table} (2.70), as mathematically formulated:

$$Y = 17.098 + 0.310X_1 + 0.104 X_2 + 0.312 X_3 + \epsilon$$

The equations explain that if students' price perception increases one-unit, online purchases increase by 0.31 units, while student knowledge of the product cannot explain changes in online purchase decisions, and ease of shopping increases by one unit, purchases increase by 0.312 units. The model's accuracy as a prediction tool is shown:

Table 2. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	0.678 ^a	0.460	0.443	2.822

a. Predictors: (Constanta), Price Perception, Product Knowledge, Ease of Shopping

b. Dependent Variable: Online Purchase Decisions

According to table 2, Adjusted R Square is 0.443, indicating that the model's ability to predict the effect of price perception, product knowledge, and ease of shopping on online purchase decisions at Universitas Islam Syekh-Yusuf is 44.3 percent, with the remaining 63.7 percent, influenced by other variables not included in the model.

Online purchase decisions occur because of the effect of price perception better than before. Jamaludin et al., (2015) state that price perception can influence online purchasing decisions, price is considered the most important element before making a purchase. Consumers need to consider price affordability, price comparisons with other products, and price comparisons with quality. As confirmed by research results Adinata & Yasa (2018) revealed that the better of consumers of the price of a product.

In Addition to price perception, product knowledge does not affect online. There was no significant association between student product knowledge and online purchasing decisions, according to the examination of the result data. This research supported the resulting research of Mutiara & Syahputra (2018), which state that product knowledge did not affect purchasing decisions. Wheather, in contrast to the result of research by Hanjaya (2016), states that, product knowledge influenced toward purchasing decisions, providing product knowledge for consumers before buying will help them to find out the benefit and how to use them.

The ease of shopping also influenced toward online purchasing decisions. The result of the study supported of study by Pratiwi et al., (2019), that effected on online purchasing decisions, because some students think that using power technology. Research results by Sandora (2020), explained that convenience in online shopping *e-commerce* made it easier to obtain information related to the items compared to offline stores.

4. Conclucions and Suggestion

According to the findings of the study, price perception impacted on online purchase decisions. Product knowledge has no bearing on online purchasing. Shopping convenience impacted on online purchase decisions. Meanwhile, price perception, product knowledge, and shopping convenience all impacted on online purchase decisions. The result of this study recommends to business people in displaying product information features clearly to make it easier for consumers to make online purchases so that consumers will continue to use them. Further research should examine other factors that influence online purchasing decisions such as trust, quality information, brand image, and promotion to use different research methods.

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