

# Influence of Product Quality, Price Perception and Advertisement Attraction to Buying Interest in Marketplace Shopee Consumers

## (Case Study on Students of Narotama University Surabaya Faculty of Economics and Business for the 2018 Faculty of Economics)

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### Abstract

The increasing development of technology makes people use technology to meet their daily needs. With the renewal of people's shopping lifestyles, which currently tend to go through the marketplace. One of them is the Shopee marketplace, which is currently the number one platform that is widely downloaded on the Playstore and Appstore. The purpose of this research is to prove how big the significant influence of product quality (X1), price perception (X2) and advertising attractiveness (X3) variables on consumer buying interest (Y) at the Shopee marketplace. This study uses quantitative methods using the analytical technique used is multiple linear regression. To explain the description of research related to the hypothesis by using data analysis to test the significance of the classical assumption test and test the hypothesis data collection through questionnaires. The results of the analysis of the data obtained from the t test are that the variable x1 has a coefficient value of 0.254 and a sig value of 0.024, variable x2 has a coefficient value of 0.342 and a heck value of 0.005 and a variable x3 has a coefficient value of 0.361 and a sig value of 0.002. Because the sig value has a value < of sig tolerance (0.05), the product quality, price perception and advertising attractiveness variables have a positive and significant effect on buying interest. From the results of the data obtained by the F test, it shows that all variables X have a simultaneous effect on variable Y with a value of Fcount (23.617) > Ftable (3.19) with a significance level of  $0.000 < 0.05$ .

### Keywords:

Advertising Attractiveness and Buying Interest, Price Perception, Product Quality

## 1. Introduction

The increasing development of technology makes people use technology to meet their daily needs. Technology is growing rapidly and becoming one of the easy access to be used by the public resulting in the flow of consumer changes in fulfilling lifestyles, namely from conventional ones to e-commerce sites. the flow of change is increasing rapidly with the number of e-commerce stalls that provide shopping information that is more accessible and easier to transact without coming to the location of the seller of the goods or services.

The results of the 2021 e-commerce survey showed that 1,774,589. e-commerce business (75.15%) of the total e-commerce business in indonesia (2,361,423 businesses) business distribution centered on the island of Java. Coinciding with the location close to the center of the Indonesian economy and the availability of business support facilities such as smooth and adequate internet access. One of them is the Shopee marketplace which is experiencing very rapid development with progress at the end of 2021 the Shopee application has been downloaded by 100 million users. Shopee is included in the C2C (Customer to customer) business.

### 1.1 Literature Review

#### 1.1.1. Buying Interest

Consumer buying interest is a consumer behavior in which a person has a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product. According To Kotler & Keler (2016).

### 1.1.2. Product Quality

In determining the level of satisfaction, a customer often looks at the excess value of a product or service performance received from a product or service purchase process. According to Kotler & Armstrong (2014) product quality is “the characteristics of a product or service that bears on its ability to satisfy stated or implied customer needs”.

### 1.1.3. Price Perception

According to Kotler & Keler (2016) defining price as the amount of money billed for a product or service, more broadly price is the sum of the values that consumers exchange for the benefits of owning or using the product or service.

### 1.1.4. Advertising Appeal

According to Kotler & Armstrong (2014) advertising is all paid forms of non personal presentation and promotion of ideas, goods, or services, with specific sponsorship. Advertising can be concluded is a series of messages either with any media whose content is specifically made for the purpose of advertising the company.

### 1.1.5. Hypothesis

This study presents a hypothetical model researchers to facilitate understanding of the problems being studied. This model estimate is presented in the form of a scheme or picture that shows the relationship of each variable is as follows:

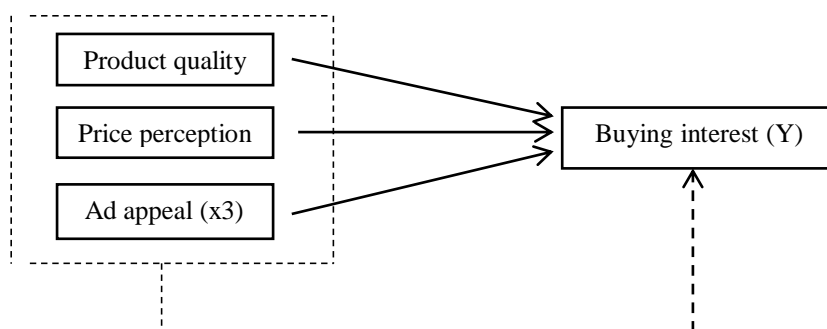


Figure 1. Hypothesis

The hypothesis (temporary answer) in this study is as follows:

H1: It is suspected that product quality has a significant effect on consumer buying interest.

H2: It is suspected that price perception has a significant effect on consumer buying interest.

H3: It is suspected that the attractiveness of advertising has a significant effect on consumer buying interest.

H4: It is suspected that product quality, price perception and advertising attractiveness simultaneously have a significant effect on Consumer Purchase Decisions.

## 2. Research Methods

### 2.1. Types of Research and Data Collection Techniques

According to Sugiyono (2014) quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical. with a view to the established hypothesis. The data collection technique used by the author is a questionnaire or questionnaire. That is, by giving written questions to respondents to answer.

### 2.2. Population and Sample

According to Sugiyono (2014) population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to study and then draw conclusions. for the 2018 class of Economics and Business students, totaling 104 students.

According to Sugiyono (2014) the sample is a part of the whole and the characteristics possessed by a population. If the population is large, it is certainly not possible for researchers to study the whole. For this type of sampling, this study uses purposive sampling, which is a sampling technique by setting criteria for the sample to be studied. This study sets the criteria for determining the sample, namely, 1. Have internet access either

using a PC/mobile phone to access the Shopee site/application, 2. Have shopped at Shopee e-commerce at least once a month.

### 2.3. Measurement Scale

In this study, researchers used questionnaires to collect data. According to Sugiyono (2014) the questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to the respondents to be answered. The questions posed in the questionnaire/questionnaire in this study used closed questions, and used a Likert scale with an interval scale of 1-5. , the interval scale is explained as follows: Score 1 = Strongly Disagree (STS), Score 2 = Disagree (TS), Score 3 = Moderately Agree (CS), Score 4 = Agree (S), Score 5 = Strongly Agree (SS).

### 2.4. Research Instrument Test

The test instrument in the research that the researcher uses is as follows:

#### 2.4.1. Validity

According to Sugiyono (2014) validity shows the degree of accuracy between the data that actually occurs on the object and the data collected by researchers to find the validity of an item, we correlate the item score with the total of these items. To find out the results of the questionnaire can be said to be valid or not, there are conditions that must be met, namely comparing the calculated r value with the r table value and comparing the sig value. (2-tailed) with a probability of 0.05.

#### 2.4.2. Reliability

According to Sugiyono (2014) reliability is a series of measurements or a series of measuring instruments that have consistency if the measurements made with the measuring instrument are repeated. The reliability test can be carried out simultaneously on all items or questions in the research questionnaire (questionnaire). The basis for decision making in the reliability test is as follows, if the Cronbach's Alpha value > 0.60 then the questionnaire or questionnaire is declared reliable or consistent. And if the value of Cronbach's Alpha < 0.60 then the questionnaire or questionnaire is declared unreliable or inconsistent.

### 2.5. Classic Assumption Test

The classical assumption test was carried out as a prelude to multiple linear analysis which included normality, multicollinearity, and heteroscedasticity tests to determine the quality of the data collected whether there were data deviations or not (Arinkunto, 2010).

### 2.6. Multiple Linear Regression Analysis

According to Sugiyono (2014) multiple linear regression analysis is an analysis used by researchers, if they intend to predict how the condition (up and down) of the dependent variable (criteria), if two or more independent variables as predictor factors are manipulated (increase in value). The equation for linear regression analysis in general is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Information :

Y = Buying Interest

a = Constant

b<sub>1</sub>-b<sub>3</sub> = Estimated regression coefficient

X<sub>1</sub> = Product Quality

X<sub>2</sub> = Price Perception

X<sub>3</sub> = Ad Attractiveness

e = Error / Interrupting Variable

### 2.7. Coefficient of Determination (Test- R<sup>2</sup>)

According to Ghozali (2011) the coefficient of determination is a tool to measure how far the model's ability to explain the variation of the dependent variable. In multiple linear regression analysis, the value is significant (more than 0.05), which means "there is an effect of variable X simultaneously on variable Y". In this study, researchers used the SPSS program to test the data. To test the coefficient of determination can be seen in the output on SPSS.

**2.8. Simultaneous Significance Test (F-Test)**

According to Ghozali (2011) the F statistical test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable. There are two ways to find out whether the independent variable simultaneously (simultaneously) affects the dependent variable, namely: 1. By looking at the value of Sig. (Significance) on the SPSS output, 2. Comparing the calculated F value and F table.

**2.9. Individual Parameter Significance Test (t-test)**

According to Kuncoro (2013) states that the t-test in this study has the aim of being able to find out how much influence one independent variable has individually in explaining the dependent variable. In this study, researchers used the SPSS program as a tool to test the data. The following is the basis for making decisions or provisions that apply to the individual parameter significance test (t-test) Based on the significance value (Sig.): If the significance value (sig) < probability 0.05 then there is an influence of the independent variable on the dependent variable or the hypothesis is accepted and if the significance value (Sig) > 0.05 probability then there is no effect of the independent variable on the dependent variable or the hypothesis is rejected.

**3. Results and Discussion**

To find out the results of the questionnaire can be said to be valid or not, there are conditions that must be met, namely:

1. Comparing the calculated r value with the table r value. If the value of r arithmetic > r table, then the item in the questionnaire is declared valid and if the value of r count < r table, then the item in the questionnaire is declared invalid.
2. Comparing the Value of Sig. (2-tailed) with a probability of 0.05, If the value of Sig. (2-tailed) < 0.05 and the Pearson correlation is positive, then the questionnaire item is valid and if the value of Sig. (2-tailed) < 0.05 and the Pearson correlation is negative, then the item in the questionnaire is invalid and if the value of Sig. (2-tailed) > 0.05 then the item in the questionnaire is invalid.

Tabel 1. Results and Discussion

Variabel	Indicator	R Count	T Tabel (0,05)	Sign (2tailed)	Information.
Product Quality	KP 1	0,783	0,279	0,000	Valid
	KP 2	0,719		0,000	Valid
	KP 3	0,789		0,000	Valid
	KP 4	0,571		0,000	Valid
	KP 5	0,735		0,000	Valid
	KP 6	0,791		0,000	Valid
Variabel Price Perception	Indicator	R Count	T Tabel (0,05)	Sign (2tailed)	Ket.
	PH 1	0,823	0,279	0,000	Valid
	PH 2	0,706		0,000	Valid
	PH 3	0,844		0,000	Valid
	PH 4	0,824		0,000	Valid
Variabel Ad Appeal	Indicator	R Count		T Tabel (0,05)	Sign (2tailed)
DTI 1	DTI 1	0,865	0,279	0,000	Valid
	DTI 2	0,783		0,000	Valid
	DTI 3	0,836		0,000	Valid
	DTI 4	0,803		0,000	Valid
Variabel Buying Interest	Indicator	R Count	T Tabel (0,05)	Sign (2tailed)	Ket.
	MB 1	0,778	0,279	0,000	Valid
	MB 2	0,799		0,000	Valid
	MB 3	0,84		0,000	Valid
	MB 4	0,771		0,000	Valid
MB 5	0,694	0,000		Valid	

Based on the table above, it can be seen that all statement items for each indicator of all variables consisting of product quality, price perception, advertising attractiveness and buying interest, totaling 19 items have rcount > ttable and in accordance with the provisions that have been set, it means that all the statement items valid and can be used in research.

### 3.1. Reliability test

Decision making in the reliability test is as follows, If Cronbach's Alpha value  $> 0.60$  then the questionnaire or questionnaire is declared reliable or consistent and If Cronbach's Alpha value  $< 0.60$  then the questionnaire or questionnaire is declared unreliable or inconsistent.

Tabel 2. Reability Test

Variable	Calculation results cronbach's alpha	Cronbach's alpha	Information
Product Quality	0,836	0,60	Realibel
Price Perception	0,825	0,60	Realibel
Ad Appeal	0,809	0,60	Realibel
Buying Interest	0,839	0,60	Realibel

Based on the table, it was detected that Cronbach's Alpha each statement indicator consisting of product quality, price perception, advertising attractiveness and buying interest had a value greater than 0.60. This means that all indicator items from all variables are said to be reliable and can be used in research.

### 3.2. Normality Test

There is a basis for decision making in the normality test using the Kolmogorov-Smirnov method, namely if the significance value (Sig.) is greater than 0.05 then the research data is normally distributed and if the significance value is less than 0.05 then the research data is not normally distributed.

Tabel 3. One-Sample Kolmogorow-Smirnow Test

		Unstandardized Residual	Standardized Residual
N		51	51
Normal Parameters <sup>a,b</sup>	Mean	0E-7	0E-7
	Std. Deviation	,35709600	,96953597
	Absolute	,080	,080
Most Extreme Differences	Positive	,080	,080
	Negative	-,069	-,069
Kolmogorov-Smirnow Z		,572	,572
Asymp. Sig. (2-tailed)		,899	,899

Based on the table above shows that the significance value is 0.899, which means that the research variable is greater than 0.05, it can be concluded that the data is identified as normal and can be used in research.

### 3.3. Multicollinearity test

To detect the presence or absence of multicollinearity symptoms in the regression model can be done in several ways, but in this study the researchers used the basis for decision making based on the Tolerance Value, as follows: If the Tolerance value is greater than 0.10, it means that there is no multicollinearity in the regression model and Tolerance value is less than 0.10, it means that there is multicollinearity in the regression model.

Tabel 4. Multicollinearity Test

Variable	Toleransi	VIF	Keterangan
KP	0,716	1,397	Bebas multikolinieritas
PH	0,633	1,581	Bebas multikolinieritas
DTI	0,708	1,412	Bebas multikolinieritas

Based on the table above, it shows a tolerance score  $> 0.10$  and a VIF value  $< 10.0$ , it can be stated that all independent variables consisting of product quality, price perception and advertising attractiveness do not occur in terms of molycollinearity so that these independent variables can be used in research.

### 3.4. Heteroscedasticity test

In testing the symptoms of heteroscedasticity of data, there are several ways, namely by looking at the pattern of scatterplots. It is said to be free of heteroscedasticity if the spread of the points spreads above and below the Y axis and the points do not form a certain pattern. It is said that it is not free of heteroscedasticity if the spread of the points does not spread and form a certain pattern. The spread of data points should not form a

wavy pattern that widens then narrows and widens again. In this heteroscedasticity test, the researcher used SPSS computer software version 2.0 with the following results:

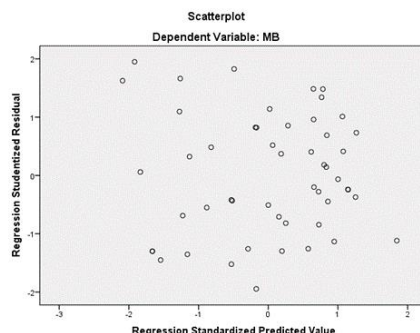


Figure 2. Heteroscedasticity Test

Based on the picture above, it can be seen that there is no heteroscedasticity because there is no clear pattern and the dots spread above and below the number 0 on the y-axis, so it can be said that the heteroscedasticity test is fulfilled.

**3.5. Hypothesis testing**

Tabel 5. Multiple linear regression analysis

Model	Unstandardized Coefficients	
	B	Std. Error
Costanta	0,365	0,494
KP	0,310	0,133
PH	0,323	0,109
DT I	0,303	0,092

From the table above, it can be seen that the regression equation is as follows:

$$MB = 0.365 + 0.310KP + 0.323PH + 0.303DTI + e$$

The constant = 0.365 indicates that if the variables of product quality (KP), price perception (PH) and advertising attractiveness (DTI) are 0, then buying interest (MB) will increase by 0.365. This means that regardless of product quality (KP), price perception (PH) and advertising attractiveness (DTI), the purchase intention (MB) will increase by 0.365.

The product quality regression coefficient (KP) = 0.310 shows the direction of a positive (unidirectional) relationship between the product quality variable (KP) and consumer buying interest (MB) in the Shopee market space for Narotama university students, Faculty of Economics and Business Class 2018. Shows the distribution if the quality variable product (KP) has increased by 1, the variable buying interest (MB) will increase by 0.310. This happens with the assumption that the other variables remain constant.

The price perception regression coefficient (PH) = 0.323 shows the direction of a positive (unidirectional) relationship between the price perception variable (PH) and consumer buying interest (MB) in the Shopee market space for Narotama university students, Faculty of Economics and Business Class 2018. the price (PH) has increased by 1, the buying interest variable (MB) will increase by 0.310. This happens with the assumption that the other variables remain constant.

The regression coefficient of advertising attractiveness (DTI) = 0.303 shows the direction of a positive (unidirectional) relationship between the advertising attractiveness variable (DTI) and consumer buying interest (MB) in the Shopee market space for Narotama university students, Faculty of Economics and Business Class 2018. advertising attractiveness (DTI) has increased by 1, the variable buying interest (MB) will increase by 0.303. This happens with the assumption that the other variables remain constant.

**3.6. Test the coefficient of determination (R<sup>2</sup>)**

Used to see the close relationship between independent and dependent variables. The results of the coefficients can be seen from the following table :

Tabel 6. Test the Coefficient of Derermination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,775a	0,601	0,576	0,368432

From the table above, it can be seen that the value of R Square ( $R^2$ ) is 0.601 or 60.1% which shows the correlation of product quality variables, price perceptions and advertising attractiveness. Together, they contribute to buying interest. Meanwhile, 39.9% which is obtained from  $(100\% - 60.1\% = 39.9\%)$  can be explained by other factors which are variables outside of product quality, price perception and advertising attractiveness.

### 3.7. Simultaneous Significance Test (F-Test)

Comparing the calculated F value and F table. As for this study, researchers used the help of the SPSS program to test the data that had been obtained. This study uses the basis for decision making by comparing the calculated F value and F table, the following are the provisions for the method:

If the calculated F value  $>$  F table, then the hypothesis is accepted. Then it means that the independent variable simultaneously affects the dependent variable

If the calculated F value  $<$  F table, then the hypothesis is rejected. It means that the independent variable simultaneously has no effect on the dependent variable.

Tabel 7. Simulataneous Significance Test (F-Test)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	9,612	3	3,204	23,617	,000
Residual	6,376	47	,0136		
Total	15,987	50			

From the table above, it can be identified that the variable deserves to be researched because it has an Fcount of 23.617  $>$  Ftable of 3.19 with a significance level of 0.000  $<$  0.05, this means  $H_0$  is rejected and  $H_a$  is accepted. This means that the variables of product quality, price perception and advertising attractiveness have a simultaneous influence on consumer buying interest in the Shopee marketplace for Narotama University students, Faculty of Economics and Business Class of 2018.

### 3.8. Individual parameter significance test (t-test)

The following is the basis for decision making or the provisions that apply to the individual parameter significance test (t-test) Based on the significance value (Sig.): If the significance value (sig)  $<$  probability 0.05 then there is an influence of the independent variable on the dependent variable or the hypothesis is accepted and If the significance value (Sig)  $>$  0.05 probability then there is no effect of the independent variable on the dependent variable or the hypothesis is rejected.

Tabel 8. Individual Parameter Significance test (t-test)

Variabel	Standardized Coefficients	Sig	Sig. Tolerance	Keterangan
Constanta		0,463		
KP	0,254	0,024	0,05	Signifikan
PH	0,342	0,005	0,05	Signifikan
DTI	0,361	0,002	0,05	Signifikan

From the table above, it is known that the results of hypothesis testing are as follows :

Hypothesis testing 1: product quality has a significant effect on the buying interest of Shopee marketplace consumers at Narotama University, Faculty of Economics and business angkatan in 2018. The effect of product quality on buying interest resulted in a positive coefficient of 0.254 and sig value of 0.024. Since sig value (0.024)  $<$  sig tolerance (0.05) then  $H_0$  rejected  $H_a$  accepted.

Hypothesis testing 2: price perception has a significant effect on the buying interest of Shopee marketplace consumers at Narotama University, Faculty of Economics and business angkatan in 2018. The effect of price perception on buying interest resulted in a positive coefficient of 0.342 and sig value of 0.005. since sig value (0.005)  $<$  sig tolerance (0.05) then  $H_0$  rejected  $H_a$  accepted.

Hypothesis testing 3: the attractiveness of advertising has a significant effect on the buying interest of Shopee marketplace consumers at Narotama University, Faculty of Economics and business angkatan in 2018. The effect of advertising attraction on buying interest resulted in a positive coefficient of 0.361 and sig value of 0.002. Since sig value (0.002)  $<$  sig tolerance (0.05) then  $H_0$  is rejected  $H_a$  accepted.

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#### 4. Conclusion

Based on the individual parameter significance Test (t-test), it turns out that product quality variables positively and significantly influence consumer buying interest in the Shopee marketplace (case study on Narotama University Students, Faculty of Economics and Business, Class of 2018) with a positive coefficient value of 0.254 and a sig value of 0.024. Since sig value (0.024) < sig tolerance (0.05) then  $H_0$  is rejected  $H_a$  accepted. Variable price perception has a positive and significant effect on consumer buying interest in the Shopee marketplace (case study on Narotama University Students, Faculty of Economics and Business Class of 2018) with a positive coefficient value of 0.342 and a sig value of 0.005. since sig value (0.005) < sig tolerance (0.05) then  $H_0$  rejected  $H_a$  accepted. The variable of advertising attractiveness has a positive and significant effect on consumer buying interest in the Shopee marketplace (case study on Narotama University Students, Faculty of Economics and Business Class of 2018) with a positive coefficient value of 0.361 and a sig value of 0.002. Since sig value (0.002) < sig tolerance (0.05) then  $H_0$  is rejected  $H_a$  accepted.

Based on the results of simultaneous significance test (F-test) variables feasible research because it has Fhitung of 23.617 > Ftable of 3.19 with a significance level of 0.000 < 0.05 this means  $H_0$  rejected and  $H_a$  accepted. This means that product quality variables, price perception and advertising attractiveness simultaneously affect consumer buying interest in the Shopee marketplace for Narotama University students, faculty of Economics and Business, Class of 2018.

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