

## **The Effect Of Promotion, Price, And Customer Experience On Consumer Purchase Decisions In Using Shopee E-Commerce**

**Nadin Miranda Rambe<sup>1</sup>, Zufrie<sup>2</sup>, Elida F.S Simanjorang<sup>3</sup>**

<sup>1</sup> Student, Department of Management Universitas Labuhanbatu

<sup>2,3</sup> Manajemen, Universitas Labuhanbatu

### **Abstrak**

Penelitian ini mengkaji pengaruh promosi, harga, dan customer experience terhadap keputusan pembelian konsumen pengguna E-Commerce Shopee di Kampung Padang, Kabupaten Labuhanbatu. Pendekatan kuantitatif dipilih dengan metode analisis regresi linier berganda. Uji hipotesis dilakukan secara parsial melalui uji t pada tingkat signifikansi 0,05, dengan nilai ttabel sebesar 1,986. Hasil uji menunjukkan: variabel promosi memperoleh thitung 2,799 > ttabel (1,986) dan signifikansi 0,026 < 0,05; variabel harga memperoleh thitung 2,135 > 1,986 dengan signifikansi 0,035 < 0,05; variabel customer experience memperoleh thitung 5,901 > 1,986 dengan signifikansi 0,000 < 0,05. Ketiga variabel independen promosi, harga, dan customer experience secara parsial terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian. Temuan ini mengindikasikan bahwa peningkatan kualitas promosi, penetapan harga yang tepat, serta pengalaman pelanggan yang baik mendorong kecenderungan konsumen dalam mengambil keputusan pembelian. Hasil penelitian ini diharapkan memberi referensi bagi pelaku usaha dalam merumuskan strategi pemasaran yang efektif.

**Kata Kunci :** *Promosi, Harga, Customer Experience, Keputusan Pembelian*

### **Abstract**

This study examines the effect of promotion, price, and customer experience on purchasing decisions of Shopee E-Commerce users in Kampung Padang, Labuhanbatu Regency. A quantitative approach was employed using multiple linear regression analysis. Hypothesis testing was conducted partially using the t-test at a significance level of 0.05, with a t-table value of 1.986. The test results show: the promotion variable obtained t-count of 2.799 > t-table (1.986) and a significance of 0.026 < 0.05; the price variable obtained t-count of 2.135 > 1.986 with a significance of 0.035 < 0.05; the customer experience variable obtained t-count of 5.901 > 1.986 with a significance of 0.000 < 0.05. All three independent variables promotion, price, and customer experience are proven to have a positive and significant partial effect on purchasing decisions. These findings indicate that improved promotion quality, appropriate pricing, and positive customer experience increase consumers' tendency to make purchasing decisions. The results of this study are expected to provide a reference for business actors in formulating effective marketing strategies.

**Keywords:** *Influencer, Promotion, Price, Customer Experience, Purchase Decision.*

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✉ Corresponding author :

Email Address : [nadinmiranda02@gmail.com](mailto:nadinmiranda02@gmail.com)

## INTRODUCTION

(Fauziyah & Julaeha, 2022) stated that e-commerce in Indonesia exists in three forms: websites, social media, and apps. Nearly all online stores are well-known to the public. Some are even very popular, including Shopee, Lazada, Tokopedia, Akulaku, Kredivo, Bukalapak, Blibli, and others. APJII 2018 data supports this finding: the top four e-commerce apps are the public's primary choice for online buying and selling. (Assidiqi & Julaeha, 2021) Referring to APJII data, which indicates a pattern of annual increase in the number of internet users in Indonesia. In 2017, the number of users was recorded at 143.26 million. One year later, that figure rose to 171.17 million. In other words, the 2017–2018 period saw growth of over 27 million users. This finding confirms that internet access in Indonesia is not stagnant, but rather continues to expand year after year.

A 72% percentage based on the presented data makes Shopee the e-commerce site with the highest level of visits and frequency of use by Indonesians. This digital platform is headquartered in Singapore and is part of the SEA Group (an entity formerly known as Garena, founded by Forrest Li in 2009). The application's initial launch took place in Singapore in 2015, which was then followed by expansion to various other Asian countries (including Indonesia) and to Brazil, making it the first region outside of Asia to be reached. The mobile element of the online shopping platform, as stated by (Naufal & Nalurita, 2023), built in line with the concept of internet-based global e-commerce. The range of products traded through this app includes clothing, bags, books, electronic devices, fashion accessories, beauty and health products, gadgets, sports equipment, and various other commodities.

Based on observations in Pekan Hamlet, Kampung Padang Village, Labuhanbatu Regency, almost all of the people aged 17 years and above use the Shopee application, but in this case it is not yet known whether these people make regular purchases on the Shopee application, because the current phenomenon of E-Commerce on Merchants is not only Shopee, there are several other applications used by these people such as TikTok Shop, Tokopedia, Akulaku and Kredivo, which are likely to cause some people to make purchases on these applications.

In consumer behavior studies, a company's existence is inextricably linked to the central role of purchasing decisions. A business can survive and continue operating sustainably when the stimulus that drives consumers to purchase a particular product receives a favorable response from the company. The purchasing decision itself consists of several stages or dimensions: problem recognition, evaluation of alternative options, making a purchase decision, and the pattern of actions that emerge after the purchase.

Current conditions demonstrate the rise of e-commerce platforms offering a variety of consumer needs, along with easy access to payments and loans. This phenomenon has had a direct impact on the residents of Dusun Pekan, Kampung Padang Village, Labuhanbatu Regency, where their preferences are a determining factor in selecting specific apps to meet their shopping needs and desires. Nationally, Shopee is not positioned as the sole digital gateway used by Indonesians; they utilize a variety of platforms, both for purchasing basic necessities and simply fulfilling their consumer desires.

In the context of corporate strategy, promotions serve as a tool for reaching potential consumers. Promotional activities contribute to increasing potential

consumers' information and knowledge of the company's product portfolio. Attractively designed promotions not only build a positive image in the eyes of consumers but also spark their interest in visiting the app—whether simply downloading, browsing, or making a purchasing decision. Fundamentally, promotions aim to provide information while influencing individuals in the purchasing decision process. When promotions offer attractive prices and are positively received by customers, they impact sales volume and serve as a customer retention mechanism. Given the ever-increasing intensity of competition among companies in the food and beverage sector, promotions are a key tool in maintaining company sustainability.

The current phenomenon is that promotions aren't limited to the Shopee app, but rather, several merchant apps are used by the residents of Pekan Hamlet, Kampung Padang Village, Labuhanbatu Regency, offering more attractive pricing, payment, and product promotions. Consequently, online sales competition is also increasing, as Shopee isn't the only app of choice for the residents of Pekan Hamlet, Kampung Padang Village, Labuhanbatu Regency.

Pricing is a key factor in generating profit, so pricing is crucial and sensitive for companies. When setting prices, entrepreneurs must consider the costs involved and ensure potential customers are satisfied with the price. A company's success lies in ensuring its pricing generates profit and eliminates consumer objections.

A common phenomenon is the presence of different prices in the same store, even though they're only using different merchant apps. This can occur because of the large number of merchant apps available in the community. Before making a purchase, consumers compare prices from one app to another and consider which offers the best value. Therefore, online businesses face significant competition, but they also consider pricing carefully, as different apps offer different discounts and interest rates. This creates a challenge for businesses, especially when it comes to pricing across apps.

In modern business competition, customer experience (CX) plays a dual role: as a top priority and a company's defense against disruptive innovation from new entrants. Mustika & Wulandari, (2023) defines it as a positive or negative post-consumption impression. Customer Experience (CX) is determined by how customers interact with the products or services they use. (Sudarso, 2024) explains that these interactions encompass five key dimensions: sensory, emotional, cognitive, behavioral, and social, which directly influence satisfaction and loyalty levels. In the Industry 4.0 era, the CX ecosystem is expanding as customer interactions now take place through various, integrated, omnichannel channels.

In today's digital ecosystem, the customer experience of the people of Dusun Pekan, Kampung Padang Village, Labuhanbatu Regency, can significantly impact the business world, especially when these customers actively share their experiences across various digital platforms. The approach inherent in customer experience is multilevel, with differences in ecosystems and the intensity of competition giving rise to two forms: static and dynamic.

This study focuses on the Shopee application, limiting the subjects to Shopee e-commerce consumers residing in Dusun Pekan, Kampung Padang Village, Labuhanbatu Regency. This study defines promotion, price, and customer experience as independent variables, and purchasing decisions as dependent variables. The

research question is whether these three variables, either partially or simultaneously, significantly influence the purchasing decisions of Shopee consumers in Dusun Pekan, Kampung Padang, Labuhanbatu. Accordingly, the purpose of this study is to analyze the influence of promotion, price, and customer experience on purchasing decisions at that location.

## METHODOLOGY

In research activities, the method is the main foundation that directs how data is obtained and processed. (Sugiyono, 2021) explains that research methods include a series of methods designed to collect data accurately and legally, taking into account influencing variables, so as to be able to answer research questions and solve the proposed problems. This research operationalizes a quantitative approach, where numerical data is the main foundation, while statistical techniques serve as analytical tools to understand social and natural phenomena. The data collection stages are carried out through standardized instruments, such as questionnaires or scales, which are then processed using statistical methods such as regression, ANOVA, or path analysis. The purpose of this quantitative design is to obtain generalizations or predictive capabilities for future events based on patterns from past data. The data processing process in this study will use SPSS software. The sources and types of data used are as follows:

### a. Research Location

People who use Shopee E-Commerce in Pekan Hamlet, Kampung Padang Village, Labuhanbatu Regency.

### b. Population and Sample

In research, a population is understood as the entirety of objects or subjects that share certain characteristics and serve as the basis for drawing conclusions. In this study, the population included the residents of Pekan Hamlet, Kampung Padang Village, who use the Shopee app on their smartphones. However, due to the large population size and the difficulty of comprehensively reaching the population, the researchers used the Cochran formula to determine the sample. This approach was chosen because, as explained by Sujalu et al. (2021), the Cochran formula is considered appropriate for use in conditions where the population is uncertain and large.

In quantitative research, a sample is not merely a subset of the population but also serves as a representation reflecting its characteristics. Therefore, the sample is positioned as a representative sample representing the population as a whole. The sample selection process in this study used a probability sampling method with a simple random sampling scheme, ensuring that each member of the population had an equal chance of being selected. Meanwhile, given the population size, which is not precisely identified and tends to be very broad, the sample size was determined using Cochran's formula.

$$n = \frac{z^2 pq}{e^2} \quad n = \frac{(1,96)^2 (0,5)(0,5)}{(0,10)^2}$$
$$n = 96,04 = 96$$

Based on the sampling calculations above, the sample required for this study is 96 samples.

### Data Collection Techniques

Researchers collected primary data by distributing questionnaires, both printed and online via Google Forms, individually to individuals. They also collected secondary data through interviews. The questionnaires were constructed using a Likert scale, with alternative answers as listed in the following table:

**Table 1:** Likert Scale Answers

No	Question	Score
1	Strongly Agree (SS)	5
2	Agree (ST)	4
3	Neutral (N)	3
4	Disagree (TS)	2
5	Strongly Disagree (STS)	1

### Data Analysis Techniques

Data analysis is defined as a systematic process that encompasses the search and organization of data sourced from interviews, field notes, and various other supporting materials. The primary goal of this process is to facilitate data understanding and effectively communicate findings to others. In its implementation, the use of quantitative methods is intended to increase the accuracy of measuring respondent responses. The researchers then processed the numerical data using statistical methods using SPSS software. Data analysis in this study proceeded through several stages, as follows:

## RESEARCH INSTRUMENT TEST

### 1. Instrument Validity Test

The validity of each item in the questionnaire was tested by comparing the calculated *r* value with the table *r* value. An item was declared valid if the calculated *r* value exceeded the table *r* value. This validity test was used by researchers to ensure the accuracy of the measurement instrument in reflecting the target variables.

### 2. Reliability Test

The consistency of respondents' responses to the questionnaire was measured through a reliability test. The threshold was set: the Cronbach's Alpha value must exceed 0.60. If this value is met, the instrument is considered reliable. This is the basis for the researcher's assessment of the measurement tool's reliability.

## CLASSICAL ASSUMPTION TEST

The quality of a regression model depends heavily on one crucial factor: the absence of strong correlation between the independent variables. To detect whether this condition is met, researchers test two factors simultaneously: the tolerance value and the VIF value. Multicollinearity is detected when two conditions are met: the tolerance value decreases to  $\leq 0.10$ , or the VIF value increases to  $\geq 10$ . Conceptually, tolerance reflects the proportion of variance in one independent variable that is not influenced by the other independent variables. The lower the tolerance value, the stronger the indication of correlation between the variables.

### 1. Normality Test

The normality test serves as an evaluative procedure to determine data distribution patterns in research. Fulfillment of the normality assumption is indicated by a significance value from the Kolmogorov-Smirnov or Shapiro-Wilk test exceeding the 0.05 threshold. If the value is greater than 0.05, the data is considered normally distributed, and the regression model is suitable for further analysis.

### 2. Multicollinearity Test

Multicollinearity testing is performed as part of the diagnostic procedure of a regression model to ensure there is no linear relationship between the independent variables. Researchers maintain the quality of the regression model by ensuring there is no correlation between the independent variables. Multicollinearity is identified through tolerance and VIF tests. Tolerance reflects the proportion of variance in an independent variable that is not influenced by other variables. Multicollinearity is declared present if the tolerance value is  $\leq 0.10$  or  $VIF \geq 10$ .

### 3. Heteroscedasticity Test

Heteroscedasticity reflects the inconstancy of error variance in a regression model. This condition is detected through residual distribution analysis using the Glejser test and a scatterplot. A model is declared free of heteroscedasticity if the Glejser test significance value is  $>0.05$  or the points on the scatterplot do not form a regular pattern. A regular pattern (wavy, widening and then narrowing) indicates heteroscedasticity, while a random distribution around 0 on the Y-axis indicates the model is homoscedastic.

## REGRESSION ANALYSIS MODEL

### Multiple Linear Regression Analysis

The collected data was then compiled and processed, with each variable reflecting the values of each respondent. Afterward, analysis was conducted using a statistical approach to obtain a clearer picture of the relationships between variables. Once a hypothesis was formulated, it was time to test whether it was acceptable or should be rejected. To answer this question, this study utilized multiple linear regression techniques. Why multiple regression? Because this technique can handle more than one independent variable simultaneously in a single calculation model. The following is the equation model used in this study:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where :

Y = Purchase Decision

a = constant

$b_1, b_2, b_3$  = regression coefficients

$X_1, X_2, X_3$  = independent variables (Promotion, Price, Customer Experience)

e = Standard Error

## RESULTS AND DISCUSSION

### Validity Test

Validity testing serves as an evaluative mechanism for assessing the instrument's accuracy as a research measurement tool. Each item in the questionnaire is required to be representative of the variables being studied. Item validity is determined by comparing the calculated *r* value from Pearson Correlation with the table *r* value. An item is declared valid if the calculated *r* value exceeds the table *r* value.

**Table 1.** Validity Test

Variables	Indicator	Rhitung	Rtable	Information
<b>Promotion</b> (X1)	X1.1	0.723	0.361	Valid
	X1.2	0.648	0.361	Valid
	X1.3	0.803	0.361	Valid
	X1.4	0.527	0.361	Valid
	X1.5	0.742	0.361	Valid
<b>Price</b> (X2)	X2.1	0.790	0.361	Valid
	X2.2	0.702	0.361	Valid
	X2.3	0.674	0.361	Valid
	X2.4	0.660	0.361	Valid
	X2.5	0.722	0.361	Valid
<b>Customer Experience</b> (X3)	X3.1	0.775	0.361	Valid
	X3.2	0.892	0.361	Valid
	X3.3	0.569	0.361	Valid
	X3.4	0.754	0.361	Valid
	X3.5	0.773	0.361	Valid
<b>Buying decision</b> (Y)	Y1	0.823	0.361	Valid
	Y2	0.691	0.361	Valid
	Y3	0.638	0.361	Valid
	Y4	0.763	0.361	Valid
	Y5	0.613	0.361	Valid

### Reliability Test

The extent to which a statement item is reliable and demonstrates consistency in research is measured through reliability testing. In practice, researchers use Cronbach's Alpha as a benchmark, with a minimum limit set at 0.60. If an item's Cronbach's Alpha value is higher than 0.60, the item is deemed reliable and worthy of inclusion in the analysis.

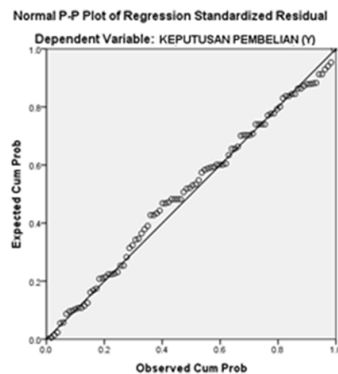
**Table 2.** Reliability Test

Variables	Cronbach Alpha	Measurement of Value	Information
<b>Promotion (X1)</b>	0.780	0.6	Reliable
<b>Price (X2)</b>	0.874	0.6	Reliable
<b>Customer Experience (X3)</b>	0.793	0.6	Reliable

<b>Purchase Decision (Y)</b>	0.845	0.6	Reliable
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### Normality Test Results

A normal distribution of data is a fundamental prerequisite before proceeding with parametric statistical analysis. To verify that this assumption is met, this study conducted a normality test. This check is based on the stipulation that only data that follows a normal distribution is eligible for processing using inferential statistics. The results of the normality test in this study are presented in the following figure:



**Figure 2.** Probability Plot Normality Test

The results of the normality test presented in Figure 2 indicate that the data meets the assumption of normality. This is evident from the data distribution pattern, which tends to follow the diagonal line.

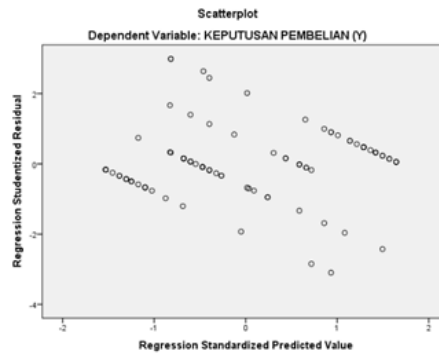
### Multicollinearity Test

**Table 3.** Multicollinearity Test

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Tolerance	VIF	
1 (Constant)	3.570		.952	.343			
PROMOSI (X1)	.386	.069	2.799	.026	.993	1.007	
HARGA (X2)	.196	.185	2.135	.035	.971	1.030	
CUSTOMER EXPERIENCE (X3)	.571	.511	5.901	.000	.975	1.026	

a. Dependent Variable: KEPUTUSAN PEMBELIAN (Y)

Table 3 confirms the significant influence of promotion, price, and customer experience on purchasing decisions. All three have a calculated t value > t table (1.986) at df = 92,  $\alpha = 0.05$ . From the classical assumptions, the regression model is free from multicollinearity as evidenced by tolerance > 0.10 and VIF < 10.



### Heteroscedasticity Test

**Figure 3.** Heteroscedasticity Test

Based on Figure 3, the regression model is declared free from heteroscedasticity. The scatterplot shows data points that are randomly distributed without any regular pattern such as widening, narrowing, or waving. This pattern is the basis for the conclusion that there is no inconsistency in the residual variance.

### Hypothesis Testing

#### Multiple Linear Regression Test

**Table 4.** Multiple Linear Regression Test

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	3.570	3.748		.952	.343		
PROMOSI (X1)	.386	.108	.069	2.799	.026	.993	1.007
HARGA (X2)	.196	.092	.185	2.135	.035	.971	1.030
CUSTOMER EXPERIENCE (X3)	.571	.097	.511	5.901	.000	.975	1.026

a. Dependent Variable: KEPUTUSAN PEMBELIAN (Y)

The results of the multiple linear regression test obtained the regression equation:

$$Y = 3.570 + 0.386 + 0.196 + 0.571$$

Once the regression model is obtained, the next step is to interpret each coefficient to see how the variables under study relate to each other. Therefore, the following is an explanation of the meaning of each value in the equation:

1. Customer Experience has the most dominant influence on Purchasing Decisions, with a coefficient of 0.571 which shows a significant increase.
2. Promotion also has a positive effect on purchasing decisions with a coefficient value of 0.386.
3. Price also contributes to Purchasing Decisions with a coefficient of 0.196.
4. The constant value of 3.570 indicates the level of Purchase Decision when all independent variables are at zero.

### T-test

The t-test is a key tool in data analysis. It works simply: compare the calculated t-score with the tabulated t-score. From this comparison, researchers can decide whether the proposed hypothesis is acceptable or should be rejected.

Furthermore, the t-test can also reveal the extent of influence each independent variable has on the dependent variable separately.

**Tabel 5.** Partial Test (T)

Model	Coefficients <sup>a</sup>						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1 (Constant)	3.570	3.748			.952	.343		
PROMOSI (X1)	.386	.108	.069		2.799	.026	.993	1.007
HARGA (X2)	.196	.092	.185		2.135	.035	.971	1.030
CUSTOMER EXPERIENCE (X3)	.571	.097	.511		5.901	.000	.975	1.026

a. Dependent Variable: KEPUTUSAN PEMBELIAN (Y)

This study involved 96 respondents with three independent variables, resulting in a degree of freedom (df) of 92. At a significance level of 0.05, the t-table value used was 1.986. The results of partial testing (t-test) showed that the Promotion variable had a t-count value of 2.799 with a significance level of 0.026, the Price variable was 2.135 with a significance level of 0.035, and Customer Experience was 5.901 with a significance level of 0.000. The overall t-count value that exceeded the t-table accompanied by a significance level below 0.05 indicated a positive and significant partial influence of the three independent variables on purchasing decisions.

### Stimulus Test

**Tabel 6.** Stimulus Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.873	3	25.291	42.996	.000 <sup>b</sup>
	Residual	54.116	92	.588		
	Total	129.990	95			

a. Dependent Variable: KEPUTUSAN PEMBELIAN (Y)

b. Predictors: (Constant), CUSTOMER EXPERIENCE (X3), HARGA (X2), PROMOSI (X1)

Table 6 shows that promotion, price, and customer experience collectively have a significant positive influence on purchasing decisions. This conclusion is based on two statistical findings: first, the calculated F (42.996) > F table (2.70); second, the significance value of 0.000 < 0.05. These two indicators simultaneously confirm the model's feasibility.

### Coefficient of Determination Test

The coefficient of determination is used as an indicator to measure the level of ability of the regression model to explain variations that occur in purchasing decision variables.

**Tabel 7.** Coefficient Test

<b>Model Summary<sup>b</sup></b>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.764 <sup>a</sup>	.584	.570	.767	1.603

a. Predictors: (Constant), CUSTOMER EXPERIENCE (X3), PRICE 2), PROMOTION (X1)  
 b. Dependent Variable: BUYING DECISION (Y)

Promotion, Price, and Customer Experience variables explain 58.4% of the variation in Purchase Decisions. This is based on the R-square value of 0.584 in Table 7. Meanwhile, the remaining 41.6% is influenced by other variables outside this study.

### The Effect of Promotion on Purchasing Decisions

Promotions are positioned as one of the main determinants in influencing consumer purchasing decisions on the Shopee e-commerce platform. Various forms of promotional activities, such as price discounts, free shipping vouchers, cashback, and sales campaigns, contribute to increasing consumer appeal and interest in the products offered. The availability of easily accessible promotional information in the application also strengthens consumers' perceived value. This increased perception impacts the formation of confidence in the purchasing decision process. The higher intensity and attractiveness of promotions have implications for increasing the likelihood of a purchase decision. The results of statistical tests show a calculated t value of 2.596, which exceeds the t table (1.986), with a significance value of  $0.011 < 0.05$ . These findings confirm that promotions have an influence that is not only positive, but also statistically significant on consumer purchasing decisions.

The results of this study do not stand alone, they are in line with what was found by (Yulianto & Prabowo, 2024). Evidence supporting this alignment comes from two key figures: first, the positive regression coefficient of 0.314; second, the t-test significance value of 0.000, which is significantly less than 0.05. Together, these two findings suggest that promotions have a significant positive influence on purchasing decisions.

### The Influence of Price on Purchasing Decisions

Price plays a crucial role in consumer purchasing decisions on Shopee. Conceptually, price represents the value that serves as the basis for comparing the sacrifices made with the benefits received. Transparency of price information, ease of product comparison, and the existence of promotional programs contribute to increased consumer sensitivity to price. Key considerations in the consumer decision-making process include the suitability of price, financial capacity, and product benefits. In addition, the implementation of promotional strategies such as flash sales, free shipping, and cashback contribute to forming the perception that prices are more affordable. Thus, price plays a role not only as a transaction tool but also as a psychological factor that influences consumer perceptions, preferences, and final decisions. The results of statistical tests show a calculated t-value of 2.135 exceeding

the t-table (1.986) with a significance level of  $0.035 < 0.05$ , confirming the positive and significant influence of the price variable on purchasing decisions.

This study confirms the findings (Aprelyani et al., 2024) Price plays a crucial role in determining market share and company profits. The direct link between price and purchasing decisions makes price a significant factor influencing consumer purchasing decisions.

### **The Influence of Customer Experience on Purchasing Decisions**

*Customer experience* is positioned as a key determinant in influencing consumer purchasing decisions on the Shopee e-commerce platform. Customer experience represents the accumulation of interactions that include app ease of use, transaction process efficiency, seller service quality, and product distribution reliability. Improving the quality of this experience has implications for strengthening consumer trust and satisfaction with the platform. Features such as an intuitive interface, review and rating system, and responsive customer service contribute to the formation of positive experiences. Furthermore, pleasant experiences strengthen the emotional bond between consumers and the platform, thus encouraging repeat purchases. Conversely, negative experiences have the potential to decrease purchase intention. Statistical testing yielded a calculated  $t = 5.901$ , while the t table was only 1.986. This figure, when combined with a significance value of  $0.000 (< 0.05)$ , indicates that the influence of customer experience on purchasing decisions is not only positive but also statistically significant.

The consistency between the findings of this study and previous studies can be seen from the results produced (Mulia et al., 2025). In the study, it was emphasized that customer experience and support from influencer endorsements both have a positive influence on purchasing decisions, a pattern that is in line with what was found in this study. The improvement in the quality of customer experience and the effectiveness of the endorsement strategy implemented by Avoskin has implications for increasing the level of purchasing decisions for Avoskin skincare products in the Diponegoro University environment.

### **The Influence of Promotion, Price and Customer Experience on Purchasing Decisions**

Statistical testing confirmed that promotions, prices, and shopping experiences collectively positively and significantly influence Shopee consumers' purchasing decisions. The F-test results showed a calculated F of 42.996, far exceeding the F-table value of 2.70. Furthermore, the recorded significance value of  $0.000$  was also below  $0.05$ , reinforcing the simultaneous influence of all three variables.

## **CONCLUSION**

The findings of this study indicate that promotion, price, and customer experience each have a positive and significant effect on consumers' purchasing decisions on the Shopee platform. Specifically, promotional activities contribute positively to influencing purchase decisions, demonstrating the importance of effective marketing strategies in attracting and persuading consumers. Likewise, price plays a significant role in shaping purchasing decisions, suggesting that competitive and affordable pricing can enhance consumers' willingness to make

purchases. In addition, customer experience has a positive and significant impact on purchasing decisions, highlighting the importance of providing a satisfying and seamless shopping experience for users.

Furthermore, the results reveal that promotion, price, and customer experience collectively exert a positive and significant influence on Shopee users' purchasing decisions. This finding suggests that consumers' purchase behavior is not determined by a single factor but rather by the combined effect of attractive promotional efforts, reasonable pricing, and positive customer experiences. Therefore, Shopee and similar e-commerce platforms should integrate these three aspects into their business strategies to strengthen consumer engagement, increase purchase intentions, and enhance overall purchasing decisions.

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