

The Influence of Service Quality, Product Attributes, and Pricing on Purchase Intention in the Shopee Online Marketplace: A Case Study in Mamuju City

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Abstract

This study aims to determine the effect of service quality, product and price on purchasing interest in Shopee Online stores in Mamuju City. The sampling technique used in this study was purposive sampling technique. The research subjects used were individuals who had bought at the Shopee Online store, amounting to 90 respondents. The analytical tool used in this study is multiple linear regression analysis. To get the test results in this study, a classic assumption test was carried out, namely the normality test, the heteroscedasticity test, and the multicorrelation test. Then hypothesis testing is performed. In this study the results of the Determination Test (R^2) variable Service Quality, Products and Prices affect the purchase interest of 0.758 or by 75%, the rest is influenced by other variables by 25%. Simultaneously or together the variables Service Quality, Products and Prices have a positive effect on the variable Purchase Interest. While partially (t test) the variables quality of service, product and price have a positive effect on purchasing interest in Shopee Online Store

Introduction

Nowadays, technological advancements are progressing at an increasingly rapid pace. One of the most significant developments embraced by society is the internet. The presence of the internet has made many activities easier for people to perform, including shopping. With the emergence of numerous online shopping platforms such as Shopee.co.id, TikTok.com, Tokopedia.com, Blibli.com, Bukalapak.com, Lazada.co.id, and many others, Indonesia has become one of the countries experiencing rapid growth in the development of e-commerce platforms.

Shopee.co.id is one of the most popular online marketplaces in Indonesia. It offers a wide variety of products, including books, electronics, toys, baby equipment, health and beauty products, household items, and sports and travel gear. Shopee is a Singapore-based e-commerce platform owned by Sea Limited,

and it operates in several countries, including Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. In 2019, Shopee became one of the leading e-commerce platforms in Asia and South America.

Shopee provides significant convenience for consumers by enabling them to buy and sell products without leaving their homes. However, behind this convenience lies a number of challenges, such as customer dissatisfaction due to products that do not meet their expectations. In such cases, customers often contact Shopee's customer service center to file complaints. These complaints are usually forwarded to the respective sellers, but the responses vary—some sellers respond well, while others ignore the reports.

Based on the background described above, the researcher is interested in examining the influence of service quality,

product attributes, and pricing on consumer purchase intention at Shopee's online store in Mamuju City. This study is titled **"The Influence of Service Quality, Products, and Prices on Purchase Intention at the Shopee Online Store in Mamuju City."**

Literature Review

2.1. Service Quality

According to Ruswanti (2011), the time spent by customers waiting to be served is highly important. This is because time has a direct influence on customer satisfaction, which in turn affects customer loyalty. Tjiptono and Chandra (2012) explain that the concept of quality can have various interpretations, as it encompasses several dimensions universal (the same everywhere), cultural (dependent on cultural value systems), and social (shaped by an individual's social class). In simple terms, quality can be defined as a product free from defects. However, this definition, which is based on a manufacturing perspective, is not fully relevant in the service sector. Therefore, the understanding of quality has evolved to mean "fitness for use and conformance to requirements."

According to Parasuraman, as cited in Lupiyoadi (2013), service quality is defined as the extent of the gap between customer expectations and the actual services received. It reflects the comparison between the service level delivered by a company and the expectations of its customers. Service quality is achieved through meeting or exceeding customer needs and wants, and delivering services accurately and consistently.

Wyckof, as cited in Tjiptono (2014), defines service quality as the expected level of excellence and the control over such excellence to fulfill customer desires. In other words, service quality is influenced by two

main factors: expected service and perceived service.

2.2. Product

Wijayanti (2012) defines a product as something offered for sale with the intention of generating profit, originating from individual creativity, marketing teams, or companies. According to Kotler, as cited in Alma (2016), **"A product is anything that can be offered to a market to satisfy a want or need. Products that are marketed include physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas."** This means that a product is anything that can be marketed to fulfill consumer needs and desires, encompassing both tangible goods and intangible offerings. Consumers purchase products not only to meet their needs but also to fulfill their wants and preferences.

2.3. Price

Alma (2016) states that **price** is the monetary value assigned to goods or services. According to Morissan (2015), the key indicators influencing price include product quality, competition levels, and promotional activities.

Utami (2017) explains that price adjustments can be made by retailers through the application of **markdown pricing**. A markdown refers to a reduction from the original retail price, usually intended to increase sales volume. The reasons for applying markdown pricing may include clearing out inventory or running promotions. Traditional retailers often establish their own rules for applying markdowns, which generally involve:

- a. Treating all items in a product category with consistent behavior.

- b. Following a predetermined markdown schedule.

2.4. Purchase Intention

Kotler and Keller (2009) define purchase intention as a consumer behavior that reflects a desire to choose, use, or purchase a product or service. This intention arises internally before the actual buying process occurs. According to Ferdinand (as cited in Veronika, 2016, p. 24), indicators of consumer purchase intention include:

- a. **Transactional Intention** – the intention to engage in a purchase.
- b. **Referential Intention** – the intention to refer the product to others.
- c. **Preferential Intention** – the preference for a particular product over alternatives.
- d. **Exploratory Intention** – the curiosity to seek out information about a product.

Research Methods

3.1 Research Design

Research design refers to the entire process involved in planning and conducting research (Nazir, 2011). This study employs a descriptive research design, which is aimed at providing a systematic and factual description of scientific information obtained from the research subject or object. Descriptive research focuses on explaining facts as they are, observed at the time the study is conducted (Anwar, 2011).

3.2 Population and Sample

According to Sugiyono (2015), the population is a generalization area consisting of objects or subjects that possess certain qualities and characteristics determined by the researcher to be studied and from which conclusions can be drawn. The population in this study consists of 900 students at Mega Buana University, Mamuju.

A **sample** is a subset of the population that reflects its characteristics. In selecting the sample, this study uses **purposive sampling**, a technique where the sample is selected based on specific criteria. According to Sugiyono (2015), purposive sampling is a sampling technique based on particular considerations. In this study, the sample comprises individuals who have made online purchases through the Shopee.co.id platform.

Types and Sources of Data

Types of Data

The type of data used in this study is **qualitative**, as it does not involve numerical values. For example, responses to questionnaire items about service quality and customer satisfaction are non-numerical in nature. Qualitative research involves interpretive techniques that aim to describe, code, and translate data related to meaning, rather than the frequency of occurrence in social phenomena. These techniques are used in both data collection and analysis stages of the research project. The data used in this study are **primary data**, obtained directly from the original sources through written questionnaires or oral interviews.

Sources of Data

The data sources in this study consist of:

1. **Primary Data:** Information collected directly from the respondents using data collection instruments such as questionnaires and interviews.
2. **Secondary Data:** Information obtained indirectly, such as previous research studies, journals, books, or official reports related to the topic.

Data Analysis Methods

The influence of service quality, product quality, and price on purchase

intention is measured using a **Likert scale**. According to Sarjono & Julianita (2011), the Likert scale is used to measure attitudes, opinions, and perceptions of individuals or groups towards a specific event or social phenomenon. The variables are broken down into measurable indicators that form the basis for questionnaire items.

This study utilizes a **5-point Likert scale**, as shown in the table below:

Response Category	Weight
Strongly Agree (SA)	5
Agree (A)	4
Neutral (N)	3
Disagree (D)	2
Strongly Disagree (SD)	1

Source: Haryadi and Winda (2011)

The collected data will be analyzed and presented in tabular form.

Research Variables and Operational Definitions

Research Variables

A variable is an attribute, characteristic, or marker of a person, object, or activity that has variations determined by the researcher to be studied and from which conclusions can be drawn. The variables in this study include:

- **Independent Variables:**
 - Service Quality (X_1)
 - Product (X_2)
 - Price (X_3)
- **Dependent Variable:**
 - Purchase Intention (Y)

Operational Definition of Variables

An operational definition is a detailed explanation of what should be observed and measured for each variable, serving as a reference for testing accuracy and validity. These definitions are reflected in the research instrument items (Sugiarto, 2016:38).

Hypotheses

Based on the background, problem formulation, research objectives, and literature review, the following hypotheses are proposed:

- **H₀₁:** Service quality (X_1) has no significant effect on purchase intention (Y) at Shopee Online Store.
- **H₁:** Service quality (X_1) has a significant effect on purchase intention (Y) at Shopee Online Store.
- **H₀₂:** Product (X_2) has no significant effect on purchase intention (Y) at Shopee Online Store.
- **H₂:** Product (X_2) has a significant effect on purchase intention (Y) at Shopee Online Store.
- **H₀₃:** Price (X_3) has no significant effect on purchase intention (Y) at Shopee Online Store.
- **H₃:** Price (X_3) has a significant effect on purchase intention (Y) at Shopee Online Store.

Results and Discussion

a. Data Validity Test

1. Validity Test

validity test carried out by the researcher, namely against 30 respondents from outside sample with results and criteria testing as following:

Table 2. Validity Test Results Questionnaire Variables Quality Service (X_1)

Question	r count	r table	Condition	Conclusion
K1	0.478	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
K2	0.495	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
K3	0.513	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
K4	0.537	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
K5	0.685	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
K6	0.697	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid

			table	
K7	0.712	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
K8	0.751	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
K9	0.762	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
K10	0.757	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid

Source : Data processed in 2022

Table 3. Validity Test Results Questionnaire Variables Product (X_2)

Question	r_{count}	r_{table}	Condition	Conclusion
P1	0.537	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
P2	0.685	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
P3	0.712	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
P4	0.589	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
P5	0.495	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
P6	0.697	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
P7	0.513	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
P8	0.478	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
P9	0.797	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
P10	0.698	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid

Source : Data results processed in 2022

Second the table above show that mark coefficient correlation r_{count} each grain question more big from r_{table} which is 0.357, so that can concluded all over grain questions on variables Quality Services and Products is Valid.

Table 4. Validity Test Results Questionnaire Price Variable (X_3)

Question	r_{count}	r_{table}	Condition	Conclusion
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on	count	table	on	on
H1	0.473	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
H2	0.675	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
H3	0.568	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
H4	0.597	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
H5	0.499	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
H6	0.645	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
H7	0.735	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
H8	0.657	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
H9	0.785	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
H10	0.747	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid

Source : Data processed in 2022

Table 4. shows that mark coefficient correlation r_{count} each grain question more big from mark r_{table} which is 0.357, so that can concluded all over grain The question on the Price variable is Valid.

Table 5. Validity Test Results Questionnaire Purchase Interest Variable (Y)

Question	r_{count}	r_{table}	Condition	Conclusion
Y1	0.579	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
Y2	0.531	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
Y3	0.597	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
Y4	0.691	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
Y5	0.678	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid
Y6	0.69	0.357	$r_{\text{count}} > r_{\text{table}}$	Valid

	3	7	table	
Y7	0.73 5	0.35 7	$r_{\text{count}} > r_{\text{table}}$	Valid
Y8	0.78 4	0.35 7	$r_{\text{count}} > r_{\text{table}}$	Valid
Y9	0.79 5	0.35 7	$r_{\text{count}} > r_{\text{table}}$	Valid
Y10	0.73 9	0.35 7	$r_{\text{count}} > r_{\text{table}}$	Valid

Source : Data results processed in 2022

Table 5. shows that mark coefficient correlation r_{count} each grain question more big from mark r_{table} which is 0.357, so that can concluded all over grain The question on the Purchase Interest variable is valid.

2. Reliability Test

the reliability test conducted by the researcher , namely against 30 respondents from outside sample with using the SPSS 22 for Windows program . Following Reliability Test Results Quality Service (X_1), Product (X_2), Price (X_3) and Purchase Interest (Y): Reliability Test Results Variables Study

Variab les	Cronbach's Alp ha Value	Critical Numbe rs	Conclusi on
Quality Service (X_1)	0.639	0.500	Reliable
Product (X_2)	0.621	0.500	Reliable
Price (X_3)	0.638	0.500	Reliable
Purchas e Interest (Y)	0.822	0.500	Reliable

Source : Data results processed in 2022

Table 6. shows that mark Cronbach's Alpha for variable Quality Service (X_1) is 0.639 for variable Product (X_2) is 0.621, Price variable (X_3) is 0.638 and for

Purchase Interest variable (Y) is 0.822 with thus all variable study concluded reliable.

b. Classical Assumption Test

1. Normality Test

Normality test in study This use approach Normal PP graph of regression standardized residual . Normality test results can seen from picture following :

Normal P-P Plot of Regression Standardized Residual

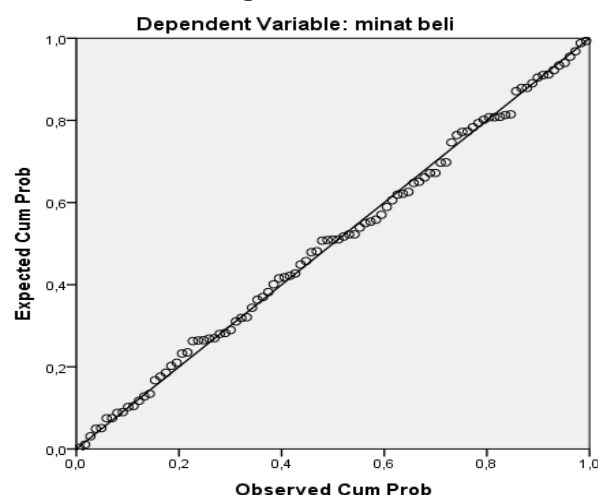


Figure 2. Normal PP of regression standardized residual

Source : Data processed in 2022

Based on Figure 2. can known that the dots formed spread around the diagonal line. With thus the data in study This has normally distributed .

Table 7. Results of the One-Sample Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test

	Unstandar d Predicted Value
N	95
Normal Parameters a,b	18.3736247
Mean	2.70104803
Std. Deviation	,061
Most Extreme Differences	,039
Absolute	-,061

Positive	,061
Negative	,200 c,d
Test Statistics	
Asymp . Sig. (2-tailed)	

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

Source : Data results processed in 2022

Table 7. shows that the data has been normally distributed as seen from Asymp.Sig. (2-tailed) is 0.200 which is stated more big from 0.05. So, it can concluded has normally distributed.

2. Heteroscedasticity Test

The results of the heteroscedasticity test using the *Scatterplot graph* are shown in the following image:

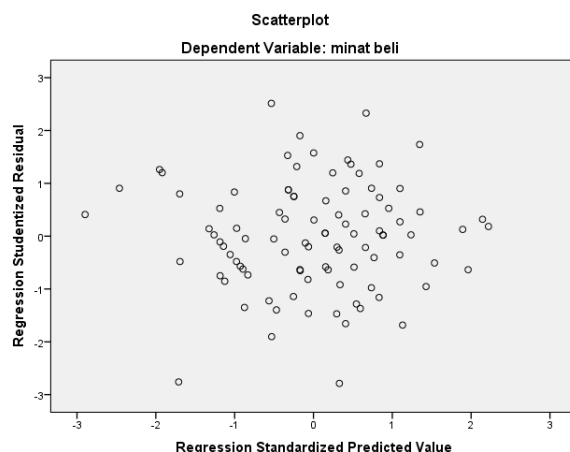


Figure 3. Results of Heteroscedasticity Test

Source : Data results processed in 2022

Based on Figure 3. The output results above show that No There is clear pattern It means dot, dot, dot has spread above and not happen heteroscedasticity in research This.

3. Multicollinearity Test

Multicollinearity test was conducted show results like table following :
Multicollinearity Test Results

Coefficients ^a

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Quality Service	.371	2,537
Product	.415	2.395
Price	.679	1.315

- Dependent Variable: interest buy

Based on Table 8 shows that tolerance value to 3 variables is more big from 0.1, and the VIF value from to 3 variables < 10, then the research data No contain symptom multicollinearity . So, it can concluded that the research data This No contain symptom multicollinearity.

b. Hypothesis Testing

1. Coefficient of Determination Test (R^2)

Table 9. Results of the Determination

Coefficient Test (R^2)

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871 ^a	.758	.750	1,609

- Predictors: (Constant), product , quality service

- Dependent Variable: interest buy

Source : Data results processed in 2022

Based on Table 9. above concluded that variable Quality Service , Product and Price have an effect on Purchase Interest (Y) variable of 0.758 or by 75%, the rest influenced by other variables by 25%.

2. Simultaneous Test (F Test)

Simultaneous Test shows that the variables are explained by the independent variables together. The decision-making criteria for the F Test are:

- If Sig < 0.05 then it has a significant effect

b. If $F_{count} > F_{table}$ then the hypothesis is accepted.

c. If $F_{count} < F_{table}$ then the hypothesis is rejected.

Based on the table results obtained, the calculated F_{value} is 93.975 with a significant value of 0.000. It can be concluded that the calculated F_{value} is greater than the F_{table} value of $93.975 > 3.10$. The significant value is smaller than 0.05, which indicates that simultaneously or together the variables of Service Quality, Product and Price have a positive effect on the Purchase Interest variable.

Hypothesis Testing Results Quality Service, Products and Prices on Purchase Interest

ANOVA^a

Model	Sum of Squares	Df	Beta Coefficient value on the variable Product of 0.393 which means that every increase in variable product (X ₃) of One unit will result in increase interest buy of 0.393 units.
Regression	715,055	3	
Residual	213,501	91	
Total	971,575	93	

a. Dependent Variable: interest buy

b. Predictors: (Constant), product , quality service

Source : Data results processed in 2022

3. Multiple Linear Regression Analysis

Table 11. Regression Equation Between Quality Service ,

Products and Prices on Purchase Interest

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	-6,519	1,499	
Quality	.197	.053	.303
Service	.315	.071	.367
Product	.393	.055	.371

Price			
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a. Dependent Variable: Purchase Interest

Source : Data results processed in 2022

Equality multiple linear regression as following:

$$Y = -6.519 + 0.197 X_1 + 0.315 X_2 + 0.393 X_3 + e$$

From the equation above can explained :

a. Constant value of -6.519 means that If variable Quality Service , Product and Price are the same with zero , then Purchase Interest decision is by -6,519

Beta coefficient value on the variable Quality Service of 0.197 which means that every increase in variable quality service (X₁) of One unit will result in increase interest buy of 0.197 units .

b. The beta coefficient value for the Price variable is 0.393, which means that every increase in variables price (X₃) is One unit will result in increase interest buy of 0.393 units .

4. Partial Test (t-Test)

Partial test is a significant test to each variable whose purpose is For know significant or whether or not of each variable X to variable Y. Criteria taking decision is :

a. If $sig < 0.05$ then it has a significant effect

b. If $t_{count} > t_{table}$ then the hypothesis is accepted

c. If $t_{count} < t_{table}$ then the hypothesis is rejected

Table 12. Partial Test Results (t-Test)

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
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	B	Std. Error	Beta		
(Constant)	-6,519	1,499		-	.00
Quality Service	.197	.053	.303	4.3	0
Product	.315	.071	.367	78	.00
Price	.393	.055	.371	3.6	1
				09	.00
				4.4	0
				43	.00
				6.2	0
				35	

a. Dependent Variable: Purchase Interest

Source : Data results processed in 2022

a. Quality Service (X_1)

Quality service own level significance of 0.001. The results of the t-test state that that level significance of t test is more small from 0.05 and the value t_{count} obtained which is 3,609 more big from t_{table} , which is 1.661. Based on results the so hypothesis which states "Quality service influential positive to interest buy at Shopee Online Store" stated accepted, and the hypothesis that states "Quality service No influential positive to interest buy at Shopee Online Store" stated rejected.

b. Product (X_2)

Product own level significance of 0.000. The results of the t-test state that that level significance of the t-test is greater small from 0.05 and the value The calculated t value obtained is 4.443 more big from t_{table} , which is 1.661. Based on results the so hypothesis which states "Product influential positive to interest buy at the Shopee Online Store" stated accepted, and the hypothesis that states "Product No influential positive to interest buy at the Shopee Online Store" stated rejected.

c. Price (X_3)

Price has level significance of 0.000. The results of the t-test state that that level significance of the t-test is greater small from 0.05 and the value The calculated t value obtained is 6.235 more big from t_{table} , which is 1.661. Based on results the so hypothesis which states "Price has an effect" positive to interest buy at the Shopee Online Store" stated accepted, and the hypothesis that states "Price does not influential positive to interest buy at the Shopee Online Store" stated rejected.

5. Discussion

- Quality service to interest buy own level significance of 0.001. From the results of the t-test it states that level significance of t test is more small from 0.05 and the value The calculated t value obtained is 3,609 more big from t_{table} , which is 1,661. Based on results the so hypothesis which states "Quality service influential positive to interest buy at Shopee Online Store" stated accepted. This is in line with research conducted by Umar (2020), Satria (2017), Sugiarto & Subagio (2014), which states that quality service influential positive to interest buy. Supported by the theory stated by Parasuraman in (Lupiyoadi, 2013) that quality service, namely how much Far difference between reality and hope customer on the service they provide Accept. Quality service reflect comparison between level services delivered company compared to expectation customer.
- Product to interest buy own level significance of 0.000. The results of the t-test state that that level significance of the t-test is greater small from 0.05 and the value t_{count} obtained, namely 4,443 more big from t_{table} , which is 1.661. Based on results the so hypothesis which states "Product influential positive to interest buy at Shopee Online Store" stated accepted. This is in line with research that

has been conducted by Salfina (2018), Andoko & Devina (2015), Hermanto & Cahyadi (2015), who stated that product give significant influence to interest buy . Supported by the theory stated by Kotler (in Alma, 2016: 139) product is all something that can offered in the market, for satisfying needs and wants Consumers . Products include goods, services, experiences, events, people, places, properties, organizations, information and ideas.

- c. Price on buying interest has a significance level of 0.000. From the results of the t-test, it states that the significance level of the t-test is less than 0.05 and the calculated t value obtained, which is 6.235, is greater than the t table, which is 1.661. Based on these results, the hypothesis stating "Price has a positive effect on purchasing interest in the Shopee Online Store" is accepted. This is in line with research conducted by RP Utami & Saputra (2017), Aptaguna & Pitaloka (2016), Kolopita & Soegoto (2015), which states that price has a positive effect on purchasing interest.

Conclusion

Based on results research that has been done can concluded as following :

1. Quality service (X_1) has an effect positive to interest buy (Y) on Shopee Online Store. Based on the results that have been obtained , Quality service own level significance of $0.001 < 0.05$ and the value The calculated t value obtained was $3.609 > t_{table} 1.661$.
2. Product (X_2) has an effect positive to interest buy (Y) on Shopee Online Store. Based on the results that have been obtained , Product own level significance of $0.000 < 0.05$ and the value t count obtained , namely $4.443 > t_{table} 1.661$.
3. Price (X_3) has an effect to interest buy (Y) on Shopee Online Store. Based on the

results that have been obtained , Price has level significance of $0.000 < 0.05$ and the value t count which is obtained namely 6.235 $> t_{table} 1,661$.

Suggestion

Based on results research and discussion , then the suggestions that can be submitted is as following :

1. For Shopee Online Store, it is hoped that from study This can give input related effort For interesting interest buy consumer with still notice quality services , products and prices provided .
2. For researchers Next, research This should more developed again to be able to give more benefits big with use variable other free ones that have more influence big , so results his research more Good Again.

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