



## Buying Decisions are Impacted by How Pricing and Product Variety Affect Consumer Preferences

By

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### Abstract

*The purpose of this study is to find out the extent to which the Influence of Price and Product Diversity on Consumer Taste has implications on purchase decisions (Study on Shopee e-commerce users in Jati Melati Village) The data used in this study is primary data where data is collected from the results of a questionnaire given to 104 respondents. This method uses data processing using Path Analysis with the help of SPSS 25. Statistical testing was carried out by partial significance tests (Test T) and Simultaneous (Test F). The results of the study show that the price and diversity of products have a direct effect on consumer taste. The price and diversity of products have a direct effect on the purchase decision. The price and diversity of products have an indirect effect on purchasing decisions through consumer tastes.*

**Keywords:** Price, Product Diversity, Consumer Taste, Purchase Decision

## 1. INTRODUCTION

In the era of technological development today, information and communication are increasingly sophisticated, the internet has become a part of life for most of the world's population. The business world is increasing – increasing, making business competition also increasingly fierce, both those engaged in industry and service businesses (Yolanda, 2017; Zulher & Ratnasih, 2021). Today's business activities are increasingly diverse. This is due to the number of entrepreneurs who create various new business opportunities. The business that is trending right now is the online business. This is because online business is supported by technological advances that have a positive impact on business development (Sanusi, 2016).

Online business activities can be carried out using media that is easily accessible to the public and can be done anywhere (Darwanti, 2021). The high potential of the digital economy has prompted the government to issue several regulations related to e-commerce, such as the XIV Economic Policy Package which regulates the electronic-based economy, Presidential Regulation (Perpres) No. 74 of 2017 concerning the Roadmap of the Electronic-Based National Trade System or SPNBE, and Government Regulation (PP) Number 80 of 2019 concerning Trade Through Electronic Systems (PMSE),

as well as the Regulation of the Minister of Trade (Permendag) Number 50 of 2020 on the Provisions for Business Licensing, Advertising, Coaching, and Supervision of Business Actors in Trade Through Electronic Systems (Kusumatriana et al., 2021; Halilintar, 2018).

Purchase decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas to satisfy consumer needs and desires (Kotler and Amstrong 2016). In general, it can be seen that businesses carried out through online media are commonly called start-ups. Currently, the growth of start-ups in Indonesia is experiencing rapid development, every time new start-ups always appear (Hanung, 2018).

In applications that move for e-commerce trade, some e-commerce include OLX, Berniaga, Zalora, Tokopedia, Bukalapak, Blibli and Lazada. In line with the rapid development of e-commerce, most people in meeting their living needs tend to choose an instant way by shopping via e-commerce which offers various conveniences. The existence of e-commerce has created a shift in consumer behavior in shopping from the original 3 offline, now consumers have the option to shop online this is in accordance with what was conveyed (Srisubawa, 2018). The trend of increasing visits also occurred on other online shopping sites such as



Tokopedia and Lazada, while visits to Blibli and Bukalapak decreased, although the number was still relatively high and included in the top five nationally (Ahdiat, 2023).

There are still many online shopping services that ignore the ideal standard of shipping goods. Sellers usually pay less attention to the safety of the goods to be sent. People often receive damaged goods and delivery schedules that do not match after shopping online, for example, in the application it is promised that delivery will be carried out within a maximum of 2 days, but it turns out that it reaches the customer's hands for up to a week (Tarigan, 2017).

To complement and strengthen consumer tastes for Shopee e-commerce and become a purchase decision in the taste of Shopee e-commerce consumers, there is supporting data on why Shopee e-commerce was chosen as a research topic. The researcher conducted a pre-survey by distributing questionnaires to 20 respondents who use Shopee e-commerce in Jati Melati Village. The following is the data from the results of pre-research conducted by the researcher, The indicators generated by purchase decisions in processing information to reach the selection of brands get a low response, namely, because the quality provided by Shopee sellers is not paid attention to. So that the quality of the products obtained by consumers is not good. It can be concluded that consumers are not satisfied with the quality of the products provided. Respondents stated that the impression given by the Shopee company was not in accordance with consumer expectations. So it can be concluded that the Shopee company is not good at giving an impression on its products.

Consumers mostly voted disagree and disagree, stating that the diversity of products on Shopee is not good such as; The product does not match the picture, the variety is less diverse, the size of the product is not the same as the description. Meanwhile, those who stated that they strongly agreed and agreed to state that the diversity of products on Shopee was good, according to what they wanted. The suitability of prices with product quality that makes customers feel less satisfied is due to the number of sellers reducing product quality with standardization made by the Shopee application. In addition, the price is not in accordance with consumer expectations and desires.

This research will be useful for interested parties, especially to add insight into the development of science, especially in marketing management science. This research can be used as a reference in conducting further research on customer decisions on Shopee e-commerce services. This research will produce a conclusion and suggestion which as an input and decision-making on the problems faced by the company, in addition to that it can also be considered in determining its marketing policy.

## 2. LITERATURE REVIEW

### 2.1 Price, Product Diversity, and Consumer Tastes

Price is the value of a concept or element in the marketing mix that is interconnected with goods or services that can be

measured in money. Price is also one of the factors that affect customer needs, desires and satisfaction. (Kotler & Keller, 2016; Lamarto, 2012). Price is also an element that can generate sales revenue (Kasali, 2010). Price indicators consist of four criteria, namely price affordability, price suitability with the quality of the products offered, price suitability with the benefits received, and price suitability with the price competitiveness of similar products (Armstrong & Kotler, 2016).

Product diversity is the variation in quality, quantity, design, brand, size, price, and other variations of product characteristics available in the market (Simamora, 2016; Levy & Weitz, 2012). Utami (2017) in his study used several indicators to measure the diversity of product prices, including product completeness, product brand, product size variation, and product quality in providing both short-term and long-term benefits.

Consumer taste is something that consumers pay attention to in searching, buying, using, evaluating, and ignoring products, or ideas that consumers expect to be able to satisfy their needs by consuming products offered and provided by merchants (Schiffman & Kanuk, 2015; Hanselman, 2015). If consumer appetite for goods and services is high, then an increase in buying goods and services will follow (Suantara et al., 2014). Megayanti et al., (2019) stated that if consumer demand for a product is high, this will lead to an increase in consumer purchase decisions.

### 2.2 Purchase Decision

Human life cannot be separated from buying and selling. Before making a purchase, usually a person makes the decision to buy a product first. The purchase decision is to participate directly in the personal activity that decides to buy the product offered by the seller. The purchase decision is a five-stage process that consumers go through, starting from problem recognition, information search, evaluation of alternatives that can solve the problem, purchase decision, and post-purchase behavior, which begins long before the actual purchase is made by the consumer and has a long-lasting impact (Kotler & Lane, 2016; Suhardi, 2020; Schiffman & Kanuk, 2015; Utami, 2020). Purchasing decisions involve evaluating the consumer's information, preferences, desires, and needs for a particular product or service. In this case, the main function in decision-making is the initial point of all conscious human activities, both individually and in groups, both institutionally and organizationally. Something related to the future, the future, where the effect or influence lasts for a long time (Solomon, 2019). Previous literature has found evidence that taste has a partial effect on consumer decisions in purchasing (Suantara et al., 2014; Narianti, 2022). Other factors include Product Diversity, Price and Promotion simultaneously affecting dependent variables, namely Purchase Decision (Ratnasari & Nurjanah, 2019; Syachroni et al., 2020)

## 3. METHOD

This study involved individuals who used the Shopee e-commerce application in Jati Melati Village as respondents.

The schedule for conducting research will be adjusted to the needs of the necessary data. This research was carried out throughout the completion of the final project, which is approximately from January to July 2023. The number of samples taken in this study was determined using the Slovin method. The sampling technique used in this study is probability sampling with a sample of 100 respondents. The criteria used as the basis for selecting the sample in this study are: (a) users of the Shopee e-commerce application who are domiciled in Jati Melati Village; and (b) consumers who use the Shopee application more than 1 time.

In this study, the author collected primary data directly from the results of observations and filling out questionnaires by users of the Shopee e-commerce application in the Bekasi City area. Literature studies or literature studies are carried out through the process of reading various reference books, literature, journals, and articles relevant to the research topic. The author directly faces and gives the questionnaire sheet to the respondents who meet the set requirements. The data collected in this study was analyzed through the application of descriptive statistics and inferential statistics. Descriptive statistics are used to describe the data from each variable individually. Meanwhile, inferential statistics are used to test research hypotheses. Applied descriptive statistics involve the calculation of mean values, medians, modes, standard deviations, frequency tables, and histograms. Inferential statistics are used to test research hypotheses through path analysis. This technique is used to test the magnitude of contribution shown by the path coefficient on each path diagram of the causal relationship between variables  $X_1$  and  $X_2$  to  $Y$  and have implications on  $Z$ , namely *Price (X1) and Product Diversity (X2) on Consumer Taste (Y) with implications on Purchase Decision (Z)*.

#### 4. RESULT AND DISCUSSION

The target of Shopee users is young people who are used to carrying out activities with the help of smartphones, including shopping activities. For this reason, Shopee is present in the form of a mobile application to support easy and fast shopping activities. Shopee provides a variety of products to support daily needs, fashion, gadgets, electronic devices, and other needs. Shopee Indonesia brings a new experience to the public in the online shopping model. Shopee also facilitates sellers to sell easily and provides buyers with a secure payment process and integrated logistics arrangements. On the initial display of Shopee, there are 11 categories on Shopee, namely, Free Shipping and Vouchers, Credit, Bills and Tickets, Shopee Mall, Shopee Pay, Shopee Barokah, Shopee Games, Shopee Food, Shopee Choose Local, Spaylater, and Flash Sale.

In order to ensure that goods sent by Shopee sellers reach consumers safely, Shopee Indonesia applies a Warranty system as a responsibility to refund 100% of consumer money if the goods that have been purchased do not reach consumers. In addition, Shopee also has a package tracking feature that can be used by consumers and sellers to be able to find out the delivery status and location of the package that has been sent,

so that the package will be detected continuously to ensure that the package sent is safe.

The data used in the study is primary data, the data comes from the distribution of questionnaires to participants in this study. The subjects in this study are 104 Shopee user customers in the Jati Melati Village area. The total number of respondents totaling 104 people who were used as the object of this study, 58.7% (61 respondents) of which were women and 41.3% (43 respondents) were men. The most respondents were in the age range of 16-20 years as many as 18 respondents (17.3%), for the age that dominated the age range of 21-25 years as many as 73 respondents (70.2%), and finally in the age range of 26-30 years as many as 13 respondents (12.5%). The description of respondents with a high school education level of 65.4% (68 respondents), followed by respondents with an S1 level of 29.8% (31 respondents), respondents with a D3 education level of 1.9% (2 respondents), respondents with a level of Other as many as 2.9% (3 respondents) and respondents with a junior high school education level as many as

From the available data, it is known that the majority of respondents are students or students of 57.7% (60 respondents), private employees as many as 26% (27 respondents), civil servants as many as 2.9% (3 respondents) with labor jobs as much as 1% (1 respondent), and respondents with other jobs as many as 12.4% (13 respondents). The largest income of respondents was in the range of < Rp. 1,000,000, which amounted to 34 respondents (32.7%), followed by respondents with an income of Rp. 1,000,000 – Rp. 2,000,000 amounting to 24 respondents (23.1%), then those earning Rp. 4,000,000 – Rp. 5,000,000 amounted to 18 respondents (17.3%), earning Rp. 2,000,000 – Rp. 4,000,000 amounting to 15 respondents (14.4%) and the last earning above Rp. 5,000,000 amounting to 13 respondents (12.5%).

The r-count value on each questionnaire item all showed a greater number than the r-table which was 0.1927. Thus, it can be concluded from the table above that all items contained in the questionnaire are declared Valid because they meet the applicable criteria. All Cronbach Alpha values of each variable are greater than 0.60 which means that all respondents' answers to statements on the variables Price (X1), Product Diversity (X2), Consumer Taste (Y), and Purchase Decision (Z) are reliable or reliable. The classical basic assumption test consists of the Normality Test, the Multicollinearity Test, and the Heteroscedasticity test as a whole meet the requirements for the next stage, namely the hypothesis test.

Substructure Equation 1 :  $Y = \rho_{yx1} X_1 + \rho_{yx2} X_2 + \rho_{ye1}$

**Table 1. Effect of X1, X2 on Y Simultaneously (Test F)**

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Mr.

1	Regress ion	1339.834	2	669.917	53.065	.000b
	Residua l	1275.079	101	12.625		
	Total	2614.913	103			
a. Dependent Variable: Consumer Tastes						
b. Predictors: (Constant), Product Diversity, Price						

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
		1	(Constant)	4.285		
	Price	.369	.085	.328	4.343	.000
	Product Diversity	.527	.076	.522	6.917	.000

a. Dependent Variable: Consumer Tastes

Source: Data processed with SPSS 25

From the results of the output of table 1, it is known that X1 and X2 have a simultaneous or joint effect on Y. This test shows that the Sig value of 0.000 is less than 0.05 or [0.000 < 0.05], so Ho is rejected and Ha is accepted, so it can be concluded that there is a simultaneous influence between Price and Product Diversity on Consumer Taste. The results of the individual (partial) test / t-test, where the Sig value of 0.000 is less than 0.05 or [0.000 < 0.05], then Ho is rejected and Ha is accepted, meaning that the path analysis coefficient is significant. Thus, prices and consumer tastes partially have a significant effect on consumer taste.

$$\text{Substructure Equation 2} : Z = \rho_{zx1}X1 + \rho_{zx2}X2 + \rho_{zy} Y + \rho_{z\epsilon}2$$

**Table 2. Effect of X1, X2 and Y on Z in Simultaneous Events (Test F)**

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Mr.
1	Regress ion	798.719	3	266.240	36.021	.000b
	Residua l	739.127	100	7.391		
	Total	1537.846	103			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Consumer Taste, Price, Product						

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
		1	(Constant)	13.790		
	Price	.314	.071	.364	4.439	.000
	Product Diversity	.367	.099	.399	4.716	.000
	Consumer Tastes	.242	.076	.315	3.174	.002

a. Dependent Variable: Purchase Decision

Source: Data processed with SPSS 25

From the results of the output of table 2, it is known that X1, X2 and Y have a simultaneous or joint effect on Z. This test shows that the Sig value of 0.000 is less than 0.05 or [0.000 < 0.05], so Ho is rejected and Ha is accepted, so it can be concluded that there is a simultaneous influence between Price, Product Diversity and Consumer Taste on Purchase Decisions. The results of the individual (partial) test / t test, where the Sig value of 0.000 is less than 0.05 or [0.000 < 0.05], then Ho is rejected and Ha is accepted, meaning that the path analysis coefficient is significant. Thus, prices and consumer tastes partially have a significant effect on Purchase Decisions.

Mediation using a sobel test calculator with the sobel formula produces a value of Z = 2.567 for price and Z = 2.893 for purchase decisions with a p-value of 0.01024138 < 0.05, then the sobel test of price and product diversity on Purchase Decisions through Consumer Taste (as a mediator) is significant. In this study, it is used to find out how much Consumer Taste for consumer Purchase Decisions is influenced by Product Price and Diversity. Here are the results of the data obtained.

**Table 3. R-Square Sub-Structure I**

Model Summary				
Model	R	R Square	Adjusted R Square	d. Error of the Estimate
1	.716a	.512	.503	3.553
a. Predictors: (Constant), Product Diversity, Price				

Source: Data processed with SPSS 25

Based on table 3, it can be seen that the Adjusted R Square value is 0.503 or 50.3%, which shows that Consumer Taste is influenced by Product Price and Diversity by 50.3%, while the rest obtained is around 49.7% influenced by factors outside the variables studied.

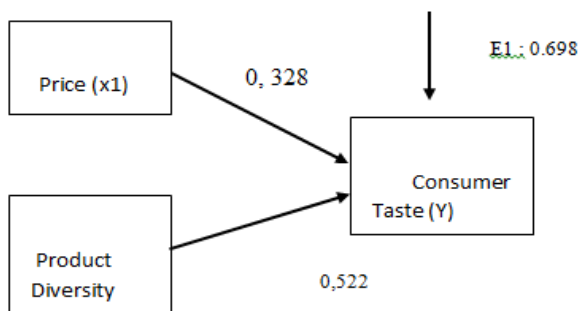
**Table 4. R-Square Sub-Structure II**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721a	.519	.505	2.719
a. Predictors: (Constant), Consumer Taste, Price, Product Diversity				

Source: Data processed with SPSS 25

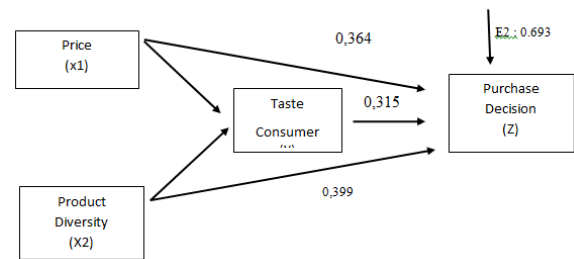
Based on the table in 4, it is explained that the Adjusted R Square value is 0.505 or 50.5%, which shows that Purchase Decisions are influenced by Price, Product Diversity and Consumer Tastes by 50.5%, while the remaining 49.5% is influenced by factors outside the variables studied

The significance values of both variables  $X1 = 0.000$  and  $X2 = 0.000$  are smaller than 0.05. It can be concluded that Model 1 Regression, namely Variables  $X1$  and  $X2$  has a significant effect on  $Y$  which means that Price and Product Diversity have a significant effect on Consumer Taste. Where the values of the variable coefficients  $X1 = 0.328$  and  $X2 = 0.522$ , thus the path diagram of the structure model I can be obtained as follows:



**Figure 1. Model I Path Diagram**

The value of sig. price ( $X1$ ) and product diversity ( $X2$ ) to Consumer Taste ( $Y$ ) obtained a sig value of 0.000. This shows that there is a direct and positive influence between Price ( $X1$ ) and Consumer Taste ( $Y$ ). It is shown by the coefficient values of this study of 0.328 ( $X1$ ) and 0.522 ( $X2$ ), this can be interpreted that Price has a significant positive effect on Consumer Taste. the coefficient values of each variable, namely  $X1 = 0.364$ ,  $X2 = 0.399$  and  $Y = 0.315$ , thus obtaining the path diagram of the structure model 2 as follows:



**Figure 2. Model II Path Diagram**

The value of sig. price ( $X1$ ) and product diversity ( $X2$ ) against the Purchase Decision ( $Z$ ) obtained a sig value of 0.000. This shows that there is a direct and positive influence between Price ( $X1$ ) and Purchase Decision ( $Z$ ). It is shown by the coefficient values of this study of 0.364 ( $X1$ ) and 0.399 ( $X2$ ), this can be interpreted that Price has a significant positive effect on Purchase Decisions.

The results of these findings have found new evidence that product prices and diversity can positively influence e-commerce product purchase decisions, especially through the Shopee application. Sellers are expected to be able to compete in price levels with other e-commerce, because price is more dominant in influencing consumer taste, which means that the lower the price offered, the more consumer tastes will be on Shopee. In addition, it is very important to develop a variety of products such as product brands, the variety of sizes offered to consumers, the higher the desire to buy. Companies are expected to use a variety of more effective marketing strategies that focus on both factors. For example, by increasing discounts to customers, adding product lines will increase the level of product diversity that makes consumers interested in making purchase decisions. It is proven that product diversity is very dominant in influencing consumer purchasing decisions. The company must also make a good and attractive impression on the product, educate customers to attract consumer tastes so that it will encourage purchase decisions and determine prices that are in accordance with consumer expectations. So that consumers will be encouraged in consumer tastes and are expected to be able to improve their purchase decisions.

## 5. CONCLUSION

From the overall results of the research and analysis that has been carried out, several conclusions can be drawn. First, the price and diversity of products directly affect consumer taste. This can be interpreted that the lower the price and the variety of products that suit the consumer's desires, the more consumer tastes will also increase. Second, the price and diversity of products directly affect the purchase decision ( $Z$ ). Based on the results of the analysis of the coefficient of  $X1$ 's influence path on  $Z$  is 0.364 or 36.4% with a significance of 0.000. This can be interpreted that the lower the price, the more purchasing decisions from customers. This can be interpreted that the more diverse variants of products are given, the more purchasing decisions will be made. Third, price has a significant effect on purchase decisions mediated by consumer tastes. Similarly, product diversity has a

significant effect on purchasing decisions mediated by consumer tastes. The results of this study are expected to be information that can be used as consideration for future researchers which can be seen in problem identification.

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