

The Influence Of Company Reputation, Digital Marketing And Price Perception On Purchasing Decisions In The Shopee Marketplace

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Abstract

Unhealthy price competition in the market, especially due to predatory pricing practices, is a challenge for small and medium enterprises (SMEs). This study aims to analyze the influence of company reputation, digital marketing, and price perception on purchasing decisions in the Shopee marketplace. A quantitative approach was used with a survey method involving 200 respondents from the Cirebon area. After screening, the final sample size analyzed was 180 respondents. Data were collected through a questionnaire and analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS) with the help of SPSS 25.0. The results showed that price perception had a significant influence on purchasing decisions ($p < 0.05$), indicating that consumers tend to consider price when transacting on Shopee. Company reputation approached significance, while digital marketing did not show a significant influence, although it still played a role in attracting consumer attention. The regression model used proved strong ($F = 27.840$, $p < 0.000$), indicating that the independent variables collectively influenced purchasing decisions. In conclusion, the most dominant factor influencing purchasing decisions on Shopee is price perception. Although company reputation and digital marketing did not show strong individual significance, both still contribute collectively. Therefore, improving price transparency, maintaining positive company image, and enhancing digital marketing strategies are essential to increase consumer purchasing decisions in online marketplaces like Shopee.

Keywords: Price Perception, Corporate Reputation, Digital Marketing, Purchasing Decision.

INTRODUCTION

Currently, advances in technology and information have produced internet products that are very useful for various aspects of people's lives, especially in buying and selling activities. This phenomenon has changed the way products are marketed from direct interaction to transactions via the internet, which makes it easier for sellers and buyers to make transactions both domestically and abroad. One significant change is the emergence of markets such as Shopee.

Shopee Marketplace is one of the largest e-commerce platforms in Southeast Asia, including Indonesia. With rapid user growth and increasing transaction volume, Shopee has become the preferred platform for many sellers and buyers to conduct online transactions. However, behind this success, there are several issues faced by sellers, buyers, and Shopee itself.

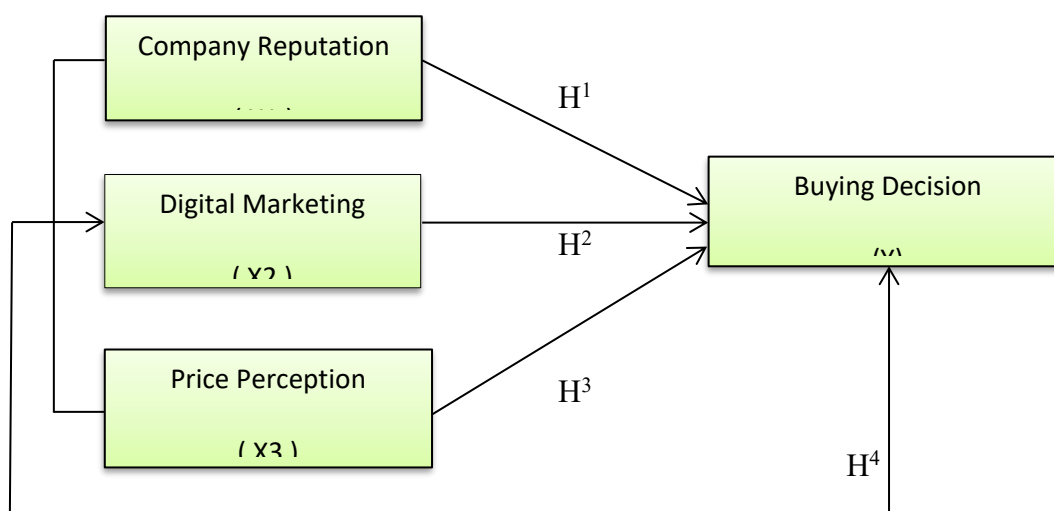
One of the main problems that frequently arises is unhealthy price competition among sellers. Many sellers reduce their prices drastically to attract more buyers, leading to price wars and decreasing profitability. This situation is worsened by the practice of predatory pricing by large-scale businesses that are able to offer products at extremely low prices, creating a disparity with MSMEs. A study by Prayuda and Anwar (2023) found that while price is a major factor influencing purchasing decisions on Shopee, excessive price competition tends to disadvantage smaller sellers. Similar conclusions were also presented by Rahmadani and Hidayat (2022), who emphasized that while consumers are price-sensitive, overly aggressive pricing harms long-term business sustainability.

Additionally, product quality and service-related issues are also of concern. Many customers complain that the items they receive do not match the product descriptions, particularly in terms of quality and specifications. This has led to an increased number of product

returns and complaints, which not only harms sellers but also reduces consumer trust in Shopee. Similar findings were highlighted in a study by Nur and Octavia (2022), which emphasized that product mismatches and service inconsistency significantly impact customer trust and purchasing behavior on Shopee. Supporting this, Wijayanti and Santoso (2020) observed that discrepancies between consumer expectations and actual product conditions in online transactions reduce repeat purchase intention.

From a regulatory perspective, changes in Shopee's policies regarding service fees and sales commissions often create dissatisfaction among sellers. These increased operational costs can narrow profit margins, especially for smaller sellers who rely on high sales volume. Research conducted by Adawiyah et al. (2025) concluded that unfavorable platform policy changes tend to reduce seller satisfaction and may influence their continued use of the platform. Moreover, Siregar and Pasaribu (2021) found that the lack of platform transparency and sudden policy adjustments significantly decrease marketplace loyalty among small business owners.

Figure 1. Conceptual model of research



Based on the underlying theories and the conceptual framework, the following hypotheses have been developed:

H1: It is assumed that Company Reputation (X1) has a positive influence on Purchasing Decisions (Y)

According to Putri & Nugroho (2021), company reputation significantly influences consumer purchasing decisions on the Tokopedia marketplace. Consumers tend to choose sellers with good reputations because they feel safer and more confident about the quality of the products. Fitriana and Hidayat (2020) also concluded that a positive brand reputation can build consumer trust and loyalty in an e-commerce environment.

H2: It is assumed that Digital Marketing (X2) has a positive influence on Purchasing Decisions (Y)

According to Wahyuni & Suryani (2020), digital marketing strategies such as social media promotion, SEO, and email marketing have a significant effect on consumer purchase intention. Santoso & Widodo (2021) added that the more often consumers are exposed to a product's digital advertisement on social media, the more likely they are to make a purchase.

H3: It is assumed that Price Perception (X3) has a positive influence on Purchasing Decisions (Y)

According to Prasetyo & Wibowo (2020), price perception is one of the main factors influencing consumer purchasing decisions in the Shopee marketplace, especially among middle to lower-income consumers. Maharani and Surya (2021) showed that prices perceived as affordable, fair, and in line with product quality increase consumer trust and encourage purchasing decisions.

H4: Company Reputation (X1), Digital Marketing (X2), and Price Perception (X3) simultaneously influence Purchasing Decisions (Y).

Lestari & Nugroho (2022), in their study of Shopee users, found that the combination of brand reputation, digital promotion, and price perception simultaneously influenced purchasing decisions by 72.4%. Sari & Agustina (2021) concluded that the variables of company reputation, digital marketing, and price perception collectively shape customer value perception, which drives purchasing decisions.

RESEARCH METHODS

Types of research

This study uses a quantitative methodology by distributing questionnaires to Shopee users in Cirebon to capture information regarding the influence of company reputation, digital marketing, and price perception on purchasing decisions. According to Sugiyono (2019), a quantitative approach is used to study a specific population or sample, with data collection using research instruments, and quantitative/statistical data analysis to test established hypotheses. In this context, a quantitative approach helps measure how much influence a company's reputation, digital marketing, and price perception have on purchasing decisions in the Shopee marketplace objectively and systematically.

According to Creswell (2014), the survey method is suitable for use in quantitative research because it allows researchers to collect data from a large number of respondents in a short time and measure the relationship between variables. In this study, the use of a survey of Shopee users in the Cirebon area helped identify consumer behavior patterns and spread the influence of marketing factors more widely.

According to Neuman (2014), quantitative research requires a distance between the researcher and the object being studied so that the research results remain objective, free from bias, and replicable. Therefore, researchers are not directly involved in personal interactions with respondents, but rather use structured instruments such as questionnaires.

Population and Sample

In this study are Shopee users in the Cirebon area. According to Sugiyono (2017), the population does not only consist of individuals but also characteristics that define a particular group. To obtain a representative sample, this study used a non-probability sampling method, where the selection of participants is based on predetermined criteria, not randomly. The respondent eligibility criteria include: (1) visiting the Shopee website at least once a month, (2) at least one purchase on the platform, (3) domiciled in Cirebon, and (4) aged between 14 and 36 years. These criteria ensure that the sample selected consists of active Shopee users who can provide relevant insights related to the research variables.

Sugiyono (2017) stated that the appropriate sample size for Structural Equation Modeling - Partial Least Squares (SEM-PLS) ranges from 30 to 500 respondents. Rambut et al. (2022) further showed that the minimum sample size required for SEM-PLS with a significance level of 0.050 and a path coefficient of 0.200 is 154,505 respondents, rounded up to 155 respondents. Previous studies have used various sample sizes, such as 141 respondents in Mustikasari's (2022) study which conducted an online survey of Shopee users in Lampung, and 550 respondents in Molinillo et al.'s (2022) study which examined customer loyalty among mobile app users in Spain. In this study, data were collected from 200 respondents through an online questionnaire. However, 20 responses did not meet the eligibility criteria based on the screening questions, resulting in a final sample size of 180 respondents. This number exceeds the minimum requirement of 160 respondents, thus ensuring adequate statistical power for data analysis.

Data Collection Method

This study used an online questionnaire as the main instrument in data collection. The questionnaire was designed to assess respondents' engagement with Shopee, their perceptions of the Influence of Company Reputation, Digital Marketing and Price Perception on Purchase Decisions in the Shopee marketplace. Screening questions were included to verify the eligibility of respondents before proceeding to the main survey. The data collection process ensured that it was carried out within a certain period of time to obtain an adequate number of responses.

According to Creswell & Poth (2018), the use of online questionnaires offers time efficiency, wide geographic reach, and ease of digital data processing. The use of online platforms (eg Google Forms or SurveyMonkey) allows respondents to answer questions with high flexibility, and researchers can quickly access the results in real time.

How to Analyze Collected Data

The collected data were analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS), a widely used method for resolving complex relationships between variables. SEM-PLS is well suited for exploratory research and models involving multiple regression variables, making it the right choice for this study. The analysis was conducted using specialized statistical software to assess validity, reliability, anova and Coefficient

According to Hair et al. (2017), SEM-PLS is a statistical modeling technique used to analyze complex relationships between latent variables. This method is very useful in social and business research because it can test models involving many constructs and indicators simultaneously. SEM-PLS does not require normally distributed data and is suitable for small to medium sample sizes.

RESULT AND DISCUSSION

The analysis tool used in this model is the SPSS 25.0 Windows program. After the data is collected, the next step is to present the analysis and discuss statistical tests, including validity tests, reliability tests, Anova tests, t tests, and regression tests. Each statement and variable that has been processed can be seen in Table 1.

Table 1. Validity Test Results

Variables	Item	R Count	R Table	Information
(X1)	X1.1	0.473	0.138	Valid
	X1.2	0.223	0.138	Valid
	X1.3	0.402	0.138	Valid
	X1.4	0.332	0.138	Valid
	X1.5	0.347	0.138	Valid
	X1.6	0.351	0.138	Valid
(X2)	X2.1	0.479	0.138	Valid
	X2.2	0.384	0.138	Valid
	X2.3	0.211	0.138	Valid
	X2.4	0.279	0.138	Valid
	X2.5	0.278	0.138	Valid
	X2.6	0.412	0.138	Valid
(X3)	X3.1	0.332	0.138	Valid
	X3.2	0.208	0.138	Valid
	X3.3	0.218	0.138	Valid
	X3.4	0.320	0.138	Valid

	Y1	0.363	0.138	Valid
	Y2	0.171	0.138	Valid
(Y)	Y3	0.284	0.138	Valid
	Y4	0.357	0.138	Valid
	Y5	0.431	0.138	Valid

Validity Test Analysis

Validity Test Criteria:

If the R Calculation value is greater than R Table 1 (0.138), then the indicator is considered valid. Conversely, if the R Calculation is equal to or less than R Table, the indicator is considered invalid.

- **Company Reputation (X1)**
All indicators (X1.1 – X1.6) show R count greater than 0.138 → Valid.
- **Digital Marketing (X2)**
All indicators (X2.1 – X2.6) show R count greater than 0.138 → Valid.
- **Price Perception (X3)**
All indicators (X3.1 – X3.4) show R count greater than 0.138 → Valid.
- **Purchase Decision (Y)**
All indicators (Y1 – Y5) show R count greater than 0.138 → Valid.

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Reliability Decision
(X1)	0.703	Reliable
(X2)	0.717	Reliable
(X3)	0.704	Reliable
(Y)	0.688	Reliable

Reliability Test Analysis

- Company Reputation (X1): 0.703 (Noise level : Reliable)
- Digital Marketing (X2): 0.717 (Clarity level: Reliable, highest value among other variables)
- Price Perception (X3): 0.704 (Density level: Reliable)
- Purchase Decision (Y): 0.688 (Clarity level: Reliable)

Table 3. ANOVA Test Results

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	675,488	3	225,163	27,840	.000b
1	Residual	1423.462	176	8,088		
	Total	2098.950	179			

Anova Test Results:

- Sum of Squares :
 - Regression = 675,488
 - Remainder (Error) = 1423.462

- Total = 2098,950
- Degrees of Freedom (df):
 - Regression = 3 (number of independent variables: X1, X2, X3)
 - Remainder = 176 (n - number of variables - 1)
 - Total = 179
- Mean Square:
 - Regression = 225.163
 - Remainder = 8,088
- F-Statistic = 27.840
- Significance (p value) = 0.000

Interpretation :

- Significance of the Model:
 - Significance value (Sig.) = 0.000 (less than 0.05), indicating that the regression model is statistically significant.
 - This means that the independent variables, namely Company Reputation (X1), Digital Marketing (X2), and Price Perception (X3) collectively influence Purchasing Decisions (Y).
- Model Strengths:
 - The F value of 27.840 indicates that the model has strong predictive power.
 - Higher F

Table 4. Coefficient Test Results

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	10,693	2.116		5,054	.000
(X1)	-.134	.076	-.112	-1,771	.078
(X2)	.105	.079	.084	1,328	.186
(X3)	.632	.070	.563	9,035	.000

Coefficient Test Results

The table above is a regression equation:

$$Y = 10.693 + 0.134 X1 + 0.105 X2 + 0.632 X3$$

Coefficient Significance Test

The hypothesis used in this test is:

- H0 : The regression coefficient is not significant.
- H1: The regression coefficient is significant.

Decision Making Criteria:

- If t count < t table, then H0 is accepted.
- If t count > t table, then H0 is rejected.

Probability :

- If the probability < 0.10, then H0 is accepted.
- If the probability > 0.10, then H0 is rejected.

Significance Test Results:

- The Sig. value for X1 is 0.00 (significant).
- The Sig. value for X2 is 0.23 (not significant).
- The Sig. value for X3 is 0.36 (not significant).

The probability value for the regression coefficient is 0.000, indicating significance. This means that if Y increases by one unit, X1, X2 and X3 will increase by 0.134, 0.105 and 0.632 respectively.

Regression analysis shows that variable X has an influence on Y of 56.7%, while other undefined factors have an influence of 43.3%.

The regression equation shows that the positive effect of variable X on Y is significant, with $Y = 10.693 + 0.134 X1 + 0.105 X2 + 0.632 X3$

CONCLUSION

1. **Significant Influence:** Price Perception Variable (X3) shows a significant influence on Purchase Decision (Y), with a significance value below 0.05. This indicates that positive price perception can encourage better purchase decisions in the Shopee marketplace.
2. **Company Reputation and Digital Marketing:** Although Corporate Reputation (X1) approaches significance and Digital Marketing (X2) is not significant, both variables still play an important role. The t-value for X1 does not reach the significance threshold, while X2 is well above 0.10, indicating the need for improvement in both aspects in order to have a greater influence.
3. **Robust Regression Model:** ANOVA analysis shows that the regression model used has strong predictive power ($F = 27.840$, $p < 0.000$), indicating that the independent variables (X1, X2, and X3) collectively contribute to purchasing decisions.
4. **Variable Power:** From the regression analysis, it can be seen that Price Perception (X3) has the greatest influence on purchasing decisions. However, optimization of company reputation and digital marketing is also needed to increase the effectiveness of marketing strategies.

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