The Role of Purchase Decisions in Mediation the Influence of Price Perception, Convenience and Promotion on Consumer Satisfaction (Study Case for Shopee Users in Malang City)

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Abstract

Study this aim for analyze role decision purchase in mediate influence perception price, convenience and promotion to satisfaction consumer. Population study this is Shopee users in Malang City. In study this technique taking sample use purposive sampling so that set respondent as many as 100 respondents. Method analysis the data is quantitative descriptive. Analysis quantitative conducted with use SmartPLS. In study this get results that perception price and promotion take effect significant to decision purchase, convenience no take effect to decision purchase, decision purchase no take effect to satisfaction consumer, perception price and promotion no take effect to satisfaction consumer, convenience take effect significant to satisfaction consumer. Purchase decision no capable mediate influence perception price, convenience and promotion to satisfaction consumer.

I. Introduction

In this digital age everyone already _ experience many change , a lot activity business already switch than before _ buy goods must leave to the shop however different in this digital age . Lots of sellers now goods start switch from selling offline switch _ selling online , with one of the method register goods they to the online buying and selling site or the usual one called with *marketplace* as the place businesses that facilitate traders _ or consumer in buy and sell with using internet media (Pranitasari & Ahmad, 2021).

E-commerce company offer various type marketing for consumers feel satisfied with all product the goods and services they provide in app *e-commerce* which they have. Satisfaction is something decided attitude _ based on The experience gained is very much needed study for prove there is or whether or not hope previously which was part most important in satisfaction (Fandy Tjiptono , 2016:74).

First time will conducted consumer in evaluate something product is price. Price is the top strategy in get something profit for company. Consumer will compare price at each application existing e - *commerce* in accordance their needs and funds have. Price is the only one element mix marketing that brings income or income for company (Fandy Tjiptono, 2016:218).

Consumer in purchase *e-commerce* also compare with shopping offline or _ come direct to target shop. When consumers want to shopping offline a lot is necessary considered like travel , limited options and so on , while what consumers get shop online that is consumer could compare service various *e-commerce* sites with easy only with use click screened *gadgets* them (Khan, 2016).

Besides convenience, promotion is role important in maintain something business . Promotion that is something communication for inform to consumer will something goods or special service _ for persuade somebody for buy and remember something product or services (Yolanda & Darmanitya , 2018). Promotion also has destination in sale for get trust and maintain interest consumers (Alexandrescu & Marius, 2018). Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019).

Besides factor above , a lot influencing factors _ satisfaction consumer because that company *e-commerce* try for Keep going create new ideas for customers permanent loyal to application *e-commerce* for compete in the digital age. In Thing this like factor perception price , convenience and promotion will direct to decision purchase in shop online in the app their e - *commerce* have because when consumer feel convinced will create proximity emotional to something product and produce height faithfulness consumers (Haryono & Roony , 2014).

According to Tjiptono and Diana (2016:60)Decision purchase is Step pre-purchase that includes all activity consumers who happen before happening transaction purchase and use product . Purchase decision in shopping on *e-commerce* have connection by no direct Among perception price , convenience and promotion to satisfaction consumer with decision purchase as variable mediation .

Researcher choose Shopee *e-commerce* because is one _ the biggest *marketplace* in Indonesia since in 2015 and became the most popular online site by consumers (Sulistiyawati & Anna, 2020). Shopee occupy order to four in category search *e-commerce* that is in demand by its users in the Top 40 *e-commerce* with total 34,510,800 visitors every month (Mirza & Hapzi , 2020). height interest consumer against Shopee no free from various strategies in offer various consumer needs _ with destination for Fulfill needs consumer because change behavior consumer the more day will be very picky and all-round sue for can Fulfill needs them.
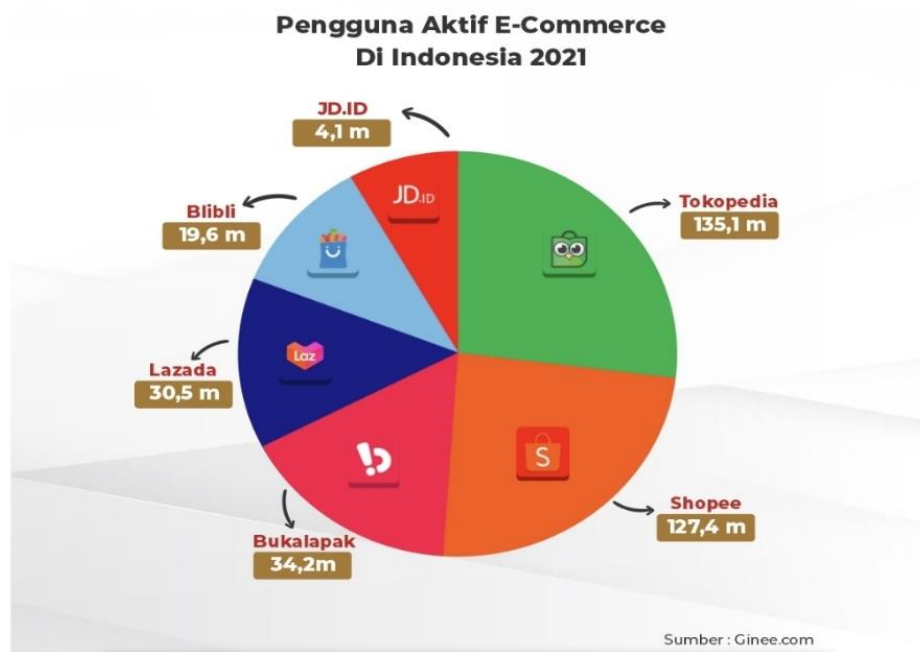
Source: umkmklaten.com
***Figure 1.** User Active E-commerce in Indonesia 2021*

According to umkmklaten.com, the number of visitors highest user active *E-commerce* in Indonesia in 2021, namely Tokopedia of 135.1 m2. Followed by Shopee with amount visitors of 127.4m. Bukalapak with amount visitors of 34.2 m. Lazada Indonesia with amount visitors of 30.5 m. Blibli with amount visitors 19.6 m as well as the amount visitors least e -*commerce* namely JD.ID with amount visitors of 4.1 m. This thing show that Tokopedia is a application most e - *commerce* desired and liked by consumers year 2021.

Based on phenomenon in users Shopee application above, then writer interested for to do study with title namely "Role of Purchase Decision in Mediation of the Influence of Price Perception, Convenience and Promotion on Consumer Satisfaction in Shopee Users in Malang City".

II. Review of Literature

2.1 Satisfaction Consumer

According to Kotler and Keller (2018:138), satisfaction is feeling happy or disappointed someone who appears because compare perceived performance product (or result) against expectations them. According to Kotler and Keller (2018: 140), satisfaction consumer have a number of indicators, namely:

a. Permanent loyal, customer who feels satisfied to something product will tend Becomes loyal and customer the will to do purchase repeat from the same manufacturer.

b. Recommend product, satisfied customer will get encouragement to do communication from mouth to mouth that is positive about company and products to other people. This thing could shaped recommendation to candidate customer another.

2.2 Price Perception

According to Ari & Efendi (2015) perception price is amount all value provided by consumers used for get profit on ownership or use something product or service. Indicator perception price referring to the research conducted by Soelistio (2016), namely:

a. Affordable Price

Affordable price is hope from consumer before to do purchase. Consumer will look for more first on the product with price that can be they reach.

b. Suitability price with quality product.

Consumer usually no feel object with relatively expensive price if products offered have good quality. However consumer more many want product with price inexpensive with good quality.

2.3 Convenience

Ease of *use* according to Davis (2018) is a level where somebody believes that use to something system is things that are not difficult for understood and not need effort heavy from the wearer for can use it. Indicator convenience referring to the research conducted by Meida (2017), namely:

a. Easy studied

System in application could studied with easy.

b. Easy used

System in application easy used.

2.4 Promotion

Promotion is a effort persuasion (persuasion) used for persuade or push consumer for want to buy product nor services produced by a _ company (Praestuti , 2020) . Promotion indicators refer to research conducted by Tujiono & Karneli (20 1 7) , namely :

a. Promotion quality

It is a measure of how well the company's promotions are doing, such as content, attractive design, position and media used, and so on.

b. Promotion quantity

The assessment made by consumers of the promotions that have been carried out.

2.5 Purchase Decision

According to Buchari Alma (2016: 96) suggests that decision purchase is something decision consumers influenced by the economy finance, technology, politics, culture, product, price, location, promotion, *physical evidence, people, process* . Indicator decision purchase referring to Thompson (2016), namely:

a. In accordance needs

Customer to do purchase because products offered as needed and easy in look for needed items.

b. Accuracy in buy product

Product price in accordance quality product and fit with desire consumer

III. Research Method

3.1 Type study

Type research used _ in study this is study quantitative, and using questionnaire as tool data collection. Questionnaire in study this use scale likert.

3.2 Research Location

Preferred location in study this that is conducted online via _ user shopee with send questionnaire electronic via email to each user.

3.3 Population Study

According to Sugiyono (2017:80), Population is a generalization area consisting of on object / subject that has quality and characteristics specified by the researcher _ for studied and then drawn the conclusion. Population in study this is Shopee users who are in Malang City, so population no is known by sure.

3.4 Sample Study

Sample in study this is user shopee ever _ to do transaction purchase goods in shopee. According to (Sugiyono, 2017:81) Sample is part from the number and characteristics possessed by the population that. In study this taking sample conducted use technique *Purposive sampling* that is technique determine sample with method take sample with give criteria certain to respondent so that information obtained _ more focused in accordance with desire researcher. With criteria consumers who have buy product at least once at Shopee and domiciled in Malang City.

3.5 Data Analysis Techniques

Analysis statistics in study this will assisted linearity program PLS version 3.0

IV. Results and Discussion

4.1 Test Instrument Research (*Pilot Testing*)
a. Validity Test
Validity test of 30 respondents who became part *pilot test* show that all items used in study this is valid. Questionnaire item validity could seen from score correlation more pearson big from *cut-off* 0.3.

b. Reliability Test
Reliability test on 30 respondents obtained from *pilot test* show that all items in instrument study has reliable because score coefficient cronbach alpha is above 0.6.

4.2 Analysis *Partial Least Square* (PLS)
a. Evaluation of the Measurement Model (*Outer Model*)

Table 1. Validity Test Results on the Questionnaire with SmartPLS

Variable	Indicator	*Loading Factor*	AVE	*Cronbach's Alpha*
Price Perception (X 1)	X1.1	0.730	0.632	0.805
	X1.2	0.836		
	X1.3	0.756		
	X1.4	0.851		
Convenience (X 2)	X2.1	0.868	0.778	0.904
	X2.2	0.836		
	X2.3	0.928		
	X2.4	0.894		
Promotion (X3)	X3.1	0.811	0.603	0.777
	X3.2	0.595		
	X3.3	0.822		
	X3.4	0.853		
Purchase Decision (Z)	Z.1	0.893	0.808	0.921
	Z.2	0.922		
	Z.3	0.899		
	Z.4	0.881		
Satisfaction Consumer (Y)	Y.1	0.810	0.676	0.838
	Y.2	0.680		
	Y.3	0.915		
	Y.4	0.865		

Source: Data processed, 2022

SmartPLS conducted ubtuk testing the measurement model (*outer model*), evaluating the structural model (*inner model*) and testing hypothesis. Validity test results convergent use *loading factor* and can is said to be valid if have score *loading factor* above 0.5. The results of *the loading factor* in Table 1. show results above 0.5 which means all data is valid. Validity test discriminant tested using AVE value with score AVE test above 0.5. The AVE value in Table 1. shows results above 0.5 which means all data is valid. As well

as reliability test use *cronbach alpha* with score more of 0.6. The *Cronbach alpha value* in Table 1. shows results above 0.6 which means all data already *reliable*.

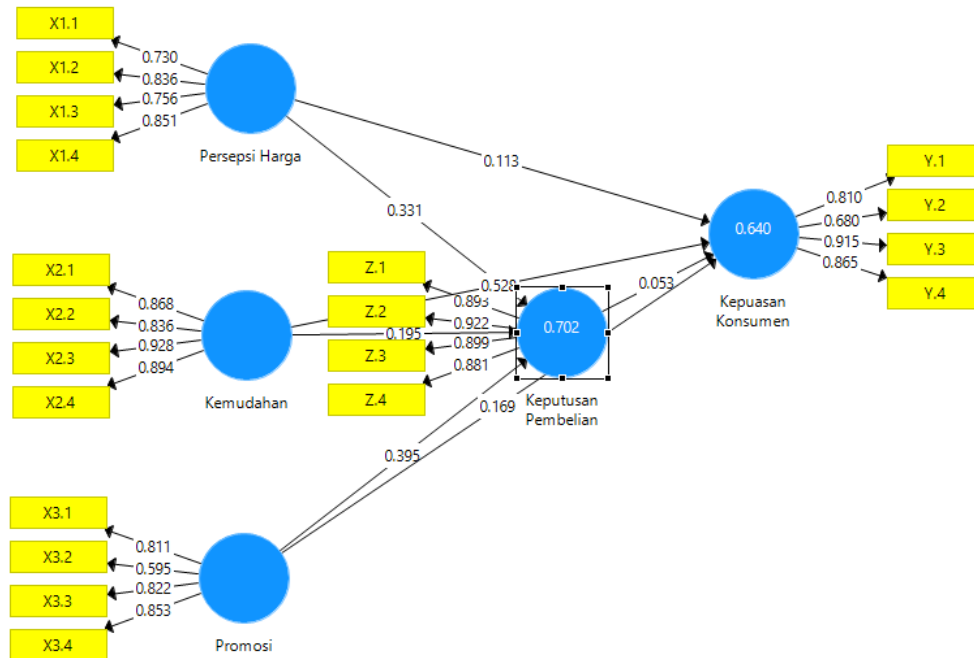## b. Structural Model Evaluation (*Inner Model*)

Figure 2. *Path Model*

Perception price influence decision purchase of 0.331 or 33.1%, convenience influence decision purchase of 0.195 or 19.5%, promotion influence decision purchase of 0.395 or 39.5%, the decision purchase influence satisfaction consumer of 0.053 or 5.3%, perception price influence satisfaction consumer of 0.113 or 11.3%, convenience influence satisfaction consumer of 0.520 or 52%, and promotions influence satisfaction consumer of 0.169 or 16.9%.

c. Goodness of Fit Model

In the above formula it can be seen that the value of *predictive-relevance* 89.3% , the model in this study can be concluded as feasible . Next n value *predictive-relevance* 89.3% indicates a variation the data in the study amounted to 82.8%. Whereas the remaining 10.7% is explained by other variables (which have not contained in the model) and errors. This result said that the formed PLS model already fine, because could explain 89.3% of information by whole.

4.3 Test Hypothesis
a. Test Hypothesis Direct

Table 2. Direct Influence

	Anal i sis Line	Original Sample	t - s statistics k	P Value
H 1	Price Perception → Purchase Decision	0.331	3.237	0.001
H2	Convenience → Purchase Decision	0.195	1.542	0.124
H 3	Promotion → Purchase Decision	0.395	3.157	0.002
H 4	Consumer Satisfaction → Purchase Decision	0.053	0.409	0.683
H 5	Price Perception → Consumer Satisfaction	0.113	1.134	0.257
H 6	Convenience → Consumer Satisfaction	0.528	3.427	0.001
H 7	Consumer Satisfaction → Promotion	0.169	1.226	0.221

Source: Data processed, 2022

1. Price Perception Take effect Positive and Significant against Decision Purchase (H$_1$)

Table 2 shows that perception price give influence significant to variable satisfaction consumer seen from t - value as big as 3.237. t- count value the more big compared to t - table value (1.96) and value *P-Value* of 0.001 < 0.05 so that could concluded that hypothesis 1 (H1) is accepted . Accepted hypothesis _ signify that perception the price applied by Shopee is able feel consumers and influence by significant to decision purchase. The more good perception perceived price _ consumer so the more tall level decision purchase them.

2. Convenience Take effect Positive and Significant against Purchase Decision (H$_2$)

Table 2 shows that convenience no give influence significant to variable decision purchase seen from t - value as big as 1542. t- count value the more small compared to t - table value (1.96) and value *P-Value is* 0.124 > 0.05 so that could concluded that hypothesis 2 (H 2) is rejected . Accepted hypothesis _ signify that convenience that is applied by Shopee is able feel consumers and influence by significant to decision purchase. The more good perceived ease _ consumer so the more tall level decision purchase them.

3. Promotion Take effect Positive and Significant against Purchase Decision (H$_3$)

Table 2 shows that promotion give influence significant to variable decision purchase seen from t - value as big as 3.157. t- count value the more big compared to t - table value (1.96) and value *P-Value is* 0.002 < 0.05 so that could concluded that hypothesis 3 (H 3) is accepted . Accepted hypothesis _ signify that promotions applied by Shopee are able feel consumers and influence by significant to decision purchase. The more tall perceived promotion _ consumer so the more tall level decision purchase them.

4. Purchase Decision Take effect Positive and Significant to Satisfaction Consumer (H$_4$)

Table 2 shows that decision purchase give influence significant to variable loyalty consumer seen from t - value as big as 0.409. t- count value the more small compared to t - table value (1.96) and value *P-Value is* 0.683 so that could concluded that hypothesis 4 (H 4) is rejected. Rejected hypothesis _ signify that decision Purchases that have been applied by Shopee have not capable feel consumer and not take effect by significant to satisfaction consumer. The more good decision perceived purchase consumer so the more low level satisfaction consumer.

5. Price Perception Take effect Positive and Significant to Satisfaction Consumer (H$_5$)

Table 2 shows that perception price no give influence significant to variable satisfaction consumer seen from t - value as big as 1.134. t- count value the more small compared to t - table value (1.96) and value *P-Value is* 0.257 so that could concluded that hypothesis 5 (H5) is rejected . Rejected hypothesis _ signify that perception The price applied by Shopee has not yet capable feel consumer and not take effect by significant to satisfaction consumer. The more good perception perceived price _ consumer so the more low level satisfaction consumer.

6. Convenience Take effect Positive and Significant to Satisfaction Consumer (H$_6$)

Table 2 shows that convenience give influence significant to variable satisfaction consumer seen from t - value as big as 3,427. t- count value the more big compared to t - table value (1.96) and value *P-Value is* 0.001 < 0.05 so that could concluded that hypothesis 6 (H6) is accepted . Accepted hypothesis _ signify that the convenience applied by Shopee is able feel consumers and influence by significant to satisfaction consumer. The more tall perceived ease _ consumer so the more tall level satisfaction consumer.

7. Promotion Take effect Positive and Significant to Satisfaction Consumer (H$_7$)

Table 2 shows that promotion no give influence significant to variable satisfaction consumer seen from t - value as big as 1,226. t- count value the more small compared to t - table value (1.96) and value *P-Value is* 0.221 so that could concluded that hypothesis 6 (H6) is rejected . Rejected hypothesis _ signify that the promotions that Shopee has applied haven't yet capable feel consumer and not take effect by significant to satisfaction consumer. The more good perceived promotion _ consumer so the more low level satisfaction consumer.

b. Test Hypothesis Not Direct

Table 3. Indirect Influence

	Analysis Line	Original Sample	t - s statistics k	P Value
H $_6$	Price Perception → Purchase Decision → Satisfaction Consumer	0.017	0.391	0.696
H $_7$	Convenience → Purchase Decision → Satisfaction Consumer	0.010	0.335	0.738
H $_7$	Promotion → Purchase Decision → Satisfaction Consumer	0.021	0.377	0.706

Source: Data processed, 2022

8. Price Perception Significant Effect on Satisfaction Consumer through Purchase Decision (H8)

Table 3 shows that perception price significantly no effect on satisfaction consumer *through* decision mediation purchase . These results indicate that hypothesis 8 (H 8) is rejected . Judging from the t-count value of 0.017 and is below the t-table value of 1.96. *The P-value* of 0.696 or above the standard of significance of 0.05 also proves that the perception variable price no give a significant influence on the satisfaction variable consumers through decision mediation purchase . Based on these results, it can be concluded that the perception of the price applied by Shopee can not affect satisfaction consumers through decisions purchase that consumers have previously experienced.

9. Convenience Significant Effect on Satisfaction Consumer through Purchase Decision (H9)

Table 3 shows that the ease of significantly no effect on satisfaction consumer *through* decision mediation purchase . These results indicate that hypothesis 9 (H 9) is rejected . Judging from the t-count value of 0.010 and is below the t-table value of 1.96. *The P-value* of 0.738 or above the standard significance of 0.05 also proves that the convenience variable no give a significant influence on the satisfaction variable consumers through decision mediation purchase . Based on these results, it can be concluded that the convenience applied by Shopee can not affect satisfaction consumers through decisions purchase that consumers have previously experienced.

10. Promotion Significant Effect on Satisfaction Consumer through Purchase Decision (H10)

Table 3 shows that promotion significantly no effect on satisfaction consumer *through* decision mediation purchase . These results indicate that hypothesis 10 (H 10) is rejected. Judging from the t-count value of 0.021 and is below the t-table value of 1.96. *The P-value* of 0.706 or above the standard of significance of 0.05 also proves that the promotion variable no give a significant influence on the satisfaction variable consumers through decision mediation purchase . Based on these results, it can be concluded that the promotions implemented by Shopee can not affect satisfaction consumers through decisions purchase that consumers have previously experienced.

V. Conclusion

Writing this analyze role decision purchase in mediate influence perception price, convenience and promotion to satisfaction consumer. Research results this show that all hypothesis received except convenience no take effect to decision purchase, perception prices, promotions and decisions purchase no take effect to satisfaction consumers, and decisions purchase not yet capable for mediate influence perception price, convenience and promotion to satisfaction consumer. Limitations study this is only use one studies case, no covers whole e-commerce in Indonesia. This thing Becomes recommendation for study next could expand object study so that get more results descriptive with use variable besides perception price, convenience and promotion.

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